



# **PERIYAR UNIVERSITY**

**PERIYAR PALKALAI NAGAR**

**SALEM – 636011**

**DEGREE OF BACHELOR OF MANAGEMENT**  
*CHOICE BASED CREDIT SYSTEM*

*Syllabus for*

## **B.B.A (RETAIL MANAGEMENT)**

**( SEMESTER PATTERN )**

**( For Candidates admitted in the Colleges affiliated to  
Periyar University from 2017-2018 onwards )**



## REGULATIONS

### 1. ELIGIBILITY FOR ADMISSION

Candidates seeking admission to the first year of the degree of Bachelor of Business Administration shall be required to have passed the Higher Secondary Examination (Academic or vocational stream) conducted by the Government of Tamil Nadu or any examination accepted as equivalent there to by the syndicate of Periyar University. Preference will be given to those who have taken commerce as a subject in the qualifying examination.

### 2. ELIGIBILITY FOR AWARD OF DEGREE

A candidate shall be eligible for the award of the degree only if he / she has undergone the prescribed courses of study in a college affiliated to the university for a period of not less than three academic years comprising six semesters and passed the examinations prescribed and fulfilled such conditions as have been prescribed there for.

### 3. COURSE OF STUDY

#### a). Objectives of the Programme :

- i. To provide the basic and essential knowledge regarding various activities undertaken and necessary to run socially responsible business organization ;
- ii. To impart certain basic skills and aptitude which will be useful in taking up any particular activity in a business ;
- iii. To furnish global view of the several industries and other organizations and their functions which support the business system ;
- iv. To develop the personality so as to become responsible citizen with greater awareness about the Indian society and its culture.

#### b). The programme of study shall consist of Foundation courses, Core courses, Allied courses Skill Based Elective Courses (SBEC) and Non Major Elective Courses (NMEC).

**Note:** Modern or classical languages:

- |                |   |  |
|----------------|---|--|
| i. Indian      | - | Telugu, Kannada, Malayalam, Urdu and Hindi |
| ii. Foreign    | - | French                                     |
| iii. Classical | - | Sanskrit, Arabic & Persian                 |

### 4. OTHER REQUIREMENTS

- i. As a part of BBA curriculum a minimum of 2 factory visits per year must be arranged for the students.
- ii. Industrial training report: For Industrial training. The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself / herself with the procedure, practice and working of companies.

## B.B.A. RETAIL MANAGEMENT

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- iii. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.

### 5. REQUIREMENTS FOR PROCEEDING TO NEXT SEMESTER

Candidates shall be eligible to go to next semester, only if they satisfy the conditions prescribed by the syndicate from time to time.

### 6. PASSING MINIMUM

A candidate shall be declared to have passed in each courses if he / she secures not less than 40% prescribed for the examination. He / She shall be declared to have passed the whole examination if he / she passed in all the course as per the scheme of examination.

### 7. CLASSIFICATION OF SUCCESSFUL CANDIDATE

Successful candidate passing all the examinations securing the credits in the aggregate of the marks prescribed for core allied SBEC & NMEC courses together shall be declared to have passed the examination in first and second class respectively. All other successful candidates shall be declared to have passed in the examination to the third class. Candidates who obtained 75% of marks and above any course shall be deemed to have passed that course with distinction provided they passed the examination at the first appearance.

### 8. RANKING

Candidates who pass all the examinations prescribed for the course in the **first appearance** only are eligible for ranking.

### 9. MAXIMUM DURATION FOR THE COMPLETED OF THE UG PROGRAMME

The maximum duration for completion of the UG programme shall not exceed twelve Semesters.

### 10. COMMENCEMENT OF THIS REGULATION

The regulations shall take effect from the academic year 2017-2018 i.e., for students who are admitted to the first year of the programme during the academic year 2017-2018 and thereafter.

### 11. TRANSITORY PROVISION

Candidates who were admitted to the UG programme of study before 2017-2018 shall be permitted to appear for the examinations under those regulations for a period of three years i.e., up to and inclusive of the examination of April / May 2018. Thereafter, they will be permitted to appear for the examination only under the regulations there in force.

## COURSE OF STUDY AND SCHEME OF EXAMINATION

Part	Paper Code	Subject Title	Hours	Credits	University Examination		
					Internal (25%)	External (75%)	Total
SEMESTER I							
I	Language	Tamil I	6	3	25	75	100
II	Language	English I	6	3	25	75	100
III	Core I	Principles of Management	5	3	25	75	100
III	Core II	Business Communication	5	5	25	75	100
III	Allied I	Business Mathematics and Statistics –I	6	4	25	75	100
IV	Value Education	Yoga	2	2	25	75	100
SEMESTER II							
I	Language	Tamil II	6	3	25	75	100
II	Language	English II	6	3	25	75	100
III	Core III	Organisational Psychology	5	3	25	75	100
III	Core IV	Business Environment	5	5	25	75	100
III	Allied II	Business Mathematics and Statistics –II	6	4	25	75	100
IV	EVS	Environmental Studies	2	2	25	75	100

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Part	Paper Code	Subject Title	Hours	Credits	University Examination		
					Internal (25%)	External (75%)	Total
SEMESTER III							
III	Core-V	Introduction to Operation Research -I	6	4	25	75	100
III	Core-VI	Accounting for Managers	64		25	75	100
III	Core-VII	Marketing Management	5	4	25	75	100
III	Allied-III	Business Economics	5	3	25	75	100
IV	SBEC I	Knowledge Management	2	2	25	75	100
IV	SBEC II	Consumer Behavior	2	2	25	75	100
IV	SBEC III	E-Business	2	2	25	75	100
	NMEC-I	Business Management	2	2	25	75	100
SEMESTER IV							
III	Core-VIII	Introduction to Operation Research-II	6	4	25	75	100
III	Core-IX	Applied Costing	6	4	25	75	100
III	Core-X	Business law	6	4	25	75	100
III	Allied-IV	Money Banking and Global Business	4	3	25	75	100
III	SBEC-I	Practice of Business Relations	2	2	25	75	100
III	SBEC-II	Basic of Business insurance	2	2	25	75	100
IV	SBEC-III	Inplant training	2	2	25	75	100
	NMEC-II	Human Resource Management	2	2	25	75	100

Part	Paper Code	Subject Title	Hours	Credits	University Examination		
					Internal (25%)	External (75%)	Total
SEMESTER V							
III	Core-XI	Financial Management	5	5	25	75	100
III	Core-XII	Services Marketing	5	5	25	75	100
III	Core-XIII	Advertising and Salesmanship	5	4	25	75	100
III	Core-XIV	Management Information System	5	4	25	75	100
III	Core-XV	Research Methods for Retail Marketing	5	4	25	75	100
III	Elective–I		5	3	25	75	100
SEMESTER IV							
III	Core-XVI	Production and Materials Management	5	5	25	75	100
III	Core-XVII	Business Policy & Strategic Management	5	4	25	75	100
III	Core XVIII	Retail Management	5	4	25	75	100
	Core XIV	Tally Theory	3	3	25	75	100
	Practical	Tally Practical	2	2	40	60	100
	Core XX	Project and Viva Voce	5	4	25	75	100
	IV	Elective –II	5	3	25	75	100
	V	Extension Activities					
		Elective I Paper I Paper II Paper III	Consumer Relationship Management Brand Management Merchandising Management				
	Elective-II Paper I Paper II Paper III	Channel management Investment management Logistic and Supply chain Management					

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**SEMESTER-I**

**CORE I - PRINCIPLES OF MANAGEMENT**

**UNIT – I**

Management – Definition – Importance – Nature – Scope and Functions – Principles of Management. Evolution of Management Thoughts – Contributions of F.W. Taylor - Henry Fayol – Elton Mayo – Hawthorne Experiment.

**UNIT – II**

Planning – Importance – Advantage – Steps in planning – Types of Plans – Management by Objectives (MBO) – Process – Merits – Limitations. Decision Making – Definition – Types of decision – Process of decision making.

**UNIT – III**

Organisation – Need for Organisation – Process – Organisational Structure – Line Functional, Line & Staff Organisation. Span of Management – Delegation – Centralisation and Decentralisation – Staffing – Nature & Purpose of Staffing.

