



**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH  
AND STUDIES**

(Deemed to be University under section 3 of the UGC Act 1956)

**FACULTY OF MANAGEMENT STUDIES**

**DEPARTMENT OF UG MANAGEMENT STUDIES**

**CURRICULUM**

**AND**

**SCHEME OF EXAMINATION**

**APPRENTICESHIP EMBEDDED PROGRAMME**

**IN**

**BACHELOR OF BUSINESS ADMINISTRATION**

**(RETAIL AND SALES MANAGEMENT)**

**BATCH: 2022-25**

## **FOREWORD**

This is to certify that this booklet contains the entire Curriculum and Scheme of Examination of Apprenticeship embedded programme in BBA (RETAIL AND SALES MANAGEMENT) being offered at Department of UG Management Studies, Faculty of Management Studies of this University. This has been duly vetted and finally approved by the Academic Council of the University vide 38<sup>th</sup> meeting held on November 9, 2021 and changes, if any deemed appropriate, shall be duly incorporated after the necessary approval by the Academic Council.

This Curriculum and Scheme of Examination of BBA (RETAIL AND SALES MANAGEMENT) shall be implemented w.e.f. AY 2022-25.

**Date:**  
**MRIIRS**

**Prof. (Dr.) Naresh Grover**  
**Dean-Academics,**

## PREAMBLE

Department UG Management Studies is one of the two departments under the Faculty of Management Studies, MRIIRS. The department has strong academics and full of co-curricular and extra-curricular activities. There is great thrust on the application of theory and best practices prevailing in the business world. The curriculum is kept regularly updated to keep its relevance to industry. There is strong focus on student participation, case studies, personal grooming and development, guest lectures by industry experts and alumni, management games and industrial visits which enable the students in understanding the industry and its working. The faculty members come from varied backgrounds, having strong academic and industrial experience which considerably enriches the department.

Professional modules have been integrated into the curriculum to make the students understand the real world of business and enhance their employability. Retail and Sales Management programmes is designed in collaboration with Retailer Association's Skill Council of India (RASCI) AND RELIANCE SMSL LIMITED. Through this course the students will get a unique opportunity to understand real Retail and Sales operations by undergoing the theory cum apprenticeship/OJT courses. The Apprenticeship/OJT courses will be offered by RASCI and all students will get an opportunity to go through On-the Job training with RASCI and RELAINCE SMSL LIMITED.

The department offers courses under "Compulsory Courses Basket" that are required to be qualified and cleared/passed by each student enrolled under the programme and are semester-wise listed in the study scheme along with credits assigned to each course. Then, there are "Elective Courses Basket" which gives option of three types of courses:

- Semester-wise courses offered by the department itself.
- Open/Inter-disciplinary courses offered at the Institute/University level notified from the office of Dean-Academics
- Massive Open Online Courses (MOOCs) available on SWAYAM Platform or any other platform as recommended by UGC/AICTE and notified from the office of Dean-Academics.

Apprenticeship embedded Bachelor of Business Administration (Retail and Sales Management) is the specialized course in Retail and Sales Management, a 3-year programme. It is accepted & recognized worldwide because of its general as well as specific orientation. MRIIRS gets an overwhelming response to the programme from the students who plan to excel in the corporate world in the areas of Marketing, Retailing, Sales and Distribution, Service Marketing, Finance Management and Computer-based solutions. In the past, many students have gone to pursue higher education in management domain and are excelling in their professional fields. The course is rigorously designed to provide evolving practices and knowledge in the field of Business Administration, particularly in Retail and Sales Management in association with RASCI and RELIANCE SMSL LIMITED. The students of BBA (Retail and Sales Management) course are given immense opportunity to grow horizontally in the upcoming contemporary field.

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### **VISION OF THE DEPARTMENT**

Department of UG Management Studies is dedicated and committed to train and equip its students with the latest knowledge and skills in the chosen fields in the backdrop of Indian ethos and values to enable them to face any global challenge with a view to transforming them into insightful, honourable and responsible citizens of this great country; and imbibe a work culture of theoretical and applied research leading to creation and dissemination of knowledge.

### **MISSION OF THE DEPARTMENT**

To provide an environment in which teachers love to facilitate and students love to learn, consisting of infrastructure facilities at par with the best institutions in India and abroad with the aim:

- 1.1 To inculcate skills and impart knowledge to the ignited minds in the fields of business & management and soft skills including leadership, team building and communication.
- 1.2 To create human beings with golden heart, who work and dedicate themselves for the advancement of humanity.
- 1.3 To undertake research and development activities in collaboration with the world of work leading to creation of new knowledge in the fields of commerce, humanities, science and engineering & technology, management, health sciences & therapies, sports, multi-media, applied & performing arts and many more.

## **ABOUT THE DEPARTMENT OF UG MANAGEMENT STUDIES**

Department of UG Management Studies is under the aegis of Faculty of Management Studies. The department has strong academics and full of co-curricular and extra-curricular activities. There is great thrust on the application of theory and best practices prevailing in the business world. The curriculum is kept regularly updated to keep its relevance to industry. There is strong focus on student participation, case studies, personal grooming and development, guest lectures by industry experts and alumni, management games and industrial visits which enable the students in understanding the industry and its working. The students will have to enrol particularly with industry partners, RASCI AND RELIANCE SMSL LIMITED. The students will get an opportunity to do internship and On-The-Job training with RASCI and RELIANCE SMSL LIMITED. The faculty members come from varied backgrounds, having strong academic and industrial experience which considerably enriches the department.

Professional modules have been integrated into the curriculum to make the students understand the real world of business and enhance their employability. Retail and Sales training programmes are conducted by the RASCI AND RELIANCE SMSL LIMITED under which the students get a unique opportunity to understand real life retail and sales operations. All students are given an opportunity to study a contemporary course on Retail and Sales Management in order to enable them develop their own start-up enterprises.

The department offers courses under "Compulsory Courses Basket" that are required to be qualified and cleared/passed by each student enrolled under the programme and are semester-wise listed in the study scheme along with credits assigned to each course. Then, there are "Elective Courses Basket" which gives option of three types of courses:

- 2.1 Semester-wise courses offered by the department itself
- 2.2 Open/Inter-disciplinary courses offered at the Institute/University level notified from the office of Dean-Academics
- 2.3 Massive Open Online Courses (MOOCs) available on SWAYAM Platform or any other platform as recommended by UGC/AICTE and notified from the office of Dean-Academics.

## **Degree Apprenticeship Programme to be implemented from Academic Year 2022- 2025**

### **Programme Educational Objectives – Apprenticeship Embedded BBA (Retail and Sales Management) Programme.**

The graduates of Apprenticeship Embedded BBA (Retail and Sales Management) Degree Programme are expected to attain the following Programme Educational Objectives:

**PEO 1:** The graduates will pursue higher education in management and other related fields of Retail Management.

**PEO 2:** The graduates will have successful professional careers in industry, government, academia and their other chosen professions. Some will become entrepreneurs.

**PEO 3:** The graduates will be active members ready to serve the society locally and internationally.

**PEO 4:** After the completion of this course, the graduates will acquire positions of team leader in reputed organisations.

### **Programme Outcomes**

After completing Apprenticeship Embedded BBA (Retail and Sales Management) Degree Programme, the students will be able to achieve the following Programme Outcomes (POs).

**PO1: Disseminate subject Knowledge/matter expert:** review the products available for display and ascertain the suitability of the product with regard to shelf life, prepare the display to ensure maximum appeal and comply with product safety requirements, identify requirements for labelling of products and finally to identify any product-or-display related problems and take prompt action to address them.

**PO 2: Demonstrate Marketing Skills:** By understanding the customer needs and wants accurately and help them to identify the product they wish to purchase and enable them to make an informed purchase decision; further update customers about pricing, terms and the department's business policies, help the retailer to design promotional programmes and handle the display in a way that causes the least inconvenience to customers.

**PO3: Critical Thinking:** Take informed actions after identifying the assumptions that frame their thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at their ideas and decisions (intellectual, organizational, and personal) from different perspectives.

**PO4: Customer Service Problem Solver:** Identify the customer service problems and solve it following the company's guidelines, by seeking support from team members and colleagues in solving problems and give clarity and reasons to customers when the problem is not resolved. It is also to assess customer satisfaction level after the problem is resolved.

**PO 5: Effective Communication with stakeholders:** to make use of appropriate terminologies to acknowledge incoming communication promptly and clearly, explain how to check that the information provided is understood by the receivers by using appropriate communication medium. It is also to demonstrate active listening skills to identify the most important things that customers are saying, summarize information for customers, use appropriate body language when communicating

with customers and analyse your customers' body language to understand their feelings and wishes. It is to demonstrate respectful, helpful and professional behaviour while engaging with customers.

**PO 6: Conduct market analysis to ensure effective inventory and sales management:**

Analyse the sales data to define assortments and modifications according to the trends observed, be aware of competitors, other players and substitute products and learn to determine demand forecasting methods on inventory, assess inventory/procuring capacity as per demand, ensure required inventory is on hand, monitor stock levels and maintain at required levels, match logistics of delivery in inventory supply requirements, calculate profits and margins and take steps to prevent inventory losses.

**PO 7: Help maintain health and safety environment:** Demonstrate calm behaviour while dealing with accidents and emergencies and take timely and prompt action to report about it.

They will be able to recognise when evacuation procedures have been started and following company procedures for evacuation and establish compliance with health and safety requirements laid down by the company and by law, and encourage colleagues to follow the same.

**PO8: Work Effectively in a Team:** Determine a non-discriminatory attitude with customers and other staff members. It is also to identify elements that help work collaboratively with colleagues by making realistic commitments and supportive attitude to colleagues when working conditions are difficult. Choose realistic action points and deadlines according to past experiences and implement feedback received from seniors to improve self-performance.

**PO 9: Multi talented and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest situation of socio-technological changes, particularly in context to retail management.

**Programme Specific Outcomes (PSOs)**

**PSO1:** Gain knowledge about the business practices in the country in context to retail sector and become ready with employability skills to take up the entry level management positions particularly in retail sector.

**PSO2:** Analyse business situations and recommend managerial responses in context to retail industry.

**PSO3:** Develop effective oral and written communication and produce professional quality presentations and able to guide a team, henceforth inculcate an ability to become retail team leadership quality.



## MAPPING OF PEOs WITH POs and PSOs

Programme Outcome (PO)/ Programme Specific Outcome (PSO)		PEOs that are attained through concerned PO
<b>PO1</b>	<b>Disseminate subject Knowledge/matter expert:</b> review the products available for display and ascertain the suitability of the product with regard to shelf life, prepare the display to ensure maximum appeal and comply with product safety requirements, identify requirements for labelling of products and finally to identify any product-or-display related problems and take prompt action to address them.	<b>2,3</b>
<b>PO2</b>	<b>Demonstrate Marketing Skills:</b> By understanding the customer needs and wants accurately and help them to identify the product they wish to purchase and enable them to make an informed purchase decision; further update customers about pricing, terms and the department's business policies, help the retailer to design promotional programmes and handle the display in a way that causes the least inconvenience to customers.	<b>2,3</b>
<b>PO3</b>	<b>Critical Thinking:</b> Take informed actions after identifying the assumptions that frame their thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at their ideas and decisions (intellectual, organizational, and personal) from different perspectives.	<b>1,3</b>
<b>PO4</b>	<b>Customer Service Problem Solver:</b> Identify the customer service problems and solve it following the company's guidelines, by seeking support from team members and colleagues in solving problems and give clarity and reasons to customers when the problem is not resolved. It is also to assess customer satisfaction level after the problem is resolved.	<b>2,3</b>
<b>PO5</b>	<b>Effective Communication with stakeholders:</b> to make use of appropriate terminologies to acknowledge incoming communication promptly and clearly, explain how to check that the information provided is understood by the receivers by using appropriate communication medium. It is also to demonstrate active listening skills to identify the most important things that customers are saying, summarize information for customers, use appropriate body language when communicating with customers and analyse your customers' body language to understand their feelings and wishes. It is to demonstrate respectful, helpful and professional behaviour while engaging with customers.	<b>3,4</b>

<b>PO 6</b>	<b>Conduct market analysis to ensure effective inventory and sales management:</b> Analyse the sales data to define assortments and modifications according to the trends observed, be aware of competitors, other players and substitute products and learn to determine demand forecasting methods on inventory, assess inventory/procuring capacity as per demand, ensure required inventory is on hand, monitor stock levels and maintain at required levels, match logistics of delivery in inventory supply requirements, calculate profits and margins and take steps to prevent inventory losses.	<b>2,4</b>
<b>PO 7</b>	<b>Help maintain health and safety environment:</b> Demonstrate calm behaviour while dealing with accidents and emergencies and take timely and prompt action to report about it.  They will be able to recognise when evacuation procedures have been started and following company procedures for evacuation and establish compliance with health and safety requirements laid down by the company and by law, and encourage colleagues to follow the same.	<b>2, 4</b>
<b>PO 8</b>	<b>Work Effectively in a Team:</b> Determine a non-discriminatory attitude with customers and other staff members. It is also to identify elements that help work collaboratively with colleagues by making realistic commitments and supportive attitude to colleagues when working conditions are difficult. Choose realistic action points and deadlines according to past experiences and implement feedback received from seniors to improve self-performance.	<b>2,4</b>
<b>PO 9</b>	<b>Multi-talented and Life-long Learning:</b> Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes, particularly in context to retail management.	<b>3,4</b>
<b>PSO1</b>	Gain knowledge about the business practices in the country in context to retail sector and become ready with employability skills to take up the entry level management positions particularly in retail sector.	<b>1,3</b>
<b>PSO2</b>	Analyse business situations and recommend managerial responses in context to retail industry.	<b>1, 2</b>
<b>PSO3</b>	Develop effective oral and written communication and produce professional quality presentations and able to guide a team, henceforth inculcating an ability to become retail team leadership quality.	<b>2, 4</b>

## **Semester and Choice Based Credit System**

Credit based system of study and student's performance/progress is measured by the number of credits that he/she has earned, i.e., completed satisfactorily. Based on the course credits and grade obtained by the student, grade point average is calculated.

### **a) Course credits assignment**

Each course has a certain number of credits assigned to it depending upon its duration in periods for lecture, tutorial, and laboratory practice in a week. A few courses/activities are without credit (s) and are referred to as Audit Pass Courses (APC) but are mandatory to pass as a partial fulfilment of award of degree.

### **b) Earning of credits**

At the end of every course, a letter "Grade" shall be awarded in each course for which a student has registered. On obtaining a minimum Pass Grade, student shall accumulate the course credits as Earned Credits. A student's performance shall be measured by the number of credits that he/she has earned and by the weighted grade point average. Grades obtained in the audit courses shall not be counted for computation of grade point average, however, it shall be mandatory to pass as a partial fulfilment of award of degree.