**UNIT – IV**

Directing – Meaning, Importance, Principles – Leadership – Styles of Leadership – Qualities for effective leadership. Motivation – Theories of motivation – Maslow's need hierarchy theory, Herzberg's two factor theory and their comparison

**UNIT – V**

Co-ordinating – need – Principles – Approaches to achieve effective Co-ordination. Controlling – Meaning – Elements and significance – Steps in control process – control techniques.

**TEXT BOOKS**

1. C.B. Gupta, Business Organization & Management, Sultan Chand & Sons.
2. L.M. Prasad, Principles of Management, Sultan Chand & Sons.

**REFERENCE BOOKS**

1. Dingar Pagare, Business Management, Sulthan Chand & Sons
2. Tripathi P.C. & P.N. Reddy, Principles of Management, TMH
3. Bhusan Y.K. Business Organization and Management, McGraw Hill



4. Koontz and O.Donnel, Essentials of Management, McGraw Hill
5. Ramasamy. T, Principles of Management, Macmillan India Ltd.,
6. Basu, Organisation& Management, S. Chand
7. M.C. Shukla, Business Organisation and Management, S.Chand
8. RustomDavar, Management Process, Progressive Corporation Pvt., Ltd
9. J. Jayashankar, Principal of Management, Margham Publications.
10. Dr.RupaGunaseelan& Dr. Kulandaisamy, Vikas Publishing House, SulthanChand& Sons, New Delhi.
11. Dr.V.R.Palanivelu, Principles of Management, Himalaya publishing House, Mumbai
12. Dr.S.Karhtick, Principles of Management, Shanlax Publication.

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**SEMESTER I**

**CORE II - BUSINESS COMMUNICATION**

**UNIT – I**

Communication – meaning – objectives – process – media of communication – types of communication – barriers to communication - principles of effective communication.

**UNIT – II**

Business letters – layout of Business letters - types - Business enquires and replies – offers – quotations – orders – complaints and adjustments – collection letters – circular letters – status enquires.

**UNIT – III**

Bank correspondence – insurance correspondence – agency correspondence – letters to the editors – applications for appointment.

**UNIT – IV**

Company correspondence – Duties of Secretary – correspondence with directors, Shareholders, government departments and others.

**UNIT – V**

Report – meaning – importance – characteristics of a good report – preparing report -report by individuals – report by committees – speeches – characteristics of good speech – planning to speak.

**TEXT BOOK**

1 .Rajendrapal&Koralahalli J.S. Essentials of Business Communication Sulthan Chand & Sons.

**REFERENCE BOOKS**

1. Ramesh M.S. & Pattan Shetty, Effective Business English & Correspondence RC Publications.
2. Balasubramanian, Business Communication, Vikas Publishing House Pvt., Ltd.,
3. US Rai, SM Rai, Business Communication, HPH
4. RSN Pillai, Bagavathi, Commercial Correspondence & Office Management.
5. N.S. Rashunathan and B.Santhanam, Business Communication, Margham Publications, Chennai.
6. Chanturvedi, Business Communication Concepts, Case and Applications, Pearson Education.

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**SEMESTER I**  
**ALLIED PAPER - I**  
**BUSINESS MATHEMATICS AND STATISTICS**

**UNIT – I**

Series: Sequence – Series – Arithmetic Progression – Geometric Progression – Harmonic Progression (Simple Problems Only)

**UNIT – II**

Matrices : Fundamental ideas about matrices and their operational rules – matrix addition and multiplication – inverse of square matrices of not more than order third – solving Simultaneous equations.

**UNIT – III**

Description statistics: Meaning and definition of statistics – scope and limitations statistical survey – source and collection of data – classification and tabulation – presentation of statistical report.

**UNIT – IV**

Diagrams and graphs – measures of central tendency – arithmetic, geometric, Harmonic mean – Mean – median – mode – combined mean.

**UNIT – V**

Measures of variations – absolute and relative measures – range – mean deviation – standard deviation. Measures of variations – absolute and relative measures – range – mean deviation – quartile deviation – standard deviation. Measures of skewness – Kurtosis – Lorenz curve.

**TEXT BOOKS**

1. Gupta S.P., Statistical methods – Sulthan Chand & Sons, New Delhi.
2. P.R.Vittal, Business Mathematics and Statistics, Margham Publications.

**REFERENCE BOOK**

1. Stafford, Business Mathematics - Tata Mc Graw Hill
2. Sundharsan, An Introduction to Business Mathematics, Sulthan Chand & Sons, New Delhi.
3. Pillai R.S.N. & Mrs. Bagavathi, Statistics – Sulthan Chand & Sons, New Delhi.
4. Dr. P.R. Vittal, Business Mathematics and Statistics, Tata Mc Graw Hill
5. Sharma, Business Statistics – Margham Publications, Chennai.
6. Dr. S.P. Gupta & Dr. M.P. Gupta, Business Statistics, Sulthan Chand & Sons, New Delhi.
7. RSN Pillai & V. Bagavathi, Statistics, Sulthan Chand & Sons, New Delhi.
8. M.Murali, “**Business Mathematics and Statistics**”, Mithila Publications,

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**SEMESTER II**

**CORE III - ORGANIZATIONAL PSYCHOLOGY**

**UNIT I**

Meaning and scope of organizational psychology – organizational behavior of individual - inter personal – group and inter group. Theories of organization – Classical – neo classical and modern theories.

**UNIT II**

Individual behavior –personality – attitude. Group behavior – meaning – type of groups – formation – group dynamics – group cohesiveness – group decision making

**UNIT III**

Morale – meaning – benefits – measurement, job satisfaction – meaning and factors –managing stress.

**UNIT IV**

Hawthorne experiments and their importance-power-types-Deligation – Cost of Authority-sources-limits.

**UNIT V**

Organizational change – meaning – nature – causes of change – resistance to change –overcoming the resistance – counseling – types of counseling.

**TEXT BOOK**

1. LM.Prasad, Organizational Behaviour, Sultan chand& sons.
2. Khanka, Organizational Behaviour, S.Chand.

**REFERENCE BOOKS**

1. Fred Luthans, Organizational Behaviour, McGraw Hill.
2. Keith Devis, John W.Newstrom, OB –Human Behaviour at work, TMH
3. M.L.Blum, Industrial psychology and it social foundations.
4. J.Jayasankar, OrganisationalBehaviour, Margham publications.
5. P.SubbaRoa, Management and OrganisationalBehaviour – HPH
6. Robbins, Stephen P, OrganisationalBehaviour, Prentice Hall, New Delhi.

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**SEMESTER II**

**CORE IV - BUSINESS ENVIRONMENT**

**UNIT – I**

Environmental adjustment needs – Analysing the international marketing environment – Vital importance of continuous monitoring, adopting to the changing environment.

**UNIT – II**

The national physical endowment – Topography – Climate – The nature of Economic activity – Rostow's view. Infrastructure – Transportation. Energy – communication – Urbanisation – Tax structure, Inflation foreign investment.

**UNIT – III**

Cultural environment: Material culture – language – Aesthetics – design, colour, music, brand names – educational – religious – Attitudes and values – Eastern Vs Western Culture.

**UNIT – IV**

Legal environment – Bases for legal system – Jurisdiction International Legal disputes – International dispute resolution crime, Corruption and law – Commercial law within countries – Impact on International law on Business of human Rights.

**UNIT – V**

Fundamentals of environmental protection and economics – Environmental problems, air, water pollution – forests – land use – Environmental policy : Basic approach – Regulation – Distributive effects – International policy – India's policy and the relevant constitutional provisions – law of environment – protection in India.

**BOOKS FOR REFERENCE:**

1. International Marketing: Onkvist & Shaw
2. International Marketing: Philip R. Careora
3. Environmental Economics : M. Karpagam
4. Environmental Pollution: Katyal, Timmy & Satake.

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**SEMESTER II**

**ALLIED - II**

**BUSINESS MATHEMATICS AND STATISTICS-II**

**UNIT-I**

Mathematics of Finance: Simple and Compound Interest-Annuity-Present value of annuity-Sinking fund-Percentage-Discounts.

**UNIT-II**

Probability: Definition – Addition and Multiplication theories – Conditional probability (simple problems only)

**UNIT-III**

Linear simple correlation-Scatter diagram-Karl Pearson's co-efficient of correlation-Rank correlation co-efficient-Regression lines.