**For Award of Degree of BBA (Retail and Sales Management) Programme a student has to earn minimum 140 credits during the three-year duration of the programme in 6 semesters.**

Each course shall have credits assigned to it. Student shall be required to register courses every semester for as many courses/credits.

### **Assessment for the Theory and On-the-Job Training (OJT) Courses in University system.**

The course with 3 credit courses will be assessed comprising of the maximum marks of **200**, out of which **100** marks will be assessed through the Internal assessment and **100** marks will be assessed through the external examination. The break-up of the theory and OJT assessment of course is mentioned below in the Table -1.

## Table-1

Semester	Total Credits (For Theory Subjects)	Continuous Evaluation	End Semester Exam	Total Marks	Total Duration in Hours (Theory)	Total Credits (For OJT Subjects) Core + Electives	Continuous Evaluation	End Semester Exam	Total Marks	Total Duration in Hours (Apprenticeship / OJT)
I	16	500	500	1000	225	8	200	200	400	240
II	11	400	400	800	165	12	300	300	600	360
III	14	400	400	800	210	11+3	500+100	500+100	1000+200	330+60
IV	12	450	450	900	192	7+4	300+100	300+100	600+200	210+60
V	13	400	400	800	195	6+4	200+100	200+100	400+200	180+60
VI	6	200	200	400	90	9+4	200+100	200+100	400+200	270+60
<b>Total</b>	<b>72</b>	<b>2350</b>	<b>2350</b>	<b>4700</b>	<b>1077</b>	<b>53+15</b>	<b>1700+400</b>	<b>1700+400</b>	<b>3400+800</b>	<b>1590+240</b>

**A NSQF Level 5 Certification will be earned by the student from RASCI at the end of Semester VI.**

## Evaluation Criteria

- **For Theory Papers**

- **Continuous Assessment**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

- **End Semester Examination: Instructions for paper setting:** Seven questions will be set in all, out of which students will attempt *five* questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

- **Evaluation Criteria For On-the-job Training (OJT) Courses**

- The students will need to undergo on job training in a retail business.

- They must submit the logbook for attendance and Project Work by the end of the semester.
- The report will be evaluated at the university premise.
- The industry supervisor will give internal marks out of 100, on the basis of the attendance, progress of the student during internship, timely submission of report and departmental presentation in the store.
- External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

**Distribution of Continuous Evaluation Table**

On the job assessment	50%
Attendance	50%

## Study Scheme of BBA (Retail and Sales Management)

<b>MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES</b>													
<b>(Deemed to be University under section 3 of the UGC Act 1956)</b>													
<b>FACULTY OF MANAGEMENT STUDIES</b>													
<b>DEPARTMENT OF UG MANAGEMENT STUDIES</b>													
<b>STUDY SCHEME OF APPRENTICESHIP EMBEDDED BBA (RETAIL AND SALES MANAGEMENT)</b>													
<b>(BATCH 2022-25) w.e.f. AY 2022-25 onwards</b>													
<b>SEMESTER- I</b>													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Duration in Hours
			Title	Code	L	T	P	Total Credits	Int	Ext	Total		
<b>Compulsory Courses</b>													
Theory Course	BBA-RM-101	Business Organization and Management			3	0	0	3	100	100	200	3 hrs	45
	BBA-RM-102	Fundamentals in Accounting			3	0	0	3	100	100	200	3 hrs	45
	CH-202B	EVS			4	0	0	4	100	100	200	3 hrs	45
	BBA-RM-103	Sales and Marketing			4	0	0	4	100	100	200	3 hrs	60
	BBA-RM-104	Introduction to Retail Management			2	0	0	2	100	100	200	3 hrs	30
<b>Total</b>					<b>16</b>			<b>16</b>	<b>500</b>	<b>500</b>	<b>1000</b>		<b>225</b>
OJT Course	BBA-RM-151	Fundamentals in Technology (Computer Skills)			0	0	2	2	50	50	100	4 hrs	60
	BBA-RM-152	Sales and Marketing			0	0	2	2	50	50	100	4 hrs	60
	BBA-RM-153	Introduction to Retail Operations			0	0	4	4	100	100	200	8hrs	120
<b>Total</b>							<b>8</b>	<b>8</b>	<b>200</b>	<b>200</b>	<b>400</b>		<b>240</b>
<b>Grand Total</b>					<b>15</b>	<b>0</b>	<b>8</b>	<b>23</b>	<b>700</b>	<b>700</b>	<b>1400</b>		<b>225+240=465</b>

SEMESTER- II													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Duration in Hours
			Title	Code	L	T	P	Total Credits	Int	Ext	Total		
<b>Compulsory Courses</b>													
<b>Theory Courses</b>	BBA-RM-201	Business Statistics			3	0	0	3	100	100	200	3 hrs	45
	BBA-RM-202	Principles of Management			3	0	0	3	100	100	200	3 hrs	45
	BBA-RM-203	Human Resource Management			3	0	0	3	100	100	200	3 hrs	45
	BBA-RM-204	Business Communication			2	0	0	2	100	100	200	3 hrs	30
<b>Total</b>					<b>11</b>			<b>11</b>	<b>400</b>	<b>400</b>	<b>800</b>		<b>165</b>
<b>OJT</b>	BBA-RM-251	Logistics and Supply Chain			0	0	4	4	100	100	200	8 hrs	120
	BBA-RM-252	Business Communication			0	0	4	4	100	100	200	8 hrs	120
	BBA-RM-253	Instore Cashiering and Merchandising - I			0	0	2	2	50	50	100	4 hrs	60
	BBA-RM-254	Instore Cashiering and Merchandising - II			0	0	2	2	50	50	100	4 hrs	60
								<b>12</b>	<b>300</b>	<b>300</b>	<b>600</b>		<b>360</b>
<b>Grand Total</b>					<b>11</b>		<b>12</b>	<b>23</b>	<b>700</b>	<b>700</b>	<b>1400</b>		<b>165+360=525</b>

SEMESTER- III													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Duration in Hours
			Title	Code	L	T	P	Total Credits	Int	Ext	Total		
<b>Compulsory Courses</b>													
<b>Theory Courses</b>	BBA-RM-301	Organization Behaviour and Development			4	0	0	4	100	100	200	3 hrs	60
	BBA-RM-302	Managerial Economics			3	0	0	3	100	100	200	3 hrs	45
	BBA-RM-303	Business Environment			3	0	0	3	100	100	200	3 hrs	45
	BBA-RM-304	Sales and Customer Relationship Management – I			4	0	0	4	100	100	200	3 Hrs	60
<b>Total</b>					<b>14</b>			<b>14</b>	<b>400</b>	<b>400</b>	<b>800</b>		<b>210</b>
<b>OJT</b>	BBA-RM-351	Internship Training Project			0	0	6	6	200	200	400	12 hrs	180
	BBA-RM-352	Sales and Customer Relationship Management – II			0	0	2	2	100	100	200	4 Hrs	60
	BBA-RM-353	Customer Redressal System			0	0	3	3	100	100	200	6hrs	90
<b>Total</b>							<b>11</b>	<b>11</b>	<b>400</b>	<b>400</b>	<b>800</b>		<b>330</b>
<b>Total</b>					<b>14</b>		<b>11</b>	<b>25</b>	<b>800</b>	<b>800</b>	<b>1600</b>		<b>210+330=540</b>



SEMESTER- IV													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Duration in Hours
			Title	Code	L	T	P	Total Credits	Int	Ext	Total		
<b>Compulsory Courses</b>													
<b>Theory Courses</b>	BBA-RM-401	Macro Economics			3	0	0	3	100	100	200	3 hrs	45
	BBA-RM-402	Digital Marketing			3	0	0	3	100	100	200	3 hrs	45
	BBA-RM-403	e-Commerce			3	0	0	3	100	100	200	3 hrs	45
	BBA-RM-404	FMCG/FMCD - I			3	0	0	3	100	100	200	3 hrs	45
Audit Pass	RIC-I	Research Innovation Catalyst			0	1	0	0	50	50	100		12
<b>Total</b>					<b>12</b>			<b>12</b>	<b>400</b>	<b>400</b>	<b>800</b>		<b>192</b>
<b>OJT</b>	BBA-RM-451	FMCG/FMCD - II			0	0	2	2	100	100	200	3 hrs	60
	BBA-RM-452	Visual Merchandising			0	0	5	5	200	200	400	10 hrs	150
<b>Total</b>							<b>7</b>	<b>7</b>	<b>300</b>	<b>300</b>	<b>600</b>		<b>210</b>
<b>Total</b>					<b>12</b>		<b>7</b>	<b>19</b>	<b>700</b>	<b>700</b>	<b>1400</b>		<b>192+210=402</b>

SEMESTER- V													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Duration in Hours
			Title	Code	L	T	P	Total Credits	Int	Ext	Total		
<b>Compulsory Courses</b>													
<b>Theory Courses</b>	BBA-RM-501	Business Research Methods			3	0	0	3	100	100	200	3 hrs	45
	BBA-RM-502	Financial Management			3	0	0	3	100	100	200	3 hrs	45
	BBA-RM-503	Service Marketing			4	0	0	4	100	100	200	3 hrs	60
	BBA-RM-504	Team Management – I			3	0	0	3	100	100	200	3 hrs	45
<b>Total</b>					<b>13</b>			<b>13</b>	<b>400</b>	<b>400</b>	<b>800</b>		<b>195</b>
<b>OJT</b>	BBA-RM-551	Team Management – II			0	0	3	3	100	100	200	6 hrs	90
	BBA-RM-552	Operations of a team leader at the store			0	0	3	3	100	100	200	6 Hrs	90
<b>Total</b>							<b>6</b>	<b>6</b>	<b>200</b>	<b>200</b>	<b>400</b>		<b>180</b>
<b>Total</b>					<b>13</b>		<b>6</b>	<b>19</b>	<b>600</b>	<b>600</b>	<b>1200</b>		<b>195+180 = 375</b>

SEMESTER- VI													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Duration in Hours
			Title	Code	L	T	P	Total Credits	Int	Ext	Total		
<b>Compulsory Courses</b>													
Theory Courses	BBA-RM-601	Corporate Governance and Ethics			3	0	0	3	100	100	200	3 hrs	45
	BBA-RM-602	Entrepreneurship			3	0	0	3	100	100	200	3 hrs	45
<b>Total</b>					<b>6</b>			<b>6</b>	<b>200</b>	<b>200</b>	<b>400</b>		<b>90</b>
OJT	BBA-RM-651	Inventory Management in Retail Store			0	0	3	3	100	100	200	6 hrs	90
	BBA-RM-652	Practical Training/ Internship 2			0	0	6	6	200	200	400	12 Hrs	180
<b>Total</b>							<b>9</b>	<b>9</b>	<b>300</b>	<b>300</b>	<b>600</b>		<b>270</b>
<b>Grand Total</b>					<b>6</b>		<b>9</b>	<b>15</b>	<b>500</b>	<b>500</b>	<b>1000</b>		<b>90+270 = 360</b>
<b>Super Grand Total</b>					<b>72</b>		<b>53</b>	<b>125</b>	<b>4050</b>	<b>4050</b>	<b>8100</b>		<b>2667</b>

**\*To get BBA (Retail and Sales Management) Degree, the student has to earn minimum 140 credits. The break-up of the credits is minimum 125 credits in the compulsory baskets. Remaining credits (15) are to be earned from optional basket for elective courses.**

	<b>Optional Basket:</b> 8 courses of 2 credits each to be chosen from MOOCS/ Swayam, Course era/ University Electives at the option of the students out of approved courses by Academic Council/ University. Assessment of Open Electives as per University Policy for MOOCS/ Swayam, Course era/ University Electives.						
	<b>Total</b>	<b>Theory</b>	<b>OJT</b>	<b>Grand Total</b>			
	<b>Compulsory Basket</b>	<b>72</b>	<b>53</b>				
	<b>Optional basket</b>		<b>15</b>				
	<b>Total</b>	<b>72</b>	<b>68</b>	<b>140</b>			

# **Curriculum Booklet**

## **BBA (Retail and Sales Management)**

**2022-25**

**Semester -I**

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**  
(Deemed to be University under section 3 of the UGC Act 1956)

**BBA-RM-101: BUSINESS ORGANIZATION AND MANAGEMENT**

Periods/week Credits

L: 3                      3

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment: 100

End Semester: 100

**Course Outcomes:**

By the end of this course, a student should be able to:

**BBA-RM-101.1.** Understand the evolution of the business organization and management thoughts;

**BBA-RM-101.2.** Identify the interconnections between various developments in these areas;

**BBA-RM-101.3.** Evaluate the significance of contemporary issues in business and management;

**BBA-RM-101.4.** Discuss the multidisciplinary nature of business and management studies.

**PART – A**

**Unit 1**

- 1.1 Concept, Nature and Scope of business
- 1.2 Definition, characteristics and objectives of business organization
- 1.3 Business and Environment interface
- 1.4 Business Objectives
- 1.5 Social Responsibility of Business

**Unit 2**

- 2.1 Concept and Nature of Entrepreneurship
- 2.2 Forms of Business Organizations: Sole Proprietorship, Partnership Joint Stock Companies
- 2.3 Co-operatives organizations
- 2.4 Choice of form of organization

**Unit 3**

- 3.1 Meaning of Business combinations
- 3.2 Chambers of commerce and Industry in India
- 3.3 Types and forms of Mergers
- 3.4 SEBI

**PART - B**

**Unit 4**

- 4.1 Concept, Nature and Significance of Management
- 4.2 Functions and Role
- 4.3 Management Vs Administration

**Unit 5**

- 5.1 Concept of MBO
- 5.2 Decision Making Process and its techniques
- 5.3 Concept, nature, process and significance of Organizing
- 5.4 Principles of an Organization
- 5.5 Span of Control

## Unit 6

- 6.1 Concept, Nature and Importance of Staffing
- 6.2 Nature and Importance of Motivation
- 6.3 Nature and Scope of Control
- 6.4 Types of Control
- 6.5 Control Process and its techniques

### Reference Books:

1. Thelma. J.Tallo, Business Organisation and Management, Tata Mcgraw- Hill Publishing Company Limited
2. Basu, C. R., Business Organization and Management, McGraw Hill Education
3. Gupta, C.B., Modern Business Organization and Management, Dhanpat Rai & Sons.
4. Agarwal, N. P., Tailor, R. K., Business Organisation And Management, Dhanpat Rai & Sons

*Only latest available editions of the books are recommended.*

### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions will be set in all, out of which students will attempt *five* questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

### Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>BBA-RM-101.1</b>	1	1					3	3			2	
<b>BBA-RM-101.2</b>	2						3		3		3	2
<b>BBA-RM-101.3</b>	3	2	2	2		2		3		1	3	
<b>BBA-RM-101.4</b>	3	2	2	2		2	2	3	3	1		2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**  
**1 – Low**  
**2 – Medium**  
**3 – High**

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**  
(Deemed to be University under section 3 of the UGC Act 1956)

**BBA-RM-102: FUNDAMENTALS IN ACCOUNTING**

Periods/week Credits

L: 3      03

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment:100

End Semester: 100

**Course Outcomes:** By the end of this course, students will be able to:

**BBA-RM-102.1:** Demonstrate good comprehension of financial accounting and its different applications.

**BBA-RM-102.2:** Apply data analysis and interpretation to take decisions under the conditions of risk and uncertainty in business using accounting methods.

**BBA-RM-102.3:** Ascertain problem solving strategies in the prevailing business environment.

**BBA-RM-102.4:** Evaluate appropriate information from various sources and implement the theoretical, analytical and applied knowledge based on accountancy.

**PART - A**

**Unit 1: Introduction to Financial Accounting**

- 1.1 Accounting principles, process
- 1.2 Accounting Equation
- 1.3 Users of accounting information
- 1.4 Double entry system

**Unit 2: Recording classification and Summarization of transaction**

- 2.1 Accounting Transactions
- 2.2 Steps in the Recording Process (Journals and Ledger Postings)
- 2.3 Preparation of trial balance

**Unit 3: Rectification of Errors**

- 3.1 Classification of errors
- 3.2 Methods of rectifying errors

**PART- B**

**Unit 4: Capital and Revenue**

- 4.1 Capital and Revenue: Expenditure and Receipts
- 4.2 Deferred Revenue Expenditure

**Unit 5: Depreciation**

- 5.1 Concept of Depreciation
- 5.2 Accounting treatment for depreciation: Written down value method and straight line method

**Unit 6: Final Statements:**

- 6.1 Concept of Financial Statements
- 6.2 Final accounts with adjustments

**Recommended books:**

1. Monga J.R., Advanced ,Mayoor Paperbacks , Noida.
2. Gupta. R.L., Advanced Financial Accounting, S.Chand and Co. New Delhi.
3. Maheshwari , S.N., Advanced Accounting- Vol. II, Vikas Publishing Housing, New Delhi.
4. Shukla, M.C, and T.S.Grewal, Advanced Accountancy, Sultan Chand Co. New Delhi.

*Only latest available editions of the books are recommended*



### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

### Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>BBA-RM-102.1</b>			2			3	3		3	1	2	
<b>BBA-RM-102.2</b>	3			3	2		3					2
<b>BBA-RM-102.3</b>	2					2		3	3	1	3	
<b>BBA-RM-102.4</b>		2		3	1			3				3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**  
**1 – Low**  
**2 – Medium**  
**3 – High**

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## CH-202B: ENVIRONMENTAL STUDIES

Periods/week Credits

L: 4 P: 0 04

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment:100

End Semester: 100

**Pre-Requisite:** The learners should have the knowledge of environment, biodiversity, atmospheric pollution and importance of environmental studies. They should have the knowledge of causes and effects of disasters and various environmental problems.

### Course Outcomes

1. The students will be able to understand the significance of equitable use of natural resources and will be able to utilize the knowledge of biodiversity conservation and protection of environment;
2. The students will learn about atmospheric pollution and global issues related to environment like natural disasters and will be able to understand the different acts for pollution control;
3. The students will be able to develop an understanding to major health issues of women and children will gain knowledge of Mortality and Mortality rate;
4. The students will have the knowledge of different ecosystems and energy flow in ecosystem;
5. The students will gain knowledge of disaster management.

### PART- A

#### Unit 1: Multidisciplinary Nature of Environmental Studies

1.1 Definition, scope and importance.

1.2 Need for Public awareness.

#### Unit 2: Natural Resources

2.1 Natural resources and associated problems.

2.2 Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.

2.3 Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

2.4 Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

2.5 Food resources: World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

2.6 Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.

2.7 Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

2.8 Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

### **Unit 3: Ecosystems**

- 3.1 Concept of an ecosystem, Structure and function of an ecosystem
- 3.2 Producers, consumers and decomposers, Energy flow in the ecosystem
- 3.3 Ecological succession
- 3.4 Food chains, food webs and ecological pyramids
- 3.5 Introduction, types, characteristic features, structure and function of the following eco-system: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

### **Unit 4: Biodiversity and its Conservation**

- 4.1 Introduction – Definition: Genetic, species and ecosystem diversity
- 4.2 Biogeographical classification of India,
- 4.3 Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values
- 4.4 Biodiversity at global, National and local levels
- 4.5 India as a mega-diversity nation, Hot-spots of biodiversity
- 4.6 Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Endangered and endemic species of India
- 4.7 Conservation of biodiversity: In- situ and Ex-situ conservation of biodiversity.

## **PART-B**

### **Unit 5: Environmental Pollution**

- 5.1 Definition, causes, effects and control, measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal Pollution
- 5.2 Nuclear hazards
- 5.3 Solid waste management: Causes effects and control measures of urban and industrial wastes.
- 5.4 Role of an individual in prevention of pollution.
- 5.5 Pollution case studies.
- 5.6 Disaster management: Floods, earthquake, cyclone and landslides.

### **Unit 6: Social Issues and the Environment**

- 6.1 From unsustainable to sustainable development, Urban problems related to energy, Water conservation, rain water harvesting, watershed management
- 6.2 Resettlement and rehabilitation of people; its problems and concerns, Case Studies.
- 6.3 Environmental ethics: Issues and possible solutions.  
Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Case studies.
- 6.4 Wasteland reclamation.
- 6.5 Consumerism and waste products.
- 6.6 Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and Control of Pollution) Act. Wildlife Protection Act. Forest Conservation Act.
- 6.7 Issues involved in enforcement of environmental legislation, Public awareness.

### **Unit 7: Human Population and the Environment**

- 7.1 Population growth, variation among nations
- 7.2 Population explosion – Family Welfare Programme
- 7.3 Environment and human health. Human Rights
- 7.4 Value Education. HIV/ AIDS, Woman and Child Welfare
- 7.5 Role of Information Technology in Environment and human health, Case Studies.

### **Unit 8: Chemistry for peaceful purposes**

- 8.1 The duality of chemistry: Chemistry for peaceful purposes versus Chemical Weapons
- 8.2 Dual – use nature of toxic and precursor chemicals
- 8.3 Weapons of mass destructions, disarmament

## Unit 9: Field work\*

9.1 Visit to a local area to document environmental assets river/ Forest/grassland/hill/mountain

9.2 Visit to a local polluted site-Urban/Rural/Industrial/Agricultural

9.3 Study of common plants, insects, birds

9.4 Study of simple ecosystems-pond, river, hill slopes, etc.

### Suggested Readings:

1. Sarita Sachdeva, 2009, Text book of Environmental Studies, Manav Rachna Publishing House Pvt. Ltd.
2. Erach Bharucha, 2017, Textbook of Environmental Studies for Undergraduate Courses, University Grants Commission Publication.
3. R. Rajagopalan, 2015, Environmental Studies, Oxford University Press.
4. A.K. De, 2016, Environmental Chemistry, Wiley Eastern Ltd.
5. M. James, Lynch & Alan Wiseman, 2011, Environmental Bio-monitoring: The Biotechnology Eco-toxicology Interface, Cambridge University Press.
6. R.K. Morgan, 2012, Impact Assessment: A Methodological Perspective, Kluwer Academic Publications, Boston.
7. V. Subramanian, 2011, A Text Book in Environmental Science, Narosa Pub.  
*Only latest available editions of the books are recommended*

### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

### COURSE ARTICULATION MATRIX:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
CH-202B	3	3	3	3	2	2	1	2	2	2		3
CH-202B		3	3	2	3	2			1	2	2	2
CH-202B		2	3	3	3	2				3	3	
CH-202B		2	2	2	2		2			2		3
CH-202B		3	3	3	3	3	2			2	3	

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**      **1 – Low**  
   **2 – Medium**  
   **3 – High**

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BBA-RM-103: SALES AND MARKETING

Periods/week Credits

L: 4 04

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment:100

End Semester: 100

### Course Outcomes:

By the end of this course, a student should be able to:

**BBA-RM-103.1:** Understand diverse variables affecting the sales and learning the practices related to sales management.

**BBA-RM-103.2:** Plan, develop and implement an effective sales strategy.

**BBA-RM-103.3:** Understand the conceptual framework of marketing and its applications in decision making

**BBA-RM-103.4:** Understand the dynamic nature of marketing environment

### Unit 1: Sales Management

- 1.1 Introduction to sales management
- 1.2 Nature and objectives of personal selling
- 1.3 Personal selling process
- 1.4 Ethical responsibilities in sales management

### Unit 2: Organising and Directing Sales Effort

- 2.1 Sales meeting, sales contest
- 2.2 Sales territories and quotas
- 2.3 Compensating and motivating salesforce

### Unit 3: Evaluating and Controlling Sales

- 3.1 Estimating market potential and sales forecasting
- 3.2 Evaluating and controlling the sales personnel
- 3.3 Analysis of sales, costs and profitability

## PART B

### Unit 4: Introduction to Marketing Management

- 4.1 Nature, scope, and importance of marketing
- 4.2 Marketing mix elements
- 4.3 Marketing environment
- 4.4 Market research; process and methods of market research

## Unit 5: Consumer and Business Markets

5.1 Consumer behaviour; process and factors influencing consumer buying behavior

5.2 Business buying behaviour; process and factors influencing business buying behaviour

## Unit 6: Market Segmentation, Targeting and Positioning

6.1 Market segmentation

6.2 Market targeting

6.3 Product life cycle (PLC); stages of PLC, marketing strategies at various stages of PLC

### Reference Books:

1. Tapan K Panda and Sunil Sahadev. Sales and Distribution Management. Oxford University Press.
2. Krishna K Havaladar & Vasant M. Cavale, Sales and Distribution Management. McGraw Hill Education.
3. Kotler, Philip, Keller Kevin Lane, Koshy Abraham and Jha Mithileswar, Marketing Management: A South Asian Perspective, Pearson Education, New Delhi.
4. V S Ramaswamy and S Namakumari, Marketing Management: Indian Context Global Perspective. Sage Publications India Pvt. Ltd.

*Only latest available editions of the books are recommended.*

### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions will be set in all, out of which students will attempt *five* questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

### Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>BBA-RM-103.1</b>	1		2			3		3		1		
<b>BBA-RM-103.2</b>		1		3		2			3		2	
<b>BBA-RM-103.3</b>		2			2		3	3	3			3
<b>BBA-RM-103.4</b>	2	2			2		3		2	1	2	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**      **1 – Low**  
   **2 – Medium**  
   **3 – High**



# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BBA-RM-104: INTRODUCTION TO RETAIL MANAGEMENT

Periods/week Credits

L: 2 02

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment:100

End Semester: 100

**Course Outcomes:** Students who successfully complete this course will be able to:

**BBA-RM-104.1:** Explain and describe the types of retailers and multichannel retailing.

**BBA-RM-104.2:** Appraise customer relationship management and its importance in retailing.

**BBA-RM-104.3:** Evaluate selection of retail locations and other choices related to distribution channel decisions.

**BBA-RM-104.4:** Compare merchandise management and pricing plans.

### PART – A

#### Unit 1: An Introduction to Retailing

- 1.1 Definition and scope
- 1.2 Types of retailers
- 1.3 Multichannel retailing
- 1.4 Retailing institutions

#### Unit 2: Retail Strategy

- 2.1 Customer buying behaviour
- 2.2 Customers' information gathering and processing
- 2.3 Customer analytics
- 2.4 Customer relationship management

#### Unit 3: Retailing Institutions

- 3.1 Retailing Institutions by Ownership
- 3.2 Retailing Institutions by Strategy Mix- Non-store-based Retailing
- 3.3 Identifying and understanding customers information gathering and processing
- 3.4

### PART – B

#### Unit 4: Human Resource Management

- 4.1 Retail Organisation and HRM
- 4.2 Operations Management: Financial
- 4.3 Information Systems and Supply Chain Management

#### Unit 5: Merchandising Management

- 3.1 Merchandise planning process & plans
- 3.2 Supply chain management
- 3.3 Inventory Management
- 3.4 Managing a store

### 3.5 Mall management

#### Unit 6: Retail Promotion

- 4.1 Establishing retail image
- 4.2 Managing retail image
- 4.3 Retail communication mix

#### Recommended Reading

1. Levy, Michael, & Barton Weitz. Retailing Management. McGraw Hill Education.
2. Berman, Barry, Joel R Evans & Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
3. Hammond, Richard. Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
4. Pradhan. Retailing Management: Text and Cases. McGraw Hill Education.
5. Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S.Chand

*Only latest available editions of the books are recommended.*

#### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

#### Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>BBA-RM-104.1</b>	1							2	2			2
<b>BBA-RM-104.2</b>							3		3			2
<b>BBA-RM-104.3</b>	1	2	2	3	3	3		3	3		3	2
<b>BBA-RM-104.4</b>	1	2	2		3		3		2		3	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**  
**1 – Low**  
**2 – Medium**  
**3 – High**

## MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

### BBA-RM-151: FUNDAMENTALS IN TECHNOLOGY

Periods/week Credits

P: 2 2

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 50

End Semester: 50

**Course Outcomes:** By the end of this course, a student will be able to:

**BBA-RM-151.1:** Demonstrate knowledge of computers and software and their respective use in day-to-day life.

**BBA-RM- 151.2:** Apply basic research methods of data analysis and its interpretation and use spreadsheets to create charts with the statistics.

**BBA-RM- 151.3:** Evaluate problem-solving techniques and demonstrate proper file management to manipulate files and folders in a networked business environment.

**BBA-RM- 151.4:** Create cohesive and apply proper formatting techniques to a document draft.

#### Unit 1: Word Processor

- 1.1 All the editing and formatting options
- 1.2 Create your Resume using Resume
- 1.3 Mail Merge
- 1.4 Organization charts and use of tables
- 1.5 Create a newsletter with a headline and two columns in portrait orientation, including at least one image.
- 1.6 Prepare a certificate in landscape orientation with a border around & background image.
- 1.7 Use of image and text. Create a flyer for dance competition to be held in your college soon.