**UNIT-IV**

Time Series Analysis: Components of time series-Measures of trend –Free hand curve-Semi and Moving average-Methods of least squares-Measures of seasonal variation-Simple average-Ratio of trend-Ratio of moving average

**UNIT-V**

Index numbers- Definition construction of index numbers-Weighted and Unweighted methods-Fixed and Chain index numbers-Test for index numbers-Cost of living indexnumber-Construction.

**TEXT BOOKS:**

1. Navaneetham P: BusinessMathematics and s, Jai Publications, Trichy (2010)

**REFERENCE BOOKS:**

1. Dharmapadam, Business mathematics, S.Viswanathwan publications
2. Gupta S.P, Business Statistical, Sultan Chand &Co New Delhi (2006)
3. Pillai R.S.N &Bagavathi .V., Statistics, Sultan Chand & Co New Delhi (2008)
4. Dr.Vittal, Business Mathematics and Statistics, Margham Publications, Chennai (2010)

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**SEMESTER - III**

**CORE V - INTRODUCTION TO OPERATION RESEARCH-I**

**UNIT-I**

Operation research- Meaning-Scope- Uses- Operations research in India- Models in operations research- Limitations of model –General methods for solving operations research models.

**UNIT-II**

Liner programming problems-Requirements- Formulation of unbolt bygraphical method –Simplex method (simple problem only).

**UNIT-III**

Transportation problems –Obtaining initial basic feasible solution –Various methods of solving transportation problems.

**UNIT-IV**

Assignment problem- Formulation and Solution of assignment problems.

**UNIT-V**

CPM - Principles - Construction of Network for projects – Types of Floats – Slack- PERT - Time scale analysis - Critical path - Probability of completion of project - Advantages and Limitations.

**NOTE:**

Questions in theory and problems carry 30%and 70%of marks respectively

**TEXT BOOKS:**

1. Kapoor V.K.: operations research techniques for management, Sultan Chand & Sons publication, New Delhi (2001)

**REFERENCE BOOKS:**

1. Prem Kumar Gupta: Operations research- sultan chand& Sons publication New Delhi (2005)
2. P.K. Manmohan: Operations research- sultan chand& Sons publication New Delhi (2005)
3. Vohra N.D.: Quantitative techniques in management Tata McGraw hill publication New Delhi (2005)
4. Vital P.R.: Business statistics, Introduction to operations research, Margham, publication Chennai,(2006)

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**SEMESTER III**

**CORE VI - ACCOUNTING FOR MANAGERS**

**UNIT -I**

Management Accounting – Meaning – Objectives – advantages – limitations – management accounting Vs Financial accounting – management accounting Vs cost accounting.

**UNIT -II**

Fund flow analysis – preparation of schedule of changes in working capital and fund flow statement.

**UNIT – III**

Cash flow analysis – preparation of cash flow statement – distinctions between cash and fund flow statement.

**UNIT-IV**

Accounting Ratios – Meaning – types calculation of ratios – construction of balance sheet (simple problems only).

**UNIT-V**

Budget and budgetary control – meaning – types – materials and production budget – flexible budget – cash budget – sales budget.

**Note : Questions in Theory and Problems carry 30% and 70% of marks respectively.**

**TEXT BOOK:**

1. Maheswari S.N. Principles of Management Accounting – Sultan Chand.
2. Dr. V.R. Palanivelu, “Accounting for Management”- University Science (Press-New Delhi)

**REFERENCE BOOKS**

1. Man Mohan & Goyal, S.M., Principles of Management Accounting – Sathiya.
2. Reddy T.S., & Hariprasad Reddy. Y, Management Accounting, Margham Publication.
3. R.S.N. Pillai and Bagavathi, Management Accounting – Sultan Chand.
4. Dr. P. Periyasamy, Financial & Management Accounting – Himalaya Publications.



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**SEMESTER III**

**CORE VII - MARKETING MANAGEMENT**

**UNIT – I**

Marketing – Definition – Scope – functions – Importance – Concept of marketing – Marketing Environment.

**UNIT – II**

Market segmentation – Bases – Pre – requisites, consumer Behaviour – Factors – Stages in buying decision process.

**UNIT – III**

Marketing Mix – Elements – Product mix – classifications of product – New product Development – Product Life cycle – Pricing Strategies.

**UNIT – IV**

Channel of distribution – factors – kinds of middle man – types of channel.– Promotion mix – Advertisement – Personal selling – Sales Promotion – Publicity.

**UNIT – V**

Marketing Research – Meaning – Scope – Research Design – Recent trends in Markets – E-Business – Tele Marketing – Relationship Marketing – Virtual Advertising.

**TEXT BOOK**

1. Rajan Nair N, Marketing Managemetn, Sultan Chand & Sons.

**REFERENCE BOOKS**

1. Philip Kotler, Marketing Managemetn, Millennium Edition, PHI.
2. Ramasamy V.S. and Namakumary S, Handbook of Marketing Management, Macmillan.
3. Rajagopal, Marketing Management, Vikas Publishing House Pvt., Ltd.,
4. S. Jayachandran, Marketing Management, Excel Books.
5. RajanSaxena, Marketing Management, TMH.
6. Sherlakar, S.A., Marketing Management, HPH.
7. R.S.N. Pillai, Marketing Management, S. Chand.

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**SEMESTER III**

**ALLIED - III**

**BUSINESS ECONOMICS**

**UNIT-I**

Meaning and Scope of Economics - Objectives of profit maximization – Social responsibilities of business.

**UNIT-II**

Demand analysis elasticity of demand - Demand forecasting - Business cycles - Types of business cycles - Phases of business cycles

**UNIT-III**

Cost curve - Revenue curves - Break Even Analysis

**UNIT-IV**

Market structure and Pricing - Pricing under perfect competitions, Monopoly and Monopolistic competitions - Price discrimination – Oligopoly - Duopoly.

**UNIT-V**

Profit - Theories, Concepts - Pricing in public utilities.

**TEXT BOOKS:**

1. Sundaram K.P.M: Business Economics, SultanChand& Sons. New Delhi

**REFERENCE BOOKS:**

1. Dr.S.Sankaran: Business Economics, Margham publications, Chennai.(2005)
2. Gupta: ManagerialEconomics: TaMcGrawHillPublishingCompanyLtd. New Delhi. (2007)
3. Maheswari S.N., Management Economics – Sultan Chand.
4. Dr. R. Sathiyakala, Business Economics, Shanlax Publication

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**SEMESTER III**  
**SBEC-I - KNOWLEDGE MANAGEMENT**

**UNIT-I**

Knowledge economy-Technology and knowledge Management-Knowledge Management Matrix  
Knowledge Management Strategy-Prioritizing Knowledge Strategies-Knowledge as a strategic asset .

**UNIT-II**

Knowledge Attributes-Fundamentals of Knowledge formation-Tacit and explicit Knowledge-  
Knowledge sourcing-abstraction, conversion and diffusion

**UNIT-III**

Knowledge Management and organizational learning, architecture-important considerations-collection  
and codification of knowledge-repositories, structure and life style cycle- Knowledge management  
infrastructure- Knowledge management applications-collaborative platforms.

**UNIT-IV**

Developing and sustaining knowledge culture- Knowledge culture enablers-implementing Knowledge  
culture enhancement programs-communities of practice-Developing organizational memory.

**UNIT-V**

Knowledge management tools,techniques- Knowledge management and measurements- Knowledge  
audit- Knowledge carrers-practical implementation of Knowledge management systems-case studies.

**REFERENCE BOOKS:**

1. Joseph M. Firestone and mark W.McElory,Butterworth-Heinemann,Key issues in the new Knowledge Management,KMCI press.
2. Daryl Morey& others Knowledge Management-Classic and contemporary works(edited) Universities press India Ltd.,
3. SheldaDebowski, Knowledge Management,John Wiley& sons.
4. Sudir warier, Knowledge Management, Vikas publishing House pvt Ltd.,
5. Stwart Barnes, Knowledge Management System Theory and practice(Edited)Thomson Learning
6. Hot sapple springer C,W Handbook on Knowledge Management(Edited)

**WEB REFERENCES:**

1. [www.knowledge-management-online.com](http://www.knowledge-management-online.com)
2. [www.systems-thinking.org](http://www.systems-thinking.org)
3. [www.kmworld.com](http://www.kmworld.com)
4. [www.knowledge-management-tools.net](http://www.knowledge-management-tools.net)

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**SEMESTER III**

**SBEC-II - CONSUMER BEHAVIOUR**

**UNIT - I**

Introduction - Consumer Behaviour - definition - scope of consumer behaviour - Discipline of consumer behaviour - Customer Value Satisfaction - Retention - Marketing ethics.