#### Unit 2: Creating Basic Workbooks

- 2.1 Creating, saving, closing and opening workbook
- 2.2 Selecting cells, entering text and numbers into cell
- 2.3 Auto complete
- 2.4 Renaming workbooks

#### Unit 3: Creating Formulas

- 3.1 Ranged formula syntax
- 3.2 Simple formula syntax
- 3.3 Writing formulas
- 3.4 Using AutoSum
- 3.5 Inserting functions
- 3.6 AutoCorrect
- 3.7 Auto Calculate

#### Unit 4: Columns and Rows

- 4.1 Selecting columns and rows
- 4.2 Adjusting column width and row height
- 4.3 Hiding and unhiding columns and rows
- 4.4 Inserting and deleting columns and rows

### **Unit 5 : Formatting Worksheets**

- 5.1 Formatting cells
- 5.2 Clearing all formatting from cells
- 5.3 Copying all formatting from cells to another area

### **Unit 6: Worksheet Tools**

- 6.1 Moving between worksheets
- 6.2 Selecting multiple worksheets
- 6.3 Inserting and deleting worksheets
- 6.4 Renaming worksheets
- 6.5 Copying or moving worksheets
- 6.6 Coloring worksheet tabs

### **Unit 7: Setting Worksheet Layout and Printing Documents**

- 7.1 Using page break preview
- 7.2 Using page layout view
- 7.3 Page setup dialog box
- 7.4 Using print preview
  
- 7.5 Printing worksheets

### **Unit 8: Power Point Presentations**

- 8.1 Slide layouts and slide designs
  
- 8.2 Use of image in presentation
  
- 8.3 Use of sounds and animation effects in presentation

### **Unit 9 Internet and html**

- 9.1 Use of internet and composing mail
- 9.2 Use of search engine
- 9.3 Design a web page using HTML using font tag
- 9.4 Design a web page using HTML using paragraph formatting tag
- 9.5 Design a web page using HTML using tables

### **Reference Books:**

1. Curtis D. Frye, "Step by Step Microsoft Excel 2010", PHI.
2. BAYROSS IVAN, "HTML, JavaScript, DHTML and PHP", BPB publications

Notes: Latest editions of the textbooks should be used.  
Practicals will be conducted in the laboratory.

- **Evaluation Criteria For On-the-job Training (OJT) Courses**

- The students will need to undergo on job training in a retail business.
- They must submit the logbook for attendance and Project Work by the end of the semester.
- The report will be evaluated at the university premise.
- The industry supervisor will give internal marks out of 100, on the basis of the attendance, progress of the student during internship, timely submission of report and departmental presentation in the store.
- External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

**Distribution of Continuous Evaluation Table**

On the job assessment	50%
Attendance	50%

**Course Articulation Matrix**

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO9	PSO 1	PSO 2	PSO 3
<b>BBA-RM- 151.1</b>	1	1	2			3		3	3	1		2
<b>BBA-RM- 151.2</b>		1		3	2			2	3		2	1
<b>BBA-RM- 151.3</b>	1		2			2	3		3	1	3	
<b>BBA-RM- 151.4</b>	1	2		3	1		3		2	1		3

- Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.
- **Degree of Correlation:**
  - 1 – Low**
  - 2 – Medium**
  - 3 – High**

## MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

### BBA-RM-152: SALES AND MARKETING

Periods/week Credits

P: 2 02

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment:50

End Semester: 50

**Course Outcomes:** By the end of this course, a student will be able to:

**BBA-RM- 152.1:** Demonstrate knowledge of sales of a product by displaying stocks.

**BBA-RM-152.2:** Explain the idea of visual merchandise and create visual merchandise design

**BBA-RM- 152.3:** Explain the sales process and follow after sales services.

**BBA-RM- 152.4:** Learn to develop promotional schemes and design various marketing mix strategies related with sales of product within retail outlet.

**Performance Criteria:** At the end of the course, to be competent, the user/individual on the job must be able to

1. To display stock to promote sales by
  - a. Preparing display areas and goods in a retail store
  - b. Set up and dismantle displays in a retail store
  - c. Label displays of stock in a retail store
2. To plan and prepare visual merchandising displays
  - a. Interpret design briefs for retail displays
  - b. Get hold of merchandise and props to be featured in retail displays
3. To dress Visual Merchandising Displays
  - a. Dress in-store and window displays based on guidelines
  - b. Evaluate and improve retail displays
  - c. Understand Store equipment, props and graphics for retail displays
4. Prepare products for sale
5. To follow point-of-sale procedures for age-restricted products.
  - a. Follow procedures for sales of age-restricted products
  - b. Provide service at point of sale
6. To promote Loyalty Schemes to Customers
  - a. Explain to customers the features and benefits of the loyalty scheme
  - b. Gain customer commitment to the loyalty scheme

#### Reference Books:

1. Levy, Michael, & Barton Weitz. Retailing Management. McGrawHill Education.
2. Berman, Barry, Joel R Evans & Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
3. Hammond, Richard. Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
4. Pradhan. Retailing Management: Text and Cases. McGraw Hill Education.

5. Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S.Chand

Notes: Latest editions of the textbooks should be used.

Practical will be conducted in the laboratory.

• **Evaluation Criteria For On-the-job Training (OJT) Courses**

- The students will need to undergo on job training in a retail business.
- They must submit the logbook for attendance and Project Work by the end of the semester.
- The report will be evaluated at the university premise.
- The industry supervisor will give internal marks out of 100, on the basis of the attendance, progress of the student during internship, timely submission of report and departmental presentation in the store.
- External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

**Distribution of Continuous Evaluation Table**

On the job assessment	50%
Attendance	50%

**Course Articulation Matrix**

<b>CO STATEMENT</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>BBA-RM- 152.1</b>	1	1	2			3		3	3	1		2
<b>BBA-RM- 152.2</b>		1		3	2			2	3		2	1
<b>BBA-RM- 152.3</b>	1		2			2	3		3	1	3	
<b>BBA-RM- 152.4</b>	1	2		3	1		3		2	1		3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**  
**1 – Low**  
**2 – Medium**  
**3 – High**

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BBA-RM -153: INTRODUCTION TO RETAIL OPERATIONS

Periods/week Credits

P: 4 04

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment:100

End Semester: 100

**Course Outcomes:**By the end of this course, a student will be able to:

**BBA-RM- 153.1.**Demonstrate knowledge of basic concepts of retail and its formats.

**BBA-RM- 153.2.** Describe the roles and responsibilities of trainee associates and process customer orders.

**BBA-RM- 153.3.**Explain the stages of store operations and identify equipment and machineries needed for its.

**BBA-RM- 153.4.**Learn to keep the store safe, secure, healthy and hygienic.

**Performance Criteria:**At the end of the course to be competent, the user/individual on the job must be able to:

1. Describe Retail and its formats.
2. Describe the roles and responsibilities of trainee associate & cashier at a retail store
3. To process customer orders for goods.
  - a. Check the availability by firstly understanding customer's need and find out who can supply the goods needed and on what terms.
  - b. Process orders for customers
4. To process returned good
  - a. Help customers who need to return goods
  - b. Process returns of goods
5. Describe stages of store operations – Pre-Opening, Opening, During and Day end
6. Identify equipment and machineries used in retail stores
7. To Keep the Store Secure
  - a. Identify and report security risks
8. To Maintain Health and Safety
  - a. Identify and report accidents and emergencies
  - b. Protect health and safety as you work
  - c. Lift and handle goods safely
9. To Keep the Store Clean and Hygienic



## Reference Books:

1. Levy, Michael, & Barton Weitz. Retailing Management. McGrawHill Education.
  2. Berman, Barry, Joel R Evans & Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
  3. Hammond, Richard. Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
  4. Pradhan. Retailing Management: Text and Cases. McGraw Hill Education.
  5. Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S.Chand
- Notes: Latest editions of the textbooks should be used AND Practicals will be conducted in the laboratory.

### • Evaluation Criteria For On-the-job Training (OJT) Courses

- The students will need to undergo on job training in a retail business.
- They must submit the logbook for attendance and Project Work by the end of the semester.
- The report will be evaluated at the university premise.
- The industry supervisor will give internal marks out of 100, on the basis of the attendance, progress of the student during internship, timely submission of report and departmental presentation in the store.
- External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

### Distribution of Continuous Evaluation Table

On the job assessment	50%
Attendance	50%

### Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO9	PSO 1	PSO 2	PSO 3
<b>BBA-RM- 153.1</b>	1	1	2			3		3	3	1		2
<b>BBA-RM- 153.2</b>		1		3	2			2	3		2	1
<b>BBA-RM- 153.3</b>	1		2			2	3		3	1	3	
<b>BBA-RM- 153.4</b>	1	2		3	1		3		2	1		3

- Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.
- **Degree of Correlation:**  
**1 – Low**  
**2 – Medium**  
**3 – High**

# **Curriculum Booklet**

**BBA (Retail and Sales Management)**

**2022-25**

**Semester - II**

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BBA-RM-201: BUSINESS STATISTICS

Periods/week Credits

L: 3 03

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment:100

End Semester: 100

**Course Outcomes:** By the end of the course, a student will be able to:

**BBA-RM-201.1:** Enhance the knowledge of statistics in business management;

**BBA-RM-201.2:** Get familiarized with various statistical tools and the software;

**BBA-RM-201.3:** Impart the practicality of statistics in order to suffice business objectives;

**BBA-RM-201.4:** Develop analytical and logical thinking in various aspects of business.

### PART-A

#### Unit I: Introduction

- 1.1 Definition, Nature, Scope and Objectives
- 1.2 Collection of data: Primary and secondary data
- 1.3 Classification: geographical, chronological and quantitative classification
- 1.4 Tabulation: Parts of a table, Types of tables

#### Unit II: Statistical Data and Descriptive Statistics I

- 2.1 Presentation of data: Diagrams; One dimensional, two dimensional and Pie diagrams
- 2.2 Graphs: Histogram, Frequency curve, Frequency polygon and ogive curves
- 2.3 Measures of Central Tendency
- 2.4 Mathematical averages including arithmetic mean, geometric mean and harmonic mean.
- 2.5 Properties and applications

#### Unit III: Descriptive Statistics II

- 3.1 Positional Averages: Mode and Median (other partition values including quartiles, deciles, and percentiles)
- 3.2 and percentiles)
- 3.3 Measures of Variation: absolute and relative
- 3.4 Range, quartile deviation, mean deviation
- 3.5 Standard deviation and coefficient of variation

### PART – B

#### UNIT IV: Correlation and Regression

- 4.1 Meaning of Correlation: simple, multiple and partial; linear and non-
- 4.2 linear
- 4.3 Methods of Correlation: Scatter diagram, Pearson's co-efficient of correlation
- 4.4 Rank Correlation
- 4.5 Regression Analysis; Principle of least squares and regression lines, Regression equations and estimation
- 4.6 Properties of regression coefficients; Relationship between Correlation and Regression coefficients

## Unit V: Index Numbers

- 5.1 Meaning and uses of index numbers
- 5.2 Construction of index numbers: fixed and chain base: univariate and composite
- 5.3 Aggregative and average of relatives
- 5.4 Tests of adequacy of index numbers
- 5.5 Problems in the construction of index numbers

## Unit VI: Time Series Analysis

- 6.1 Time Series Data: Components of time series
- 6.2 Additive and multiplicative models (proof not required)
- 6.3 Trend analysis-Graphical method, Semi-average method and Moving average method
- 6.4 Fitting of trend line using principle of least squares

### Recommended Readings:

1. Levin, Richard, David S. Rubin, Rastogi, and Siddiqui. *Statistics for Management*. Pearson Education.
2. Thukral J. K., *Business Statistics*. Taxmann's Publications
3. Sharma J. K., *Operations Research*. Macmillan India Ltd.  
*Only latest available editions of the books are recommended*

### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

### Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>BBA-RM-201.1:</b>	1	1			2		3	3	3		2	
<b>BBA-RM-201.2</b>	1						3				3	2
<b>BBA-RM-201.3</b>	1	2	2	2	3	2		3	3	1	3	
<b>BBA-RM-201.4</b>	1	2	2	2		2		2	3	1		2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BBA-RM-202: PRINCIPLES OF MANAGEMENT

Periods/week Credits

L: 3 03

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment:100

End Semester: 100

**Course Outcomes:** After completing the course students will be able to:

**BBA-RM-202.1** Determine the skills and knowledge managers need to be effective and innovative in using the various functions of management.

**BBA-RM-202.2** Examine the basic elements of planning and organizing and explore the various structural tools that organisations use to support critical strategic directions.

**BBA-RM-202.3** Describe the development of leadership theories and the ways in which leaders can influence others.

**BBA-RM-202.4.** Understand the importance of the controlling process and the specific methods that managers use to control within an organisation.

### PART- A

#### Unit 1: Introduction

- 1.1 Management-Role and Nature
- 1.2 Key Management Skills and levels
- 1.3 Functions of management
- 1.4 Management vs. Administration
- 1.5 Développent of management : Classical, Neo-classical, Behavioural and Contigencyapproaches.

#### Unit 2: Planning & Organizing

- 2.1 Planning and Decision making
  - 2.1.1 Nature and Importance
  - 2.1.2 Types of planning
  - 2.1.3 Planning Process
  - 2.1.4 Managerial Decision Making
  - 2.1.5 MBO
- 2.2 Organizing
  - 2.2.1 Formal and Informal Organization
  - 2.2.2 Organization Structure and Design
  - 2.2.3 Span of Control
  - 2.2.4 Delegation of authority

### PART-B

#### Unit 3: Directing and Leading

- 3.1 Motivation

- 3.1.1 Meaning and importance
- 3.1.2 Types of motivation
- 3.1.3 Theories of motivation ( Maslow's hierarchy of needs, Theory X,Y,Z)
- 3.2 Leadership
  - 3.2.1 Meaning and importance
  - 3.2.2 Types of leadership
  - 3.2.3 Characteristics of a great leader
  - 3.2.4 Theories of leadership (Trait, Situational, Behavioural, contingency approaches)

**Unit 4: Staffing and Controlling**

- 1.1 Nature and importance of staffing
- 1.2 Managing people at workplace
- 1.3 Controlling
  - 1.3.1 Need and importance
  - 1.3.2 Types of control
  - 1.3.3 Controlling process
  - 1.3.4 Controlling techniques
- 1.4 Organizational conflict management

**Reference Books:**

1. Koontz, H. Wehrich (2015). Essential of management : Tata McGraw Hill Publication.
2. Robbins, S.P. & Coulter, M. Management: Pearson Prentice Hall.
3. Schermerhorn, John R. Jr. Management : Wiley

**Only latest available editions of the books are recommended.**

**Instructions for paper setting:**

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each PART-A and PART-B. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Assessment Tools:**

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

**Course Articulation Matrix**

<b>CO STATEMENT</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>BBA-RM-202.1</b>	1							2				2
<b>BBA-RM-202.2</b>	1						3		3			2
<b>BBA-RM-202.3</b>	1	2	2	3	3	3		3	3		3	2
<b>BBA-RM-202.4</b>	1	2	2		3		3		3		3	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**

**1 – Low**

**2 – Medium**

**3**

–

**High**

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BBA-RM-203: HUMAN RESOURCE MANAGEMENT

Periods/week Credits

L: 3 03 Internal/Continuous Assessment:100

Duration of Examination: 3 Hrs

Max. Marks: 200

End Semester: 100

### Course Outcomes:

By the end of this course, students should be able to:

**BBA-RM-203.1:** State and demonstrate the fundamental aspects of human resource management and understand its functions in contemporary organizations;

**BBA-RM-203.2:** Apply and examine the contextual issues of various policies, practices and problem-solving techniques of human resource management;

**BBA-RM-203.3:** Identify the challenges of right sizing, training need assessment, performance appraisal and develop scientific solutions for human resource development;

**BBA-RM-203.4:** Evaluate, integrate and comprehend the wage system, employee issues and trends in human resource management and industrial relations.