**UNIT - II**

Consumer research - Paradigms - The process of consumer research - consumer motivation - dynamics - types - measurement of motives - consumer perception

**UNIT - III**

Consumer Learning - Behavioural learning theories - Measures of consumer learning - Consumer attitude - formation - Strategies for attitude change

**UNIT - IV**

Social class Consumer Behaviour - Life style Profiles of consumer classes - Cross Cultural Customers Behaviour Strategies.

**UNIT-V**

Consumer Decision Making - Opinion Leadership - Dynamics - Types of consumer decision making - A Model of Consumer Decision Making

**REFERENCE BOOKS:**

1. Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice - Hall of India, Sixth Edition, 1998.
2. Paul Green Berg-Customer Relationship Management - Tata Mc Graw Hill , 2002 Barry Berman and Joel R Evans - Retail Management - A Strategic Approach-Prentice Hall of India, Tenth Edition, 2006
3. Gibson G Vedamani - Retail Management - Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

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**SEMESTER III**

**SBEC-III - E –BUSINESS**

**UNIT-I**

Introduction to E-Commerce-What is an E-Commerce-Electronic business-categories of E-Commerce applications-Advantages and Disadvantages of E-Commerce.

**UNIT- II**

Electronic mail: Introduction-E-mail names and addresses- its advantages and disadvantages. Direct marketing and selling – Value chain integration-Supply chain integration-Financial and information services.

**UNIT –III**

Internet and World Wide Web: Introduction –What's special about internet-Internet basics-Internet protocols-Internet addressing. EDI standards- Data standards used in EDI-E-Marketing

**UNIT -IV**

Business models of E-commerce –Introduction-models-B2B-Types of B2B markets-Difference between B2C and B2B E-commerce-E-Procurement.

**UNIT –V**

Business applications of E-Commerce –Trade cycle-E-Commerce application in manufacturing, Wholesale, Retail and Service sector. Electronic payment system-Online banking-Types of EPS-Security requirements of EPS.

**TEXT BOOKS:**

1. Alexis Leon and Mathews Leon, "Fundamentals of Information Technology".
2. U.S.Pandey, Rahul Srivastava, Saurabh Shukla, "E-Commerce and its applications" S.Chand, 2007
3. S.Jaiswal, Doing Business on the Internet E-Commerce, Galgotia publications pvt ltd., 2001

**REFERENCE BOOKS:**

1. P' Josep, - E. Commerce - A Managerial Perspective, PHI
2. Daniel Amor - E Business Revolution, Pearson Education Asia, PHI
3. Shurethy, - E Business with Net Commerce
4. Samantha Shurethy, - E Business with net. Commerce.

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**SEMESTER III**

**NMEC -I - BUSINESS MANAGEMENT**

**UNIT-I**

The Development of Management Thought – Contributions of F.W. Taylor, Henry Fayol.

**UNIT-II**

Planning – Nature – Purpose – Steps – Types – Merits and Demerits of Planning – MBO.

**UNIT-III**

Organising – Nature – Purpose – Departmentation – Span of Control – Delegation – Centralisation and Decentralisation – Line and Staff – Committees. Staffing – Nature and Purpose of Staffing – Components of Staffing.

**UNIT-IV**

Directing – Principles of Directing – Leadership – Motivation – Communication – Process of Communication – Barriers of Communication – Effective Communication.

**UNIT-V**

Controlling – Concept of Control – Methods of Controlling. Co-ordinating – Need - Principles - Approaches to Achieve Effective Co-ordination.

**TEXT BOOK:**

1. L.M.prasad: Principles of Management, Sultan Chand & Sons, publications New Delhi (2001)

**REFERENCE BOOKS:**

1. Harold Koontz and O'Donnell: Essentials of Management, McGraw Hill Publication New Delhi (2002)
2. Dr.RubaGunaseelan and Dr.V.Kulandaisamy, Vikas Publishing House,
3. Dr.V.R.Palanivelu, Principles of Management, Himalaya publishing House, Mumbai

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**SEMESTER IV**

**CORE VIII - INTRODUCTION TO OPERATION RESEARCH-II**

**UNIT-I**

Game Theory-Basic Terminologies-Two person Zero Sum Game-Games with Saddle points (Minimax and Maximum Principle) Simple Problems

**UNIT-II**

Queuing System- Elements-Characteristics-Applications of Various Models (Only Theory)-Single Server Systems M/M/I: FIFO Simple Problems.

**UNIT-III**

Decision theory – types of decision making criteria statement of Baye's theorem – application of Bay's theorem – use of probability – decision tree.

**Unit-IV**

Replacement Problems-Replacement of items that deteriorates with time (without change in money value)-Replacement of items that deteriorates with time (Money value changes)-Staff replacement Problems.

**Unit-V**

Inventory Models-Economics lot size models-Economics order quantity with uniform demand-Production inventory model-Back order-Inventory model with quantity discounts-Problem (No Derivation –Simple Problems).

**Note:** Questions in theory and problems carry 30% and 70% of marks respectively

**TEXT BOOKS:**

1. Kapoor V.K: Operations research, sultan Sons publications New Delhi(2001)

**Reference Books:**

1. Prem Kumar gupta: Operations research- sultan chand& Sons publication NewDelhi (2005)
2. P.k. Man Mohan: Operations research- sultan chand& Sons publication New Delhi (2005)
3. Vohra N.D.: Quantitative techniques in management Tata McGraw hill publication New Delhi (2005)

**B.B.A. RETAIL MANAGEMENT**

**SEMESTER IV**

**CORE - IX - APPLIED COSTING**

**UNIT-I**

Cost Accounting: Definition – Objectives – Advantages – Limitations – Financial Accounting Vs Cost Accounting – Limitations – Preparation of Cost sheet and Tender

**UNIT-II**

Materials: Stock levels – EOQ – Methods of Stock control – Pricing of Materials – FIFO, LIFO, Base stock, Simple average and Weighted average.

**UNIT-III**

Labour: Methods of wage payments – Incentives plans - Halsy plan and Rowan plan.

**UNIT-IV**

Process costing: Process losses and Gains – Process Accounts (Excluding Equivalent production, By product and Joint – Product – Inter-process profits.)

**UNIT-V**

Managerial costing: Break Even Analysis – Significance – Uses and Limitations – Decision making problem

**Note:** Question in theory and problems, carry 30% and 70% of marks respectively.

**TEXT BOOK:**

1. Jain S.P and Narang K.L :Cost Accounting, Kalyani Publications New Delhi(2003)

**REFERENCE BOOK:**

1. Dr. Maheswari S.N:Principles of Cost Accounting, Sultan Chand & Sons New Delhi
2. Iyengar S.P:Cost Accounting, Sultan Chand & Sons Publications New Delhi(2004)
3. Reddy T.S.and Hari Prasad: Cost Accounting, Margham publications, Chennai (2002)



**B.B.A. RETAIL MANAGEMENT**

**SEMESTER IV**

**CORE X - BUSINESS LAW**

**UNIT-I**

Business law – Meaning, Objectives – Sources – Law of contract – Types – Essential elements of a valid contract - Discharge of contract – Remedies for breach of contract – Wagering agreement.

**UNIT-II**

Law of sale of goods – Sales and Agreement to sale – Types of goods – Caveat emptor – Transfer of property – Sale by non owners – Unpaid seller - Auction sales - Law of agency – Creation of agency – Classification of agents – Duties and Rights of an agent – Termination of an agency.

**UNIT-III**

Companies – Kinds of companies – Difference between private and public companies – Formation of a company – Role of a promoter.

**UNIT-IV**

Incorporation – Memorandum of association – Its contents – Alteration – Doctrine of ultra virus – Articles of association – Contents – Certificate of incorporation – Prospectus – Shares – Kinds – Debentures – Kinds – Difference between Shares and Debentures.

**UNIT-V**

Winding up of a company – Types of winding up – Compulsory winding up – Voluntary winding up – Liquidator – His powers, Duties and Liabilities – Consequences of winding up

**TEXT BOOK:**

1. N.D.Kapoor : Elements of Business Law, Sultan chand and sons, New Delhi, (2005)

**REFERENCE BOOKS:**

1. S.M.Shukla R.N.Saxena: Indian company law, SPT Publishers
2. S.Kathiresan and Dr.V.Ratha Business law, Prasanna publications Chennai, (2006)

**B.B.A. RETAIL MANAGEMENT**

**SEMESTER IV**

**ALLIED - IV**

**MONEY AND BANKING AND GLOBAL BUSINESS**

**UNIT - I**

Banking – Evolution – meaning and definition of banking – classification of banks – unit and branch banking functions of commercial banks – role of commercial banks in economic development – functions of central bank in economic development – functions of central bank (with reference to RBI) – credit creation and credit control.

**UNIT - II**

Recent Trends in Indian Banking – Types of financing – repayment methods – bank NET – Automatic Teller Machines – (ATM) – phone banking – credit cards – E-banking – reforms in banking sector.

**UNIT – III**

Inflation & Deflation – Inflation – types of inflation – cost push and demand pull inflation – control of inflation – deflation – stagflation – control of deflation – phases of trade cycle.

**UNIT-IV**

Money market – London – New York & Indian money market – capital market – functions of capital market – difference between money and capital market – monetary policy.

**UNIT-V**

Exchange – Determination of exchange rate – devaluation of money – exchange control – flow of foreign capital – euro currency- GATT & WTO.

**TEXT BOOK :**

1. R. Parameswaran & S. Natarajan, Indian Banking – S. Chand.

**REFERENCE BOOKS**

1. Methane D.M., Money Banking And International Trade, Himalaya Publishing House.
2. Ashok Desai, Indian Banking, Himalaya Publishing House.
3. M.L. Jhingan, Money Banking and International Trade, S. Chand, New Delhi.

**B.B.A. RETAIL MANAGEMENT**

**SEMESTER IV**

**SBEC – I - PRACTICE OF BUSINESS RELATION**

**UNIT – I**

Public Relations – definition – essentials of good public relations – public relations for commercial organization.

**UNIT – II**

Public Relations officer's (PRO'S) role – responsibilities – press relation – preparation of material for the media – news and news reporting – editorial reviews – articles – public relations department.

**UNIT – III**

Training of public relations officers – PR society of India – Indian institute of mass communication – Indian press – Trade fair authority of India.

**UNIT – IV**

Book Publications in India – Role of publishers, distributors and booksellers – electronic media – radio – television – house journals – documentary films – mobile film shows – film censorship – guidelines.

**UNIT – V**

Exhibition and trade fair – consumer and marketing fair – photography – folk dance – sponsorship programme – music festivals.

**TEXT BOOK**

1. Management of Public relations – S. Senguptha, vikas publishing house

**REFERENCE BOOKS**

1. Lecture on applied public relations – Prof.K.R. Balan, Sulthanchand&sons Delhi.
2. Public relations problems and prospects with case studies – Anil baby, Space age publications, New Delhi.
3. Hand book of PR in India – D.S. Menta, allied publisher (p) Ltd New Delhi.
4. The practice of public relations – Frason p. Seital, Charler E Merial Publishing Company, Columbus.

**B.B.A. RETAIL MANAGEMENT**

**SEMESTER IV**

**SBEC - II - BASICS OF BUSINESS INSURANCE**

**OBJECTIVES:**

To help the students to learn the basic principles of effective business Insurance.

**UNIT – I**

Introduction to Insurance – Type of Insurance – Principles of Insurance.

**UNIT – II**

Salient features of IRDA Act – Administration of IRDA Act – Regulatory measures of IRDA

**UNIT – III**

Life insurance products – Term, Whole life, Endowment.

**UNIT – IV**

Introduction to General Insurance – Fire, Marine and Motor insurance.

**UNIT – V**

Government and Insurance companies – LIC India- Private players in Insurance in India.

**TEXT BOOKS:**

1. A.Murthy: Elements of Insurance, Margham Publications, Chennai,(2009)
2. M.N.Mishra: Insurance, Principles and practice, S.Chand& Co. Ltd., Publications New Delhi (2008)

**REFERENCES BOOK:**

1. Dr.G.S.Panda: principal of practice of insurance-kalayani publications, New Delhi (2005)
2. Dr.R.Haridas, Life Insurance in india, New Century Publication, New Delhi.

**B.B.A. RETAIL MANAGEMENT**

**SEMESTER IV**

**SBEC -III - INPLANT TRAINING**

1. The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself / herself with the procedure, practice and working of companies.
2. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.
3. He / She shall undergo the above training in the institutions like banks, insurance companies, mutual funds, transport undertakings, private limited and public limited companies, public sector undertakings, hotels and hospitals, travel and tourist industries and financial institutions.
4. Students may make their own arrangements in fixing the companies for training. Candidates should submit a report in not less than 25 type written pages.
5. Candidates should submit the attendance certificate from the institution for having attended the training for 2 weeks.
6. Industrial training reports shall be prepared by the students under the supervision of the faculty of the department.
7. Industrial training report must contain the following :
  - ❖ Cover page
  - ❖ Copy of training certificate
  - ❖ Profile of the business unit
  - ❖ Report about the work undertaken by them during the tenure of training.
  - ❖ Observation about the concern.
  - ❖ Findings
8. Industrial training certificate shall be forwarded to the university, one month before the commencement of the fourth semester university examinations.
9. Practical viva - voce examination will be conducted with internal & external examiners at the end of the 4th semester and the credits will be awarded.

**B.B.A. RETAIL MANAGEMENT**

**SEMESTER IV**

**NMEC -II**

**HUMAN RESOURCE MANAGEMENT**

**UNIT – I**

Introduction – Meaning and Definition, Nature, Scope objectives and Importance of HRM – Functions of HRM

**UNIT – II**

Human Resource Planning – Human Resource Nature, Importance and Objectives of Human Resource Planning – Process of Human Resource Planning – Uses and Benefit of Human Resource Planning.

**UNIT – III**

Recruitment and Selection – Sources of Recruitment Selection of Employee – Difference between recruitment and selection.

**UNIT – IV**

Procedures for selection – Tests - Interviews – Types of Interview – Process of conducting interview – Checking of references – Final selection.

**UNIT – V**

Performance Appraisal – Modern methods – Training and Development – Importance of training employee – Types of training – Methods of training.

**TEXT BOOK:**

1. J. Jayasankar: Human Resource Management, Margham Publications Chennai (2011)

**REFERENCE BOOKS:**

1. G.R. Bassotia, Human Resources Management, Mangal Deep Publications.
2. K. Aswathappa, Human Resources and Personnel Management, TMH Publications New Delhi (2011)
3. Kaushal Kumar, Human Resources Management – ABD Publishers.
4. Keith Davis, Human Relations at work, TMH. Publishers.
5. C.B. Mamoria, Personnel Management, Himalaya publications house.
6. S.S. Khanka, Human Resource Management, Sulthan Chand & Sons Publishers, New Delhi

**B.B.A. RETAIL MANAGEMENT**

**SEMESTER V**

**CORE XI - FINANCIAL MANAGEMENT**

**UNIT - I**

Financial management – Meaning – Definition – Objectives – Importance – Functions – Organization – Structure of financial management – Role of a financial manager.

**UNIT - II**

Capital budgeting – Ranking of projects – Methods of evaluating a project investment proposal – Importance of capital budgeting (simple problems only). Leverages – Meaning - Types – Importance and Significance of leverages (simple problems only).

**UNIT – III**

Capital structure theories – Net Income Approach – Net Operating Income Approach – Modigliani Miller Approach – Factors determining capital structure (theory only).

**UNIT-IV**

Cost of capital – Concept of cost of capital – Determinants of cost of capital – Simple and Weighted Average Cost of Capital (simple problems only).

**UNIT-V**

Working capital management – Meaning – Importance – Types – Factors determining working capital - Estimation of working capital (simple problems only). Management of cash – Inventory - Accounts receivables and Accounts payable (theory only).