### PART – A

#### Unit 1: Human Resource Management

- 1.1 Introduction: Nature; scope, objectives and functions of HRM
- 1.2 HRM policies
- 1.3 HRM in globally competitive environment
- 1.4 Strategic human resource management

#### Unit 2: Acquisition of Human Resource

- 2.1 Human resource planning
- 2.2 Job analysis and job design
- 2.3 Recruitment and selection
- 2.4 Placement and induction, right sizing

#### Unit 3: Human Resource Development

- 3.1 Concept, scope and significance of HRD
- 3.2 Employee training: Training need assessment, training methods and evaluation, cross-cultural training
- 3.3 Executive development programmes
- 3.4 Career planning and development

### PART – B

#### Unit 4: Performance Appraisal

- 4.1 Performance Appraisal: Process and importance
- 4.2 Methods of performance appraisal
- 4.3 Tools of performance appraisal
- 4.4 Case study



## Unit 5: Employee Issues

- 5.1 Wages and salary administration: Necessity and importance
- 5.2 Wage payment systems
- 5.3 Employee involvement, flexible working schedule
- 5.4 Social security and welfare measures

## Unit 6: Industrial Relation

- 6.1 Industrial relations: Meaning, nature, scope, importance and functions
- 6.2 Trade unions
- 6.3 National trade unions

### Reference Books:

1. Aswathappa K., Human Resource and Personnel Management, Tata McGraw Hill, New Delhi
2. Dessler G. and Varkkey B., Human Resource Management, Pearson Education, Delhi
3. Gupta C.B., Human Resource Management, Sultan Chand & Sons, Delhi
4. Mamoria&Mamoria, Dynamics of Industrial Relations in India, Himalaya Publishing House

*Only latest available editions of the books are recommended*

*Only latest available editions of the books are recommended*

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

### Course Articulation Matrix

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	P7 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>BBA-RM-203.1</b>	1	1	1	3	1		3	1	3			1
<b>BBA-RM-203.2</b>	2	2	2		3		3	2	3	3	1	2
<b>BBA-RM-203.3</b>	2	2	2			2	3	2	3		3	
<b>BBA-RM-203.4</b>	2	2	2	2		3		2	2	3	3	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**

- 1 – Low**
- 2 – Medium**
- 3 – High**

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BBA-RM-204: BUSINESS COMMUNICATION

Periods/week Credits

L: 2 02

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment:100

End Semester: 100

**Course Outcomes:** By the end of course, the students should be able to:

BBA-RM-204.1: Gain an in-depth knowledge of how formal communication is done at the workplace;

BBA-RM-204.2: Understand the impact of communication skills in a professional scenario;

BBA-RM-204.3: Hone their formal writing skills;

BBA-RM-204.4: Deliver effective presentations;

BBA-RM-204.5: Create impressive first impressions at the workplace by writing good business reports.

### PART-A

#### Unit 1: Introduction: Business Communication

1.1 Nature, process and types of communication

1.2 Role of communication skills in business

1.3 Communication networks

1.4 Barriers to communication

1.5 How to make communication effective

#### Unit 2:Communication Skills

2.1 Listening skills –process and types of listening

2.2 Barriers to listening

2.3 Reading skills

2.4 Body Language

#### Unit 3: Written Communication

3.1. Email

3.2 Layout of Business Letter Writing

3.3 Notices, circulars, Memos

3.4 Agenda and minutes of a meeting

## PART-B

### Unit 4: Presentation Skills

- 4.1 Audience Analysis
- 4.2 Creation of PPT
- 4.3 How to deliver presentation
- 4.4 Do's and Don'ts of ppt delivery

### Unit 5: Report Writing

- 5.1 Format of a business report
- 5.2 Types of business reports

### SUGGESTED READINGS:

1. Koneru, Arun, Professional Communication, Tata McGraw Hill, New Delhi
2. Monipally, M.M., Business Communication Strategies, Tata McGraw Hill, New Delhi
3. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India, New Delhi
4. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House

*Only latest available editions of the books are recommended.*

### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

### Course Articulation Matrix

<b>CO- STATEMENT OBBA-DS-104</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
BBA-RM-204	2	3	3	2	2	1	2		3	2	2	3
BBA-RM-204	2	3	3	2	1	1	2	3	3	2	2	3
BBA-RM-204	2	3	3	2	1	1	2	3	2	2	2	3
BBA-RM-204	2	3	2	1	-	-	-	3	2	1	1	2
BBA-RM-204	2	3	2	1	-	-	-	3		1	1	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**

- 1 – Low**
- 2 – Medium**
- 3 – High**

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BBA-RM-251: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Periods/week Credits

P: 3 04

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment:100

End Semester: 100

**Course Outcomes:**By the end of this course, a student will be able to:

**BBA-RM-251.1**Demonstrate knowledge of basic concepts of logistics system for retail.

**BBA-RM-251.2**Describe effective customer service strategy and inventory management.

**BBA-RM-251.3**Explain the elements of transportation, warehouse and operations.

**BBA-RM-251.4**Learnand illustrate supply chain management system.

**Performance Criteria:** At the end of the course to be competent, the user/individual on the job must be able to:

1. Logistics System for Retail
  - a. Understand components and functions of Logistics
  - b. Describe about the Integrated Logistics Management
  - c. Explain the concept of Customer-focused Marketing and impediments to an effective customer service strategy
  - d. Relate with ERP System Design
  - e. Illustrate the Functionality of Inventory and Inventory Carrying Cost, Planning Inventory.
  - f. Explain Inventory Management under certainty and uncertainty, strategic inventory management tools and techniques
  - g. Design Inventory Management Policies and Practices for Retail Organization
  - h. Describe Transportation Infrastructure and Transport Functionality and elements of transportation costs and selection of transportation modes
  - i. Explain Warehouse Operations and Warehouse Management Systems
2. Supply Chain Management
  - a. Understand distribution network in a Supply Chain and Network Design
  - b. Describe Supply Chain Logistics Design
  - c. Discuss the Strategic Positioning
  - d. Classify Sourcing and Procurement planning
  - e. Apply Logistics Design and Operational Planning
  - f. Illustrate Supply Chain Logistics Administration

### Reference Books:

- 1.Levy, Michael, &Barton Weitz. Retailing Management. McGrawHill Education.
- 2.Berman, Barry, Joel R Evans &Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
- 3.Hammond, Richard.Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
- 4.Pradhan. Retailing Management: Text and Cases. McGraw Hill Education.
- 5.Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S.Chand

Notes: Latest editions of the textbooks should be used.  
Practicals will be conducted in the laboratory.

• **Evaluation Criteria For On-the-job Training (OJT) Courses**

- The students will need to undergo on job training in a retail business.
- They must submit the logbook for attendance and Project Work by the end of the semester.
- The report will be evaluated at the university premise.
- The industry supervisor will give internal marks out of 100, on the basis of the attendance, progress of the student during internship, timely submission of report and departmental presentation in the store.
- External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

**Distribution of Continuous Evaluation Table**

On the job assessment	50%
Attendance	50%

**Course Articulation Matrix**

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO9	PSO 1	PSO 2	PSO 3
<b>BBA-RM- 251.1</b>	1	1	2			3		3	3	1		2
<b>BBA-RM- 252.2</b>		1		3	2			2	3		2	1
<b>BBA-RM- 253.3</b>	1		2			2	3		3	1	3	
<b>BBA-RM- 254.4</b>	1	2		3	1		3		2	1		3

- Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.
- **Degree of Correlation:**
  - 1 – Low**
  - 2 – Medium**
  - 3 – High**

## MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

### BBA-RM-252: BUSINESS COMMUNICATION

Periods/week Credits

P: 4 04

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment:100

End Semester: 100

**Course Outcomes:**By the end of this course, a student will be able to:

BBA-RM-252.1 Demonstrate knowledge of basic concepts of communication and its forms.

BBA-RM-252.2 Develop various skills like listening, writing, and reading for effective communication within an organization.

BBA-RM-252.3 Apply effective presentation skills by inculcating assertive behaviour and correct body language.

BBA-RM-252.4 Learn and adapt the essential business etiquettes in different cultures.

**Performance Criteria:**At the end of the course the student on the job must acquire professional competencies so as to be able to:

1. Describe features of effective communication
2. List solutions to typical communication barriers
3. Describe and adapt effective listening skills
4. Explain elements of writing skills including resume writing, project report writing
5. Elucidate elements of reading skills
6. Prerequisites of effective presentation
7. Displaying behavioural traits to make communication impressive
8. Effective verbal and non-verbal communication for group discussion and interviews
9. Business etiquettes
10. Business correspondence including of report writing

#### **Suggested Reading:**

1. Kaul, Asha, Business Communication, PHI, New Delhi
2. Kaul, Asha, Effective Business Communication, PHI, New Delhi
3. Chaturvedi, P.D., and Mukesh Chaturvedi, Business Communication, Pearson Education
4. McGrath, E.H., Basic Managerial Skills for All, PHI, New Delh

Notes: Latest editions of the textbooks should be used.

Practicals will be conducted in the laboratory.

- **Evaluation Criteria For On-the-job Training (OJT) Courses**

- The students will need to undergo on job training in a retail business.
- They must submit the logbook for attendance and Project Work by the end of the semester.
- The report will be evaluated at the university premise.
- The industry supervisor will give internal marks out of 100, on the basis of the attendance, progress of the student during internship, timely submission of report and departmental presentation in the store.
- External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

**Distribution of Continuous Evaluation Table**

On the job assessment	50%
Attendance	50%

**Course Articulation Matrix**

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO9	PSO 1	PSO 2	PSO 3
<b>BBA-RM- 252.1</b>	1	1	2			3		3	3	1		2
<b>BBA-RM- 252.2</b>		1		3	2			2	3		2	1
<b>BBA-RM- 252.3</b>	1		2			2	3		3	1	3	
<b>BBA-RM- 252.4</b>	1	2		3	1		3		2	1		3

- Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.
- **Degree of Correlation:**
  - 1 – Low**
  - 2 – Medium**
  - 3 – High**



## MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

### BBA-RM-253: INSTORE AND CASHIERING MERCHANDISING OPERATIONS -I

Periods/week Credits

P: 2 02

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment:50

End Semester: 50

**Course Outcomes:**By the end of this course, a student will be able to:

**BBA-RM-253.1**Demonstrate the set-up and service of POS and carry out billing operations.

**BBA-RM-253.2.** Interpret the design briefs for retail displays and execute dress in-store VM display

**BBA-RM-253.3.** Process orders of goods received from customers.

**BBA-RM-253.4.** Carry out transactions at POS.

**Performance Criteria:**At the end of the course To be competent, the user/individual on the job must be able to:

- 1.Set-up and service the POS terminal
2. Carry out Billing operations at the POS terminal
3. Process orders of goods received from customers
4. Follow statutory guidelines for sales of products & services
- 5.Interpret design briefs for retail displays
6. Get hold of merchandise and props to be featured in retail displays
7. Dress in-store VM displays based on guidelines
8. window displays based on guidelines
9. Improve retail displays
- 10.Dismantle retail displays store equipment, props and graphics for retail displays
11. Process orders of goods received from customers at POS
- 12.Process goods returns and part exchanges at POS
- 13.Carry out bagging /packing tasks
- 14.Carry out transactions at POS - Override, cancel, void transactions, markup, markdown, promotions, loyalty card
15. Explain the process of handling different tenders through POS machine

#### Reference Books:

- 1.Levy, Michael, &Barton Weitz. Retailing Management. McGrawHill Education.
- 2.Berman, Barry, Joel R Evans &Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
- 3.Hammond, Richard.Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
- 4.Pradhan. Retailing Management: Text and Cases. McGraw Hill Education.
- 5.Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S.Chand
- 6.Havaldar, Krishna K, &Vasant M. Cavale. Sales and Distribution Management.McGraw Hill Education.

Notes: Latest editions of the textbooks should be used.

Practicals will be conducted in the laboratory.

• **Evaluation Criteria For On-the-job Training (OJT) Courses**

- The students will need to undergo on job training in a retail business.
- They must submit the logbook for attendance and Project Work by the end of the semester.
- The report will be evaluated at the university premise.
- The industry supervisor will give internal marks out of 100, on the basis of the attendance, progress of the student during internship, timely submission of report and departmental presentation in the store.
- External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

**Distribution of Continuous Evaluation Table**

On the job assessment	50%
Attendance	50%

**Course Articulation Matrix**

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO9	PSO 1	PSO 2	PSO 3
<b>BBA-RM- 253.1</b>	1	1	2			3		3	3	1		2
<b>BBA-RM- 253.2</b>		1		3	2			2	3		2	1
<b>BBA-RM- 253.3</b>	1		2			2	3		3	1	3	
<b>BBA-RM- 253.4</b>	1	2		3	1		3		2	1		3

- Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.
- **Degree of Correlation:**
  - 1 – Low**
  - 2 – Medium**
  - 3 – High**

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BBA-RM-254: INSTORE AND CASHIERING MERCHANDISING OPERATIONS - II

Periods/week Credits

P: 2 02

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment:50

End Semester: 50

**Course Outcomes:**By the end of this course, a student will be able to:

BBA-RM-254.1 Demonstrate knowledge of basic concepts of statutory requirements needed to be followed at POS.

BBA-RM-254.2 Identify customer service requirement at POS and process of customer transactions.

BBA-RM-254.3 Learn to use fixtures and planograms for the retail store

BBA-RM-254.4 Design loyalty schemes and formulate effective team spirit. to keep the store safe, secure, healthy and hygienic.