**Note:**            Theory            - 40% of Marks  
                     Problem           - 60% of Marks

**TEXT BOOK:**

1. Dr. S.N. Maheswari: Principles of Financial Management, Himalaya Publishing House.(2001)
2. Dr. V. R. Palanivelu-Financial Management-S.Chands Company Ltd- New Delhi

**REFERENCE BOOKS:**

1. I.M. Pandey, Financial Management – Vikas Publication
2. M.C. Kuchal, Financial Management – Vikas Publication
3. Kulkarni & Sathya Prasad, Financial Management – Himalaya Publication
4. Dr. Srivastava, Financial Management, HPH.

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**SEMESTER V**

**CORE XII - SERVICES MARKETING**

**UNIT - I**

Importance of services sector – Nature and types of services – Difference between services and goods marketing – services marketing triangle.

**UNIT - II**

Environment for services marketing – macro and micro environments – understanding service customers – models of service consumer behavior – customer expectations and perception – service quality and GAP model.

**UNIT – III**

Market segmentation and selection – service market segmentation – targeting and positioning.

**UNIT-IV**

Services marketing Mix – Need for expanded marketing mix – planning for services offer – pricing – promotion and distribution of services – management of people – process and physical evidence – matching demand for and supply of services.

**UNIT-V**

Service marketing applications – Marketing Of Financial, Hospitality, Hospital, Tourism And Educational Services – International Marketing Of Services And Gats.

**REFERENCE BOOKS**

1. Christopher, H. Lovelock, Services Marketing, Pearson Education India
2. Adrian Payne, Services Marketing, PHI
3. Zeithaml, V.A. & M.J. Bitner, Services Marketing
4. Rao, Services Marketing, Pearson Education India
5. Sinha, P.K. and Sahoo S.C. Services Marketing, HPH.
6. Ravishankar, Services Marketing, Lalvani.



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**SEMESTER V**

**CORE XIII - ADVERTISING AND SALESMANSHIP**

**UNIT –I**

Advertising – Role of advertising – Benefits of advertising – Ethical issues in advertising – Economic and Social implications – Non Commercial advertising – Kinds of advertising.

**UNIT – II**

Advertising agency – Role and Importance – Types of advertising agency – Functions of advertising agencies – Advertisement copy – Purpose – Characteristics – Steps involved in copy writing.

**UNIT – III**

Advertising media – Role of media – Factors to be considered in the selection of media – Various advertising media – Media research and Advertising decision

**UNIT – IV**

Personal selling – Components of personal selling - Personal selling process – Steps involved – Locating the potential buyers – Recruitment and Selection of salesman – Sources of recruitment – Process of selecting salesman

**UNIT-V**

Salesmanship - Features – Objectives – Merits and Demerits- Difference between Salesmanship and Advertising – Qualities of a good salesman.

**TEXT BOOKS**

1. Saravanel& S. Sumathi, Advertising and Salesmanship, Margham Publications, Chennai.(2011)

**REFERENCE BOOKS:**

1. Advertising management: P. K. Agarwal, (PragatiPrakasamPublishers, Meerut

**B.B.A. RETAIL MANAGEMENT**

**SEMESTER V**

**CORE XIV - MANAGEMENT INFORMATION SYSTEM**

**UNIT - I**

Introduction – environment of organizations – management information system – information flow – need and sources – management decisions – importance and role.

**UNIT - II**

Characteristics of computer information system – importance of computer – role of the computer – types of computer – Software – Hardware – CPU – MU – Input – Output – application and operations

**UNIT – III**

System classification – concept characteristics – elements – feedback control – boundary – function and operations – system design – function of system analyst assignment and investigation – implementation – evaluation and maintenance of MIS

**UNIT- IV**

Transactions processing information systems – information systems for managers – intelligence system – decision support system – integration – data collection and preparation – database – components – utility of the operation of the data abase technology.

**UNIT-V**

Functional Management information systems – production, marketing, accounting, personnel, financial, relationship – impact and their role in the managerial decision – making.

**TEXT BOOK:**

1. CVS Murthy, Managements Information System, HPH.
2. S. Sadagopan, Management Information System, PHI.

**REFERENCE BOOKS**

1. R. Senapathi, MIS, Lakshmi Publications.
2. Lucas, The analysis, design and implementation of information system, MGH.
3. Davis & Olson, Management Information System, MGH.
4. G.M. Scott, Principles of management information system, MGH.
5. Dr. S.P. Rajagopalan, Management information system, Margham publications.

**B.B.A. RETAIL MANAGEMENT**

**SEMESTER V**

**CORE XV - RESEARCH METHODS FOR RETAIL MARKETING**

**UNIT - I**

Definition of Marketing Research – Nature and Scope – Marketing Research as an aid to rational decision making – Marketing Research Process

**UNIT - II**

Data collection – Primary data – Secondary data – Methods – Survey method – Questionnaire and Interview Schedule, Interview – Technique – Scaling techniques – Observation method.

**UNIT – III**

Sampling Methods – Probability sampling – Non-Probability sampling – Sampling problems.

**UNIT- IV**

Product Research – Advertising Research

**UNIT- V**

Motivation Research – Sale Control Research – Preparation of a Research Report - Types of Report.

**TEXT BOOK:**

1. Sharma D.D: Marketing Research, Sultan Chand & Sons, Delhi, (2005)

**REFERENCE BOOKS:**

1. P.Saravanel: Marketing Rsearch , Kitab Mahal Agencies Patna Publishers, (2011)
2. C.R.Kothari: Marketing Rsearch, Methods Techniques S. Chand & Sons Publishers. (2006)

**B.B.A. RETAIL MANAGEMENT**

**SEMESTER VI**

**CORE XVI - PRODUCTION AND MATERIALS MANAGEMENT**

**UNIT - I**

Introduction – Production Function – Design of Production – Systems – Types of Process – Productivity – Ergonomics Plant Location and layout – Factors Influencing Plant Location – Relocation – Types of Layouts – Process and Product Layout – Layout of Service Facilities – Office Layout

**UNIT - II**

Production Planning and Control – Planning – Routing – Scheduling – Despatching – Inspection – Control Charts – Gantt Chart - Make or Buy Decisions. –Maintenance Types

**UNIT – III**

Materials Management – Objectives – Concept – Need of Adopting Material Management Types – Purchasing Department – Selection of Materials and Vendors – Purchasing organisations.

**UNIT- IV**

Stores Management – Functions – Stores – Stores Location – Stores Layer- Essential of a Good Layout – Stocks verification. Inventory Management – Inventory Management and Control – ABC Analysis – EOQ – Reorder Point – Safety Stocks – Lead Time Analysis – Kardex Systems.

**UNIT-V**

Quality Control – SGC – Control Charts Standardization and simplification - Material Handling – Equipments – Modern Handling Equipments. Work Study – As a tool of a Job Study – Work Standardisation – Method Study – Technique used in Design of work place layout – work measurement – techniques used – case studies.

**TEXT BOOKS:**

1. Saravanel.P&Sumathi .S, Production & Material Management. Margham Publications, Chennai (2011)

**REFERENCE BOOKS:**

1. Varma.M.M, Materials Management, Sultan Chand & Sons Publications New Delhi (2011)
2. Dutta, Integrated Materials Management, PHI.
3. O.P. Kanna, Industrial Engineering & Management, Dhanpatrai Publication
4. Martand Telsang Industrial Engineering and Production Management, SulthanChand&Sons, New Delhi

**B.B.A. RETAIL MANAGEMENT**

**SEMESTER VI**

**CORE COURSE-XVII**

**BUSINESS POLICY AND STRATEGIC MANAGEMENT**

**UNIT – I**

Business policy – Meaning – Features – Classification – Process of policy making -Objectives of business policy.

**UNIT – II**

Business strategy – Meaning – Features – Importance – Strategic management process – SWOT analysis – ETOP analysis – TOWS matrix – BCG matrix - 7'S' approach to quality – Motorola quality concept.

**UNIT – III**

Major Business policies – Personnel policy – Production policy – Marketing policy – Financial policy.

**UNIT – IV**

Strategic Business Unit - Major Business strategies – Stability – Growth - Retrenchment – Disinvestment – Mixed strategies

**UNIT – V**

Society and Business – Ethics – Social responsibilities of business – Social Audit

**TEXT BOOK:**

1. AzharKazmi:Business policy and strategic management – Tata Mcgraw Hill. New Delhi Publications (2007)

**REFERENCE BOOKS:**

1. Dr. K. Arul & Dr. K. Jayaraman, Business Policy and Strategic Management, Sri Guru Raja Publication, Thiruvannamalai
1. P. SubbaRao:Business Policy & Strategic Management.TMH
2. Francis Cherunilam:Business& Strategic Management (Text and Cases)– Himalaya.
3. Dr. S. Sankaran:Policy and Strategic management, Himalaya.
4. Dr. K. Arul & Dr. A. Subanginidevi, Business Policy and Strategy, Shanlax Publication`

**B.B.A. RETAIL MANAGEMENT**

**SEMESTER VI**

**CORE XVIII - RETAIL MANAGEMENT**

**UNIT I:**

Retailing – Meaning – Characteristics and Functions – Retail Management – Marketing concepts applied to Retailing – Retailing as career – Trends in retailing.

**UNIT II:**

Retail Model and Theories of structural changes in retailing – Classification of retailers and retail markets – Life cycle and phase in growth of retail markets – Methods of customer interaction.

**UNIT III:**

Retail location strategy – Importance of location decision – Types of location decision and its determining factors – Site selection analysis – Selection of shopping centre or market – Retail location theories – Location assessment procedures.

**UNIT IV:**

Retail in India – Evaluation and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.

**UNIT V:**

Global retail market: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and threats in global retailing – Factors affecting the success of a global retailing strategy.

**TEXT BOOK:**

1. Retail Management-Chetanbajaj, RahnishTuli and NidhiV.Srivastava, Oxford University Press, New Delhi.

**REFERENCE BOOKS:**

1. Modern Retail Management – Principles and Techniques, J.N.Jain and P.P.Singh, Regal Publications, New Delhi-27.
2. Retailing Management – Text and Cases, Swapna Pradhan, Tata McGraw Hill, 2nd Edition 2004.
3. Retail Management, S.L.Gupta, Wisdom Publications, Delhi.
4. Retail Management – Barry Berman & Joel R. Evans, Prentice Hall of India, New Delhi.

**B.B.A. RETAIL MANAGEMENT**

**SEMESTER VI**

**CORE COURSE XIV - TALLY-THEORY**

**UNIT-I**

Introduction to computers – Classification of Digital Computer Systems- Anatomy of a Digital Computer – Memory Units – Input Devices – Output Devices – Auxiliary Storage Devices.

**UNIT-II**

Computer software – Programming Languages – Operating Systems – Computer Networks – Internet – Electronic Mail.

**UNIT-III**

Introduction to Tally – Company Creation – Alter – Display – Accounts info- Ledger creation – Voucher creation – Bank Reconciliation Statement – Bill wise Details – Cost centre and cost category – Multi Currency – Interest calculation – Budgets and Credit Limits – Day Book.

**UNIT-IV**

Inventory info- Stock Group – Stock category – Stock item – Unit of Measures – Go downs – Inventory vouchers- Re-order level and status – Batch – wise Details – Bill of Material.

**UNIT - V**

Statutory and Taxation – Value Added Tax (VAT) – Tax Deducted at Source(TDS)- Tax Collected at Source (TCS) – Service Tax – Security control and Tally audit – Export and Import – Backup and Restore – open Database Connectivity.

**TEXT BOOKS:**

1. “Fundamentals of Computer Science and Communication Engineering”. Alexixs Leon, Mathew's Leon, Vikas Publishing House, New Delhi, (1998)

**REFERENCE BOOKS:**

1. Tally 9.0 – A complete Reference – Tally Solutions (P) Limited.(2010)

**B.B.A. RETAIL MANAGEMENT**  
**SEMESTER VI**  
**TALLY – PRACTICAL**  
**LIST OF PRACTICAL**

- 1. Company information:**
  - a. Company creation
  - b. Select company
  - c. Shut company
  - d. Alter company
  - e. Split company Data
  - f. Backup and Restore
- 2. Gateway of Tally:**
  - g. Accounts information
  - i. Groups ii. Ledgers iii. Voucher types
  - h. Inventory information
    - i. stock group
    - ii. stock category
    - iii. stock item
    - iv. unit of measures
    - v. godown
  - i. Accounting Vouchers
  - j. Inventory Vouchers
- 3. Statutory and Taxation:**
  - k. Value Added Tax (VAT)
  - l. Tax Deducted at Source (TDS)
  - m. Tax Collected at Source (TCS)
  - n. Services Tax.
- 4. Display:**
  - o. Trial balance
  - p. Day Book
  - q. Accounts Book
  - r. Statement of Book
  - s. Inventory Books
  - t. Statement of inventory
  - u. Statutory information
  - v. Statutory Reports
  - w. Cash flow and Fund flow statements.

**TEXT BOOK:**

1. MS Office (2000) For Every One – Vikas Publishing House, Pvt.Ltd. Sanjay Saxenea(2007).

**REFERENCE BOOKS:**

2. MS Office For Every One – Vikas Publishing House, Pvt.Ltd. Sanjay Saxenea(2000).
3. MS Office Professionsl Fast & Easy – June Slton, BPB Publications(2000).



**B.B.A. RETAIL MANAGEMENT  
SEMESTER VI  
CORE -XX  
PROJECT WORK**

**Objectives:**

- 2 To equip the students project with practical skills to use the project work

**(PROJECT WORK GUIDELINES SPECIMEN – I)  
A Study on Effectiveness of Training Among 'E' Level Employees of  
Watch Division in Titan Industries Limited, Hosur.**

A Project Report submitted to the Periyar University in partial fulfillment of the  
requirements for the award of the Degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

By

(Name of the Student)

Reg. No.....

Under the guidance of

(Name of the Guide  
Designation, Department, College)

College emblem

(Department, College Name and Place  
Month and Year of Submission)

(PROJECT WORK GUIDELINES SPECIMEN – II)

**CERTIFICATE**

This is to certify that the project entitled “**A Study on Effectiveness of Training among 'E' level Employees of Watch division in Titan Industries Limited, Hosur**” is a bonafide work carried out by..... Register No ..... under my supervision and guidance during the academic year ..... in partial fulfillment of the requirements for the award of the **Degree of Bachelor of Business Administration** and the work is an original one and has not formed basis for the award of any degree, diploma, associateship, fellowship or any other similar title.

(HOD Signature)

(Guide Signature)

Project Work evaluation viva – voce examination conducted on ..... by

Internal Examiner

External Examiner

**(PROJECT WORK GUIDELINES SPECIMEN – III)**

**DECLARATION**

I hereby declare that this Project work entitled “**A STUDY ON EFFECTIVENESS OF TRAINING AMONG “E” LEVEL EMPLOYEES OF WATCH DIVISION IN TITAN INDUSTRIES LIMITED, HOSUR**” submitted to the PERIYAR UNIVERSITY, SALEM in partial fulfillment of the requirements for the Award of the **Degree of Bachelor of Business Administration** is an original one and has not been submitted earlier either to this University or to any other Institution for the award of any Degree / Diploma.

**Date :**

**Place :**

**(Candidate Signature)**

**B.B.A. RETAIL MANAGEMENT**  
**SEMESTER V**  
**ELECTIVES-I (GROUP – A)**  
**PAPER I - CUSTOMER RELATIONSHIP MANAGEMENT**

**UNIT-I**

CRM-Introduction-Definition-Need for CRM- Evolution- Customer Relationship Marketing- Complementary Layers of CRM – Customer Satisfaction – Customer Loyalty – Product Marketing – Direct Marketing – Significance and importance of CRM in Modern Business Environment.

**UNIT – II**

Computer Learning Relationship – Key Stages of CRM- Forces Driving CRM- Benefits of CRM- Benefits of CRM-Growth of CRM Market in India – Key principles of CRM – Strategy for CRM- process of segmentation – Choice of Technology – choice of organizational Structure for CRM, Understanding Market Intelligent Enterprises.

**UNIT – III**

CRM Program – Groundwork for Effective use of CRM - information Requirement for an Effective use of CRM – Components of CRM – Types of CRM – Win Back, Prospecting, Loyalty, Cross Sell and Up Sell.