**Performance Criteria:**At the end of the course To be competent, the user/individual on the job must be able to :

1. Identify statutory requirements that need to be followed at POS during the sale.
2. Identify customer service requirements at POS
3. Describe how to process customer transactions at Point of sale – Sale, Promotions, delivery orders, exchanges, returns, markups, markdowns
4. Identify fixtures used in retail stores
5. Describe planograms and their significance
6. Describe the importance of organizing the products for sale – Product display process, product quality conformance, waste management
7. Identify customer loyalty schemes - Types, significance, features and benefits
8. Outline the importance of working effectively with a team/in an organization

### Reference Books:

- 1.Levy, Michael, &Barton Weitz. Retailing Management. McGrawHill Education.
- 2.Berman, Barry, Joel R Evans &Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
- 3.Hammond, Richard.Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
- 4.Pradhan. Retailing Management: Text and Cases. McGraw Hill Education.
- 5.Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S.Chand
- 6.Havaldar, Krishna K, &Vasant M. Cavale. Sales and Distribution Management.McGraw Hill Education.

Notes: Latest editions of the textbooks should be used.

Practicals will be conducted in the laboratory.

- **Evaluation Criteria For On-the-job Training (OJT) Courses**

- The students will need to undergo on job training in a retail business.
- They must submit the logbook for attendance and Project Work by the end of the semester.
- The report will be evaluated at the university premise.
- The industry supervisor will give internal marks out of 100, on the basis of the attendance, progress of the student during internship, timely submission of report and departmental presentation in the store.
- External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

**Distribution of Continuous Evaluation Table**

On the job assessment	50%
Attendance	50%

**Course Articulation Matrix**

<b>CO STATEMENT</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>BBA-RM- 254.1</b>	1	1	2			3		3	3	1		2
<b>BBA-RM- 254.2</b>		1		3	2			2	3		2	1
<b>BBA-RM- 254.3</b>	1		2			2	3		3	1	3	
<b>BBA-RM- 254.4</b>	1	2		3	1		3		2	1		3

- Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.
- **Degree of Correlation:**
  - 1 – Low**
  - 2 – Medium**
  - 3 – High**

# **Curriculum Booklet**

**BBA (Retail and Sales Management)**

**2022-25**

**Semester - III**

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BBA-RM-301: ORGANIZATIONAL BEHAVIOUR AND DEVELOPMENT

Periods/week Credits

L: 3 04

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment:100

End Semester: 100

**Course Outcomes:** Students who successfully complete the course will be able to:

**BBA-RM-301.1:** Understand use of a managerial framework for studying behaviour including cultural and workforce diversity and other significant forces in contemporary environment.

**BBA-RM-301.2:** Demonstrate an understanding of the individual performance which is affected by individual differences in values, attitudes, levels of motivation and commitment.

**BBA-RM-301.3:** Analyse group behaviour and identify effective methods for resolving intra-group and inter-group conflict to invoke organisational change and development.

**BBA-RM-301.4:** Explain the importance of good leadership in organisations and approaches to leadership in organisations.

### PART – A

#### Unit 1: Overview of Organizational Behaviour

- 1.1 What is OB
- 1.2 Challenges and opportunities in OB
- 1.3 The OB Model

#### Unit 2 The Individual

- 2.1 Individual behaviour; Attitude
- 2.2 Values and personality
- 2.3 Perception and learning in organizations

#### Unit 3: Motivation and Stress Management

- 3.1 Motivation in the workplace
- 3.2 Work related stress
- 3.3 Stress management

### PART – B

#### Unit 4: Group Theory

- 4.1 Foundation of group behaviour
- 4.2 Foundation of team dynamics
- 4.3 Communication in organization

#### Unit 5: Power and Leadership

- 5.1 Power and influence in the workplace
- 5.2 Conflict and negotiation in the workplace
- 5.3 Leadership in organizational settings

**Unit 6: The Organization System**

- 6.1 Organization change
- 6.2 Organization structure
- 6.3 Organization culture

**Reference Books:**

1. Elkin, G., Jackson, B., and Inkson, K. (2005). *Organisational Behaviour in New Zealand*. (2nd ed.). Auckland: Pearson Education New Zealand.
2. Luthans, F. (2005) *Organizational Behavior*. (10th ed.). N.Y.: McGraw-Hill/Irwin.
3. Wood, J., Zeffane, R. M., Fromhotz, M., and Fitzgerald, J. (2006). *Organisational Behaviour: Core Concepts and Applications*. Milton: John Wiley and Sons.
4. Robbins S P (2008), *Organizational Behavior*, Pearson Education.

*Only latest available editions of the books are recommended.*

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

**Course Articulation Matrix**

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO9	PSO 1	PSO 2	PSO 3
<b>BBA-RM-301.1</b>	2	1					3	3	3		2	
<b>BBA-RM-301.2</b>	3								3		3	2
<b>BBA-RM-301.3</b>	2	2	2	2		2	3	3	3	3	3	
<b>BBA-RM-301.4</b>	3	2	2	2		2		2	3	3	2	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**      **1 – Low**  
    **2 – Medium**  
    **3 – Hi**

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**  
(Deemed to be University under section 3 of the UGC Act 1956)

**BBA-RM-302: MANAGERIAL ECONOMICS**

Periods/week Credits

L: 3 3

Duration of Examination:3Hrs

Max. Marks:200

Continuous Assessment: 100

End Semester:100

**Course Outcomes:**

By the end of the course, a student will be able to:

**BBA-RM-302.1** Understand nature of economics in dealing with the issue of scarcity;

**BBA-RM-302.2** Recognize the difficulties in managerial decision making today;

**BBA-RM-302.3** Perform supply and demand analysis to analyze the impact of economic events on markets;

**BBA-RM-302.4** Evaluate the factors affecting firm behavior, such as production and costs;

**BBA-RM-302.5** Analyze the performance of firms under different market structures.

**PART - A**

**Unit 1: Economic Concept and Issues**

- 1.1 Socialist economy /command economy
- 1.2 Capitalist economy /Free market economy
- 1.3 Mixed economy
- 1.4 Scarcity and choice
- 1.5 Production possibility curve
- 1.6 Opportunity cost
- 1.7 Isoquant curve

**Unit 2: Demand Supply and Price**

- 2.1 Concept of demand
- 2.2 Law of demand and elasticity
- 2.3 Concept of supply
- 2.4 Law of supply
- 2.5 Market Equilibrium
- 2.6 Consumer Surplus

**Unit 3: Consumer Theory**

- 3.1 Marginal utility theory
- 3.2 Indifference Curve
- 3.3 Consumer Equilibrium
- 3.4 Income effect ; Price effect, Substitution effect
- 3.5 Pricing strategies

**PART – B**

**Unit 4: Theory of Production**

- 4.1 Production and production function
- 4.2 Law of variable proportion or diminishing return
- 4.3 Law of return to scale



## Unit 5: Cost, Revenue and Profit

- 5.1 Cost concept
- 5.2 Short run cost curves
- 5.3 Long run cost curves
- 5.4 Relationship between production and cost curves
- 5.5 Revenue
- 5.6 Profit

## Unit 6: Market Morphology

- 6.1 Perfect competition
- 6.2 Monopolistic competition
- 6.3 Monopoly pricing
- 6.4 Oligopoly
- 6.5 Pricing policy

## Unit 7: Marginal Productivity Theory of Distribution

- 7.1 Marginal productivity theory of distribution
- 7.2 Modern theory of rent
- 7.3 Wages
- 7.4 Interest
- 7.5 Profit

### Recommended Books:

1. Koutsayiannis, A., Modern Microeconomics, Macmillan Publications.
2. Salvatore, D., Principles of Microeconomics, Oxford university press.
3. Mehta, P L., Managerial Economics, Sultan Chand.
5. Dwivedi, D.N., Microeconomics: Theory & Applications, Pearson Education.

*Only latest available editions of the books are recommended*

### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions will be set in all, out of which students will attempt *five* questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

### Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>BBA-RM-302.1</b>	2	2						3			2	

<b>BBA-RM-302.2</b>	1						3		3		3	2
<b>BBA-RM-302.3</b>	2	2	2	2		2		3	3	3	3	
<b>BBA-RM-302.4</b>	2			2	2	2	3	3		1	2	
<b>BBA-RM-302.5</b>	3			2		2		3	3	2	2	

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**

- 1 – Low**
- 2 – Medium**
- 3 – High**

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**  
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**BBA-RM-303: BUSINESS ENVIRONMENT**

Periods/week Credits

L: 3                      3

Duration of Examination: 3 Hrs

Max. Marks : 200

Continuous Evaluation : 100

End Semester: 100

**Course Outcomes:**

By the end of this course, a student should be able to:

**BBA-RM-303.1.** Demonstrate good comprehension of business environment.

**BBA-RM-303.2.** Apply basic research methods and understanding of economic policies in India and policy formulation.

**BBA-RM-303.3.** Identify environmental problems, evaluate problem-solving strategies, develop and implement economic policies effectively.

**BBA-RM-303.4.** Evaluate appropriate information from various sources to work through social responsibilities of business.

**PART– A**

**Unit 1: Introduction**

- 1.1 Factors affecting business environment
- 1.2 Importance of business environment
- 1.3 Socio-cultural, economic, political, technological and legal environment
- 1.4 Impact of environment scanning on policy formulation

**Unit 2: Economic Reforms**

- 2.1 Introduction to economic reforms in India
- 2.2 Effect of economic reforms on the business environment
- 2.3 Special Economic Zones
- 2.4 Competitive strength of Indian industry

**Unit 3: Business Policy Formation**

- 3.1 Business policy and corporate strategy: Policies, strategies and tactics
- 3.2 Alternatives of corporate strategy
- 3.3 Variations in corporate strategy
- 3.4 Strategic choice and implementation

**PART - B**

**Unit 4: Economic Policy**

- 4.1 Fiscal Policy
- 4.2 Exim Policy
- 4.3 India's Balance of Payments
- 4.4 Merits and demerits of MNCs

**Unit 5: Economic Structure**

- 5.1 Public and Private Sectors in India
- 5.2 Small Sector in India
- 5.3 Sickness in Indian Industry
- 5.4 Regulatory and promotional framework of government

**Unit 6: Social Responsibility of Business**

- 6.1 Business Ethics
- 6.2 Social responsibilities of business
- 6.3 Business power social accountability

**Recommended Books:**

1. Francis Cheruunilam, Business Environment, Himalaya Publishing House.
2. P K Ghosh, Business Environment, Sultan Chand and Sons.
3. K Aswathappa, Business Environment. Himalaya Publishing House.
4. RuddarDatt and K P M Sundharam, Indian Economy, Sultan Chand.

*Only latest available editions of the books are recommended.*

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions will be set in all, out of which students will attempt *five* questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set each from Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

**Course Articulation Matrix**

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>BBA-RM-303.1</b>	3		2				3		3	3		2
<b>BBA-RM-303.2</b>		3		3	2	3			3		2	3
<b>BBA-RM-303.3</b>	3		2				2	3		2	3	
<b>BBA-RM-303.4</b>	2	2		3	3	3		3	3			3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**  
**1 – Low**  
**2 – Medium**  
**3 – High**

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**  
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**BBA-RM-304: SALES AND CUSTOMER RELATIONSHIP MANAGEMENT -I**

Periods/week Credits

Max. Marks: 200

L: 3 4 Continuous Evaluation: 100

Duration of Examination: 3 Hrs

End Semester: 100

**Course Outcomes:** Students who successfully complete this course will be able to:

**BBA-RM-304.1** Understand & appreciate diverse variables affecting the sales & distribution function.

**BBA-RM-304.2** Develop channel performance evaluation strategies.

**BBA-RM-304.3** Explain the basic concept of CRM and further operational CRM implement an effective sales strategy.

**BBA-RM-304.4** Analyze CRM and learn to implement appropriate CRM strategy within an organization.

**PART A**

**Unit 1 : Introduction to Distribution Channels**

- 1.1 Concept, functions and importance of Distribution Channels, Channel Levels
- 1.2 Factors Affecting Choice of Distribution Channel,
- 1.3 Types of Middlemen;
- 1.4 Channel Management Decisions; Channel Dynamics
- 1.5 Distribution Intensity; Partnering Channel Relationship.

**Unit 2: Distribution Management**

- 1.1 Managing logistics and channels
- 1.2 Channel management and integration
- 1.3 Channel policies

**Unit 3: Channel Performance Evaluation**

- a. Channel information systems
- b. Evaluating channel performance
- c. Future trends in sales and distribution management

**PART B**

**Unit 4: Introduction to CRM**

- 4.1. Origin, evolution and concept of CRM, Types of CRM
- 4.2 Operational CRM – Sales Force Automation, Lead Management,
- 4.3 Contact Management and Lead Management
- 4.4 Enterprise marketing automation: marketing segmentation,
- 4.5 campaign management Customer service and support
- 4.6 Contact and call centre support

**Unit 5 : Analytical CRM**

- 5.1 Customer Information Database
- 5.2 Data warehousing and data mining
- 5.3 Types of data analysis – click stream analysis and collaborative filtering

**Unit 6 – CRM Implementation**

6.1 Establishing CRM performance monitoring

6.2 CRM Readiness assessment system

6.3 CRM audit and CRM Project management

6.4 CRM budget

6.5 Employee engagement in CRM

#### Recommended Readings:

1. Buttle, Francis, Customer Relationship Management – Concept and Tools, Elsevier Butterworth – Heinemann, Oxford, UK

2. Payne, Adrian, Handbook of CRM – Achieving Excellence in Customer Management, Butterworth – Heinemann, Oxford, UK

3. Dyche, Jill, The CRM Handbook – A Business Guide to Customer Relationship Management, Pearson Education, New Delhi

4. Anderson, Kristen, and Carol J Kerr, Customer Relationship Management, Tata McGraw Hill

*Only latest available editions of the books are recommended.*

#### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions will be set in all, out of which students will attempt *five* questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set each from Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

#### Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>BBA-RM-304.1</b>	1		2				3		3	1		2
<b>BBA-RM-304.2</b>		1			3	2			3		2	1
<b>BBA-RM-304.3</b>	1		2	3			2	3	3	1	3	
<b>BBA-RM-304.4</b>	1	2		3	3	1		3	3			3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**  
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**BBA-RM- 351: Internship Training Project -1**

Periods/week Credits  
6

Max. Marks: 400  
Internal/Continuous Assessment: 200  
External Assessment: 200

**Course Outcomes:** By the end of the course, students will be able to  
**BBA-RM – 351.1** Know about the area of their interest in retail industry.  
**BBA-RM – 351.2** Develop research temperament.  
**BBA-RM – 351.3** Work in the practical retail industry environment.  
**BBA-RM – 351.4** Develop skills of original writing.