**UNIT – IV**

CRM Process Framework – Governance process – performance Evaluation process – implementation of CRM: Business oriented solution – project management – Channel Management, CRM in services, CRM in Financial Services.

**UNIT – V**

Use of Technology in CRM – Call Center Process- CRM Technology Tools – Implementation – Requirements Analysis – Selection of CRM Package – Reasons and Failure of CRM – E-Commerce in CRM – Information required for Effective CRM.

**TEXT BOOKS:**

1. Customer relationship Management, K.Balasubramanian, GIGO Publication, 2005.
2. Customer relationship management: modern trends and perspectives, S.Shanmugansundaram, Prentice Hall of India Pvt.Ltd..
3. Ramana V.Somayagulu G. Customer Relationship Management, Excel Book
4. Govinda K.Bhat, Customer Relation Management, Himalaya

**REFERENCE BOOKS:**

1. The essentials guide to knowledge management – E- business and CRM application, Amir tiwana Pearson Education, 2001.
2. Kotler P. Marketing Management, Pearson Education
3. Saxena R, Marketing Management, Tata McGraw Hill
4. E- Business – Roadmap for success, Dr. Ravi Kalakota, Pearson Education Asia, 2000.

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**SEMESTER V**

**ELECTIVES II - PAPER II - BRAND MANAGEMENT**

**UNIT-I**

Brand-Meaning-Importance- Need for Branding process – Challenges and problems faced by branding in retail sector.

**UNIT- II**

Building brand identity – building brands in the new economy – Brand Development: extension – rejuvenation – Re launch- goods Vs Services – Retailer and distribution –people and organization – opportunities in branding.

**UNIT –III**

Brand leveraging – Brand performance in current area – establishing brand equity management system – sources of brand equity and consumer market.

**UNIT – IV**

Brand Positioning – Brand strategy decision – Brand portfolio – defining and establishing brand values

**UNIT – V**

Designing a sustainable brand system – Brand Asset Management – Transfer – Managing brand overtime.

**TEXT BOOKS:**

1. Branding Concepts – Marketing Management – Philip Kotler.

**REFERENCE BOOKS:**

1. Total Brand Management – Chaturvedi
2. B.M.Brand positioning strategies for Competitive advantage – Sengupta.

**B.B.A. RETAIL MANAGEMENT**

**SEMESTER V**

**ELECTIVES I -PAPER III - MERCHANDISING MANAGEMENT**

**UNIT –I**

Merchandising- Meaning – Definition-Merchandising concept and processes –Factors affecting merchandising functions-merchandise manager roles and responsibilities – merchandise mix – Methods – Strategies in merchandise manager.

**UNIT –II**

Merchandising plan – Stages in developing a merchandise plan – control – Calculating inventory levels – Assortment planning – Types of merchandising.

**UNIT- III**

Merchandising buying process – Types –Sources of supply – Merchandise security – Identifying and contracting sources for evaluating – ordering and reordering – Brand strategies – category management and features of category management.

**UNIT –IV**

Merchandising performance evaluation – Retail pricing – factors determining pricing strategies – Merchandise allegation –Analyzing methods.

**UNIT –V**

Retail and visual merchandising – Techniques – Types of display – Display planning – Methods for display –Space allegation management – Range planning –Web based marketing.

**TEXT BOOKS:**

1. Dr.L.Natarajan,Retail Marketing Margham Publications.
2. Vijay Barotia, Merchandising management Mangal deep publication –New Delhi, 2001

**REFERENCE BOOKS:**

1. Gibson G.Vedaman, retail management functional principles and practice, Jaicopublishing house, Second edition,2004
2. David Gilbert, Retail marketing management, Pearson.

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**SEMESTER VI**

**ELECTIVE II - PAPER I - CHANNEL MANAGEMENT**

**UNIT-I**

Marketing channels - structure, functions and relationships- meaning, need, importance and functions of marketing channels-emergence of marketing channel structure-primary and specialized participants-channel structure.

**UNIT-II**

Channel strategy and design-enterprise positioning-corporate strategy-customer, competitive and internal environmental analysis-channel objectives-product impact on marketing channel design. Transaction cost analysis –analytical tools for evaluating alternative structures-evaluation of channel members-channel strategy-multiple channels.

**UNIT-III**

Channel development and marketing: Negotiations in marketing-negotiation strategy- channel negotiation process-leadership- vertical marketing system-conflict-types and resolution-macro prospective of channel performance-measuring final performance-measuring customer satisfaction.

**UNIT-IV**

Issues in retail channel management: Channel dynamics-impact of information age-information systems and channel change and management-strategic issues in international retailing-need for distribution innovation.

**UNIT-V**

Channel institution-retailing-non-store retailing-wholesaling-international distribution channel, channels of distribution for services. Retail organization-independent retailers-chain retailers-leased departments-franchises integrated and consumer co-operatives.

**TEXT BOOK:**

1. Donald J Powerson, Strategic marketing channels management, McGraw Hill, 2002.

**REFERENCE BOOK:**

1. Stran, EI. Ansary, Cough man & Anderson-Marketing channels, Prentice Hall of India-6<sup>th</sup> Edition, 2003.
2. Christopher Ryan, High performance Interactive marketing, Viva Books LTD., 2003.

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**SEMESTER VI**

**ELECTIVES-II - PAPER II - INVESTMENT MANAGEMENT**

**UNIT – I**

Nature and Scope of Investment management - Meaning of investment – Factors favorable for investments – Features of an investment programme - Structure of financial market - Financial institution – Commercial Bank

**UNIT – II**

New issue and Stock exchange – Bonus and Right issue – Kinds of trading – Legal control of stock exchange of India – Capital issue control

**UNIT – III**

Basic valuation – Models – Bonds, Preference share, Equity share - Meaning of risk and Return - Risk classification – Systematic and Unsystematic measurement of risk.

**UNIT – IV**

Investment classification – Feature of bonds – Types - Classification. - Convertible bonds, Preference share, Equity share, Options, Warrants, Gift-edged security – LIC – UTI, PE, NSS, NSC etc.,

**UNIT – V**

Computation of Tax liability – Exemptions – Deductions - Financial statement analysis – Ratio portfolio analysis – Techniques

**TEXT BOOK:**

1. Preetisingh: Investment management, Himalaya publishing house, Chennai (2009)
2. Bhalla: Investment management, TMH.

**REFERENCE BOOKS:**

1. Donald E. Fischer and Ronald J. Jordon: Security Analysis and Portfolio Management Practice Hall 1990.
2. Frank K. Reilly: Investment Analysis and Portfolio Management Dryden Press.
3. N.J. Yasamy: Equity investment strategy; Tata McGraw Hill Book Company,
4. V.K. Bhalla: Investment Management, Security Analysis and Portfolio Management
5. S.Chand and Company Limited, New Delhi (2000)



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**SEMESTER VI**

**ELECTIVE II - PAPER - III - LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**UNIT - I**

Logistics Design – Logistics Management – Definition – Meaning – Types – Transportation – Inventory – Warehousing – Material Handling and Packaging – Organizational Structures.

**UNIT - II**

Logistics Network – Logistics Resources – Principles of Logistics Information – Application of Information Technologies – Barcode – Scanning.

**UNIT - III**

Logistics Demand – Forecasting – The Nature of Demand – Forecast Components – Forecast Techniques – Forecast Error - Logistics Location Structure.

**UNIT - IV**

Supply Chain Management Models – Definition – Objectives – Applications – Types – Conceptual Models – Key issues in supply chain management.

**UNIT - V**

Supply Chain Management Strategy – Inventory Management – Push and Pull Systems – Demand and Cash flow in supply chain management – Enterprise Resource Planning (ERP) – Supply chain management matrix.

**Note:** Theories and concepts only.

**TEXT BOOKS:**

1. Donald Bowersox and David J. Closs: Logistics Management – The Integrated supply chain process Tata McGraw Hill, (2006.)
2. David Simchi – Levi and Philip Kaminsky and Edith Simchi – Levi- Designing and Managing the supply chain concepts, strategies and case 2nd Edition, Tata McGraw Hill, (2006)

**REFERENCE BOOKS:**

1. Rahul, V. Altekari: Supply chain Management, Concepts & Cases, PHI Learning, (2006)
2. Ailawadi, Rakesh Singh: Logistics Management”, PHI Learning (2006)