Practical Internship training is offered as a core course to students of third semester. Students will write the Internship training report under the guidance of supervisor(s). Each student will be allotted at least one supervisor, who will guide the student from beginning till completion of the internship training report.

The training report carries 6 credits, and a total of 400 marks, out of which 200 marks each will be internal and external marks. Internal marks will be awarded by the concerned supervisor(s) on the basis of progress of their student throughout the term.

200 marks of external evaluation will be awarded on the basis of presentation, Viva-Voce and submission of written report each carrying 100 marks. The committee responsible for awarding external marks will comprise supervisor(s) and one internal faculty member to be appointed by the HOD.

**Course Articulation Matrix**

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>1</b>	1	1	2			3			3	1		2
<b>2</b>		1		3	2		3		3		2	1
<b>3</b>	1		2			2		3	3	1	3	
<b>4</b>	1	2		3	1		2	3		1		3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**  
**1 – Low**  
**2 – Medium**  
**3 – High**

**Recommended Readings:** To be prescribed by the concerned supervisor.

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**Guidelines for Practical Internship Training Report-1**

A practical training report is a documentation of a student's work - a record of the original work done by the student. The duration of practical internship is 4-8 weeks. It is based on an industrial training into one of the areas decided with the approval of supervisor.

**Course Requirements**

There are two main outputs to project: a written report followed by an oral presentation and viva voce examination. The oral presentation will be of 15 minutes.

**Operational Guidelines**

- i. The student will study a particular business process, function or problem.
- ii. He will interact with concerned industry guide to gain practical understanding of process and issues.
- iii. He will analyse the processes and issues from the point of view of efficiency and effectiveness.
- iv. He will observe and understand how the issues are delegated and the problems dealt within the organization.
- v. He will seek additional information about solving the problem and improving the business process.
- vi. Length of the report should be between 70 to 80 pages.
- vii. 2 spiral copies and 1 soft copy of report will be submitted.
- viii. Plagiarism check: The original matter must be 80% and above.

**Format of Project Report**

- i. Font: Times New Roman
- ii. Font size: 12 point
- iii. Line spacing: 1.5
- iv. Center justification
- v. Right margin: 1.5 inches
- vi. Left margin: 1.5 inches
- vii. Top margin: 1.5 inches
- viii. Bottom margin: 1.5 inches
- ix. Pagination: do not count the title page; start counting with the table of contents, but only number pages from the introduction on
- x. Use design elements (bold, *italic*, underline) sparingly
- xi. Footnotes: 10pt, single spacing, center justification. Annotations (full sentences) and references end with a full stop
- xii. Bibliography: Alphabetic order, single-spaced, blank line between entries, end with a full stop



## Layout of Project Report

Following is the layout of summer training report:

- Title Page
- Certificate
- Acknowledgement
- Preface
- Contents
- List of Tables
- List of Figures
- List of symbols, abbreviations, and nomenclature
- Chapters
  1. Introduction to company and topic
  2. Literature Review
  3. Methods of Study
  4. Data collection and analysis
  5. Findings of the study
  6. Conclusion and suggestions
- References
- Appendices

### Title Page

- i. Name of the University and the Institute
- ii. Title of the topic
- iii. Name of student, semester, roll number  
\*sample attached

### Dates to Remember

The following are deadlines for your project:

Date (Internship Training Project)	Item
1 June to 31 <sup>st</sup> July	Training period
30 August	Report submission
5 September to 10 September	Departmental presentation
Between 25 November and 10 December	Final viva voce examination

### Evaluation Procedure

Once the summer training report is submitted, the evaluation procedure shall be as follows:

- i. The supervisor will give internal marks out of 200, on the basis of the progress of the student during internship, timely submission of report and departmental presentation.
- ii. External evaluation will be made out of 200 marks, out of which 100 marks will be for written report and 50 for viva voce examination and 50 marks for presentation. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

**Sample Title Report**

**Internship Training Report -1**

**TITLE OF THE INTERNSHIP TRAINING**



*Submitted to*

Controller of Examinations

*Submitted by*

Name of student

Roll number

In partial fulfillment of the requirements for the degree of Bachelor of Business Administration

at

Department of UG Management Studies

Faculty of Management Studies

Manav Rachna International Institute of Research and Studies

Sector 43, Surajkund Badkal Road,

Faridabad, Haryana - 121004

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BBA-RM - 352: SALES AND CUSTOMER RELATIONSHIP MANAGEMENT-II

Periods/week Credits

P: 2 02

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment:100

End Semester: 100

**Course Outcomes :** By the end of this course, a student will be able to:

**BBA-RM-352.1**Demonstrate the knowledge of basic concepts of sales management.

**BBA-RM- 352.2.**Describe the sales process.

**BBA-RM- 352.3**Explain the various selling strategies and manage various aspects of sales.

**BBA-RM- 352.4**Learn to build relationship with customers by providing customer support system.

**Performance Criteria:** At the end of the course to be competent, the user/individual on the job must be able to:

### A. Sales Management

1. Elucidate the significance of goal setting to achieve sales objectives\*
2. Explain retail sales process \*
3. Describe buying operations\*
4. Identify customer touch points at the store and their significance
5. Clarify how to demonstrate products & specialist products
6. Define how to propose appropriate solutions / alternative products & handling objections
7. Enumerate Upselling & Cross Selling
8. Describe personalized sales & post sales service
9. Illustrate how to manage sales on credit
10. Demonstrate how to manage promotions
11. To maximise sales of goods/services
12. To organize the delivery of reliable services.

### B. Customer Relationship Management

1. Demonstrate products to customers.
2. To help customers choose right kind of products.
3. 'Check the customer's preferences and buying decisions when making sales'
4. Give customers information advice on specialist products by demonstrating the specialist products to customers.
5. To improve customer relationship by exceeding customer expectations.
6. To promote continuous improvement in service.

### Reference Books:

1. Levy, Michael, & Barton Weitz. Retailing Management. McGrawHill Education.

2. Berman, Barry, Joel R Evans & Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
3. Hammond, Richard. Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
4. Pradhan. Retailing Management: Text and Cases. McGraw Hill Education.
5. Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S.Chand
6. Havaldar, Krishna K, & Vasant M. Cavale. Sales and Distribution Management. McGraw Hill Education.

Notes: Latest editions of the textbooks should be used.  
Practicals will be conducted in the laboratory.

• **Evaluation Criteria For On-the-job Training (OJT) Courses**

- The students will need to undergo on job training in a retail business.
- They must submit the logbook for attendance and Project Work by the end of the semester.
- The report will be evaluated at the university premise.
- The industry supervisor will give internal marks out of 100, on the basis of the attendance, progress of the student during internship, timely submission of report and departmental presentation in the store.
- External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

**Distribution of Continuous Evaluation Table**

On the job assessment	50%
Attendance	50%

**Course Articulation Matrix**

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO9	PSO 1	PSO 2	PSO 3
<b>BBA-RM- 352.1</b>	1	1	2			3		3	3	1		2
<b>BBA-RM- 352.2</b>		1		3	2			2	3		2	1
<b>BBA-RM- 353.3</b>	1		2			2	3		3	1	3	
<b>BBA-RM- 353.4</b>	1	2		3	1		3		2	1		3

- Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.
- **Degree of Correlation:**
  - 1 – Low**
  - 2 – Medium**
  - 3 – High**

## MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

### BBA-RM-353: CUSTOMER REDRESSAL SYSTEM

Periods/week Credits

P: 3 03

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment:100

End Semester: 100

**Course Outcomes:**By the end of this course, a student will be able to:

**BBA-RM-353.1**Demonstrate knowledge related with addressing customer service problems

**BBA-RM-353.2**Describe the elements of customer service management.

**BBA-RM-353.3**Explain the importance of customer engagement particularly in B2B retailing.

**BBA-RM-353.4**Learn to resolve customer concerns.

**Performance Criteria:**At the end of the course to be competent, the user/individual on the job must be able to:

1. Explain how to handle customer service concerns
2. Identify problem solving techniques and decision-making techniques in addressing customer service problems\*
3. Describe the elements of customer service management
  - a. Types of customers, complaint handling & resolution.
  - b. delivery of reliable service, process for continuous improvement.
  - c. significance of team work in meeting the expectations of customers.
  - d. CRM systems and their uses.
4. Explain B2B retailing
5. Describe the importance of customer engagement and service in B2B retail environment.
6. To resolve customer concerns by spotting customer service problems and, take necessary actions to resolve customer service problems.
7. To monitor and solve service concerns

#### Reference Books:

- 1.Levy, Michael, &Barton Weitz. Retailing Management. McGrawHill Education.
- 2.Berman, Barry, Joel R Evans &Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
- 3.Hammond, Richard.Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
- 4.Pradhan. Retailing Management: Text and Cases. McGraw Hill Education.
- 5.Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S.Chand
- 6.Havaladar, Krishna K, &Vasant M. Cavale. Sales and Distribution Management.McGraw Hill Education.

Notes: Latest editions of the textbooks should be used.  
Practicals will be conducted in the laboratory.

• **Evaluation Criteria For On-the-job Training (OJT) Courses**

- The students will need to undergo on job training in a retail business.
- They must submit the logbook for attendance and Project Work by the end of the semester.
- The report will be evaluated at the university premise.
- The industry supervisor will give internal marks out of 100, on the basis of the attendance, progress of the student during internship, timely submission of report and departmental presentation in the store.
- External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

**Distribution of Continuous Evaluation Table**

On the job assessment	50%
Attendance	50%

**Course Articulation Matrix**

<b>CO STATEMENT</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>BBA-RM- 353.1</b>	1	1	2			3		3	3	1		2
<b>BBA-RM- 353.2</b>		1		3	2			2	3		2	1
<b>BBA-RM- 353.3</b>	1		2			2	3		3	1	3	
<b>BBA-RM- 353.4</b>	1	2		3	1		3		2	1		3

- Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.
- **Degree of Correlation:**
  - 1 – Low**
  - 2 – Medium**
  - 3 – High**

# **Curriculum Booklet**

**BBA (Retail and Sales Management)**

**2022-25**

**Semester - IV**

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**

(Deemed to be University under section 3 of the UGC Act 1956)

**BBA-RM-401: MACRO ECONOMICS**

Periods/week Credits

L: 3                      3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination: 100

**Course Outcomes:** By the end of the course, a student should be able to:

- BBA-RM-401.1** Understand the behaviour and working of the economy as a whole;
- BBA-RM-401.2** Understand the relationships among broad aggregates;
- BBA-RM-401.3** Apply reasoning of economics to problems of business and public policy.

**PART - A**

**Unit 1**

- 1.1 National Income: Meaning, definition and importance of macroeconomics;
- 1.2 National Income: GNP, NNP, GDP, NDP, personal income, disposable income, per capita income, real national income.

**Unit 2**

- 2.1 Theories of Employment: Classical theory of employment, Say's law of markets, Keynesian theory of employment;
- 2.2 Consumption Function: APC, MPC factors influencing consumption function;
- 2.3 Investment Function: Marginal efficiency of capital (MEC) and rate of interest.

**Unit 3**

- 3.1 Money and Theories of Money: Meaning, classification and function;
- 3.2 RBI Classification of Money: M1, M2, M3 and M4 measures of money supply, Fisher's quantity theory of money.

**PART - B**

**Unit 4**

- 4.1 Trade Cycle: Meaning and definition, phases of trade cycle;
- 4.2 Inflation: Definition, types, its causes and effects, measures to control inflation.

**Unit 5**

- 5.1 Banking: Functions of commercial banks, process of credit creation, concept of non-banking finance companies.

**Unit 6**

- 6.1 Concept of SEBI Stock Market: Meaning, function and its importance;



- 6.2 Primary and secondary markets;
- 6.3 Concepts of debentures and shares;
- 6.4 Function of RBI: Quantitative and qualitative methods of credit control.

**Recommended Books:**

1. Edward Shapiro, MacroEconomics Analysis, Tata McGraw Hill
2. D N Dwivedi, Macro Economics, McGraw Hill Education.
3. M L Jhingan, Macro Economic Theory, Vrinda Publications

*Only latest available editions of the books are recommended.*

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions will be set in all, out of which students will attempt *five* questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

**Course Articulation Matrix**

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>BBA-RM-401.1</b>	1	1						3	3		2	
<b>BBA-RM-401.2</b>	1						3		3		3	2
<b>BBA-RM-401.3</b>	1	2	2	2		2		3	3	1	3	

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**  
**1 – Low**  
**2 – Medium**  
**3 – High**

## MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

### RIC-I: Research Innovation Catalyst

#### Periods/week Credits

T: 1 Audit Pass (Mandatory to pass)

#### Course Outcomes

By the end of the course, students should be able to:

**RIC-I.1.** Understand the importance of research and innovation in business.

**RIC-I.2.** Create new ideas, analyse problems, diagnose them and identify their causes.

**RIC-I.3.** Write an article of about 1500 to 2000 words based on literature review.

#### Unit 1: Importance of research innovation

- 1.1 Role of research and innovation in business
- 1.2 Understanding research
- 1.3 Impact of innovation
- 1.4 Correlation versus causation

#### Unit 2: Getting started

- 2.1 Choosing a topic and finding the literature
- 2.2 Literature review

#### Unit 3: Writing an article

- 3.1 Evaluating and analysing information
- 3.2 Writing, organising and communicating information

#### Recommended Books

1. C R Kothari, and Gaurav Garg. (2019), Research Methodology: Methods and Techniques. New Age International Publishers.
2. William G Zikmund (2016), Business Research Methods. Cengage Learning.
3. Nicholas Walliman (2011), Your Research Project: Designing and Planning Your Work. Sage Publications Ltd.

#### Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>RIC-I.1.</b>	1	2	2				3		3		2	
<b>RIC-I.2.</b>	1	2	2					3	3		1	2

<b>RIC-I.3.</b>	1	2	2	2		2	3		3	1	1	
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Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**

- 1 – Low**
- 2 – Medium**
- 3 – High**

### **Qualification for Audit Pass Course**

Qualification for the course is based on writing an article of 1500 to 2000 words based on the literature review. Article is to be submitted before the beginning of second sessional exams. Article will be reviewed by a panel of faculty members and if acceptable, the student will be deemed to have qualified the course.

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**

(Deemed to be University under section 3 of the UGC Act 1956)

**BBA-RM-402: DIGITAL MAREKETING**

Periods/week Credits

L: 3                      3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination: 100

**Course Outcomes:**

By the end of the course, students should be able to:

**BBA-RM-402.1** Familiarize with Digital Marketing Platforms like Facebook, Twitter, YouTube, Pinterest, etc.

**BBA-RM-402.2** Develop insight on Current Trends – Digital and Social Statistics (Infographics)

**BBA-RM-402.3** Utilize knowledge gained in marketing products and services digitally.

**Part- A**

**Unit I -Introduction to Digital Media**

- 1.1Key Concepts of Digital Media
- 1.2The Scope of Digital Marketing
- 1.3 Digital Marketing Strategy; P.O.E.M. framework
- 1.4 Digital Marketing Models

**Unit II- Key SEO Concepts**

- 2.1 The SEO Process
- 2.2Customer Insights
- 2.3Off-Page Optimization
- 2.4 Inbound Links &Link Building
- 2.5 Content Updates &Layout
- 2.6 Meta Tags

**Part- B**

**Unit- III Blogging and Content Marketing**

- 3.1 Objective, benefits and strategy of Content Marketing
- 3.2 Content Distribution strategies to boost readership
- 3.3 Mastering Content Types- Blog Posts, Whitepapers, Case Studies, Infographics
- 3.4 7 Step strategy building process for Content Creation, Distribution and Optimization

**Unit IV –Search Engine Marketing**

- 4.1 Introduction to SEO, SEM, Web Analytics, Mobile Marketing, Introduction and need for SEO, How to use internet & search engines;
- 4.2 Search engine and its working pattern, On-page and off-page optimization, SEO Tactics –

- 4.3 Introduction to SEM Web Analytics: - Google Analytics & Google AdWords; data collection for web analytics, multichannel attribution, Universal analytics, Tracking code Trends in digital advertising
- 4.4 Social Media Marketing – Role of Influencer Marketing, Tool & Plan
- 4.5 Introduction to Social Media platforms, Building a successful social media marketing strategy

**Books Recommended:**

1. Puneet Singh Bhatia Fundamentals of Digital Marketing Pearson 1 st Edition – 2017
2. Vandana Ahuja Digital Marketing Oxford University Press Latest Edition
3. Philip Kotler Marketing 4.0: – Moving from Traditional to Digital Wiley 2017
4. Melissa S. Barker | Donald I. Barker | Nicholas F. Bormann | Debra Zahay | Mary Lou Roberts
5. Social Media Marketing: A Strategic Approach Cengage Latest Edition
6. Ward Hanson ,KirthiKalyanam Internet Marketing &eCommerce Cengage Latest Edition
7. Roberts andZahay Internet Marketing: Integrating Online & Offline Strategies Cengage Latest Edition
8. Dr.Ragavendra K. and Shruthi P. Digital Marketing Himalaya Publishing House Pvt. Ltd. Latest Edition
9. Prof. Nitin C. Kamat, Mr.Chinmay Digital Social Media Marketing Himalaya Publishing House Pvt. Ltd. Latest Edition

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

**Assessment Tools:**

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

**Course Articulation Matrix**

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>BBA-RM-402.1</b>	1	2	2				3		3		2	
<b>BBA-RM-402.2</b>	1	2	2					3	3		1	2
<b>BBA-RM-402.3</b>	1	2	2	2		2	3		3	1	1	

## MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

### BBA-RM-403: E-COMMERCE

Periods/week Credits

L: 3 3

Duration of Examination: 3Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination:100

#### Course Outcomes:

By the end of the course, a student should be able to:

**BBA-RM-403.1:**Demonstrate good comprehension of e-commerce in the areas of integrated e-mail, integrated online chat, conferences for sharing documents, publishing news or participating in discussions, web shop, supporting sales both to business and retail customers;

**BBA-RM-403.2:**Apply the nuances of the corporate portal, giving access through a browser to e-mails, tasks and calendar items, reports or other information.

**BBA-RM-403.3:**Identify problems, solving strategies and to allow customers to view real-time statements or their order status, or enter data from a web browser;

**BBA-RM-403.4:**Integrate appropriate information from various sources and learn the use of e-commerce applications to spread the reach of business.

#### PART - A

##### Unit 1: Introduction to E-commerce

- 1.1 E-commerce: Concepts, development and impact
- 1.2 E-business
- 1.3 Categories of E-commerce Applications
- 1.4 Comparison Between E-commerce and Traditional Commerce
- 1.5 Advantages and reasons for transacting online
- 1.6 Disadvantages Of E-commerce

##### Unit 2: Electronic Commerce Models

- 2.1 Evolution of Internet Business models
- 2.2 Business models: The six components
- 2.3 Launching Online Business
- 2.4 Pure Online Business vs. Brick and Click business
- 2.5 One to One enterprise
- 2.6 Four C's: Convergence, Collaborative Computing, Content Management & Call Center

##### Unit 3: E- Governance & E-strategy

- 3.1 Introduction to e-governance
- 3.2 Limitations & scope
- 3.3 E-strategy overview
- 3.4 Strategic methods for developing e – commerce

#### PART – B

##### Unit 4: E-Payment System

- 4.1 E-payments
- 4.2 Methods of E-payments : CreditCard, DebitCard, Smart Card and Net Banking
- 4.3 PaymentGateways
- 4.4 Online Banking
- 4.5 Risks involved in E-Payments

##### Unit 5: Security and Legal Aspects of E-commerce

- 5.1 Threats e-Commerce
- 5.2 Security standards and Firewall
- 5.3 Cryptography
- 5.4 Digital Signatures
- 5.5 Security of Clients and Service – Provider: Relevant Provisions of ITC Act 2000

**Unit 6: Applications in E- Commerce and M-commerce**

- 6.1 Online business Transactions
- 6.2 Applications in manufacturing and wholesale
- 6.3 E-Tailing services
- 6.4 Online Services, Online Learning and Entertainment
- 6.5 Introduction to Mobile Commerce
- 6.6 Applications of Mobile Commerce

**Recommended Readings:**

1. O'Leary, Enterprise Resource Planning Systems: Systems, Life Cycle, Electronic Commerce, and Risk, Cambridge University Press.
2. S Avraham, Enterprise Resource Planning (ERP): The Dynamics of Operations Management IBM Press.
3. Dr. U.S. Pandey, E-commerce and Mobile Commerce Technologies, S.Chand.
4. CSV Murthy, e-Commerce Concepts, Models Strategies, Himalaya Publishing House
5. Kamlesh K Bajaj, Debjani Nag, E-commerce: The Cutting Edge of Business, Tata McGraw Hill Education Private Limited.

*Only latest available editions of the books are recommended.*

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions will be set in all, out of which students will attempt *five* questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

**Course Articulation Matrix**

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>BBA-RM-403.1</b>	1		2			3		3		1		2
<b>BBA-RM-403.2</b>	1	1		3	2		3		3		2	3
<b>BBA-RM-403.3</b>	1		2		2	2	3	3	3	1	3	

<b>BBA-RM-403.4</b>	1	2		3	1			3		3		3
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Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**

- 1 – Low**
- 2 – Medium**
- 3 – High**



**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**

(Deemed to be University under section 3 of the UGC Act 1956)

**BBA-RM-404: FMCG / FMCD – I**

Periods/week Credits

L: 3                    3

Duration of Examination: 3Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination:100

**Course Outcomes:**

By the end of the course, a student should be able to:

**BBA-RM-404.1:**Demonstrate good comprehension of Retail strategy for FMCG/FMCD

**BBA-RM-404.2:**Apply the distinctions of the market segmentation for FMCG/FMCD products and create strategies to acquire market share.

**BBA-RM-404.3:**Identify and execute to manage merchandise for FMCG/FMCD products.

**BBA-RM-404.4:**Comprehend the importance of communication in retail for its future growth.

**PART - A**

**Unit 1: RETAIL STRATEGY FOR FMCG/FMCD**

- 1.1 Store location
- 1.2 Target Market and Store location
- 1.3 Site analysis and site availability
- 1.4 Trading Area Analysis

**UNIT 2: RETAIL MARKETING SEGMENTATION FOR FMCG/FMCD**

- 2.1 Philosophies of Market segmentation
- 2.2 Identification of Target Market
- 2.3 Market Demand Potential
- 2.4 Market Supply Factor
- 2.5 A few key FMCG/FMCD Segments : Food and Grocery, Catering and Consumer electronics

**UNIT 3 : STRATEGIC PLANNING FOR FMCG/FMCD**

- 3.1 The strategic planning processes
- 3.2 Opportunities and threats
- 3.3 Financial Strategy

**PART –B**

**UNIT 4 : MANAGING MERCHANDISE FOR FMCG/FMCD**

- 4.1 Planning Merchandise Assortments
- 4.2 Merchandise Buying Systems
- 4.3 Merchandise Pricing

**UNIT 5 : RETAIL COMMUNICATION FOR FMCG/FMCD**

- 5.1 Managing a retail brand
- 5.2 Presenting Merchandise
- 5.3 Customer service support

**UNIT 6 : FUTURE OF RETAILING**

- 6.1 Mall Management
- 6.2 Retailing through Internet
- 6.3 Case Study : The prospective rural market for FMCG

**Recommended Readings:**

- 1.Levy, Michael, & Barton Weitz. Retailing Management. McGrawHill Education.
- 2.Berman, Barry, Joel R Evans & Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
- 3.Hammond, Richard. Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
- 4.Pradhan. Retailing Management: Text and Cases. McGraw Hill Education.
- 5.Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S.Chand
- 6.Havaladar, Krishna K, & Vasant M. Cavale. Sales and Distribution Management. McGraw Hill Education.

*Only latest available editions of the books are recommended.*

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions will be set in all, out of which students will attempt *five* questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

**Course Articulation Matrix**

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>BBA-RM-404.1</b>	1		2			3		3	3	1		2
<b>BBA-RM-404.2</b>	1	1		3	2						2	3
<b>BBA-RM-404.3</b>	1		2		2	2	3	3	3	1	3	
<b>BBA-RM-404.4</b>	1	2		3	1			3	3	3		3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**      **1 – Low**  
   **2 – Medium**  
   **3 – High**

## MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

### BBA-RM-451:FMCD/ FMCD -II

Periods/week Credits

P: 2 02

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment:100

End Semester: 100

### Course Outcomes:

By the end of the course, a student should be able to:

**BBA-RM-451.1:**Demonstrate good knowledge of product category for FMCG/FMCG.

**BBA-RM-451.2:**Explain the roles and responsibilities of a distribution system.

**BBA-RM-451.3:**Identify and execute to manage data analysis and planning.

**BBA-RM-451.4:**Create an effective distribution team.

**Performance Criteria:** At the end of the course to be competent, the user/individual on the job must be able to:

1. Identify product categories in FMCG / FMCD
2. Explain supply chain system in FMCG /FMCD
  - a. Manufacturer and Transportation system
  - b. Storage, Distribution & retailing and post -sale services
3. Explain the roles & responsibilities in FMCG distribution system
4. Outline the importance of influencing people through personal effectiveness \*
5. Explain distributor and retailer relationship management \*
6. Explain the importance of data analysis and planning in sales\*
7. Describe the roles and responsibilities of a distributor salesperson (Territory, day to day planning, route & beat plans, target achievement, outlet categories, productivity metrics, merchandising & branding, stock management, order booking)
8. Describe objection handling and negotiation with retailers
9. Explain the process of carrying out effective sales calls
10. Explain distribution team management

### Reference Books:

- 1.Levy, Michael, &Barton Weitz. Retailing Management. McGrawHill Education.
- 2.Berman, Barry, Joel R Evans &Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
- 3.Hammond, Richard.Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
- 4.Pradhan. Retailing Management: Text and Cases. McGraw Hill Education.
- 5.Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S.Chand

6.Havaladar, Krishna K, &Vasant M. Cavale. Sales and Distribution Management.McGraw Hill Education.

Notes: Latest editions of the textbooks should be used.  
Practicals will be conducted in the laboratory.

• **Evaluation Criteria For On-the-job Training (OJT) Courses**

- The students will need to undergo on job training in a retail business.
- They must submit the logbook for attendance and Project Work by the end of the semester.
- The report will be evaluated at the university premise.
- The industry supervisor will give internal marks out of 100, on the basis of the attendance, progress of the student during internship, timely submission of report and departmental presentation in the store.
- External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

**Distribution of Continuous Evaluation Table**

On the job assessment	50%
Attendance	50%

**Course Articulation Matrix**

<b>CO STATEMENT</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>BBA-RM- 451.1</b>	1	1	2			3		3	3	1		2
<b>BBA-RM- 451.2</b>		1		3	2			2	3		2	1
<b>BBA-RM- 451.3</b>	1		2			2	3		3	1	3	
<b>BBA-RM- 451.4</b>	1	2		3	1		3		2	1		3

- Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.
- **Degree of Correlation:**
  - 1 – Low**
  - 2 – Medium**
  - 3 – High**

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BBA-RM-452:VISUAL MERCHANDISING

Periods/week Credits

P: 5 05

Duration of Examination: 3 Hrs

Max. Marks: 400

Internal/Continuous Assessment:200

End Semester: 200

### Course Outcomes:

By the end of the course, a student should be able to:

**BBA-RM-452.1:**Comprehend Consumer behaviour for explain the various types of visual display.

**BBA-RM-452.2:**Explain the importance of colour psychology in retail.

**BBA-RM-452.3:**Realizing the importance of good retail environment.

**BBA-RM-453.4:**Recognize the importance of presentation style for retail outlet.

**Performance Criteria:** At the end of the course to be competent, the user/individual on the job must be able to:

1. Focuses on consumer behaviour and how to maximize profit through visual display.
2. Impart knowledge on the latest technology, methodologies and importance of visual merchandising.
3. Demonstrate the importance of colour theories (Colour Psychology) for promotional displays.
4. Design Store layouts and planograms to scale (templates provided in the documents section of Blackboard)
5. Realize the importance of Atmospherics, signing and lighting.
6. Explore how to develop and execute displays for promotional events and exhibitions.
7. Recognize the exterior and interior presentation by understanding the importance of Props, Fixtures and Signage.
8. Sketch draping style and Mannequin

### Reference Books:

- 1.Levy, Michael, &Barton Weitz. Retailing Management. McGrawHill Education.
- 2.Berman, Barry, Joel R Evans &Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
- 3.Hammond, Richard.Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
- 4.Pradhan. Retailing Management: Text and Cases. McGraw Hill Education.
- 5.Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S.Chand
- 6.Havaladar, Krishna K, &Vasant M. Cavale. Sales and Distribution Management.McGraw Hill Education.

Notes: Latest editions of the textbooks should be used.

Practicals will be conducted in the laboratory.

- **Evaluation Criteria For On-the-job Training (OJT) Courses**

- The students will need to undergo on job training in a retail business.
- They must submit the logbook for attendance and Project Work by the end of the semester.
- The report will be evaluated at the university premise.
- The industry supervisor will give internal marks out of 100, on the basis of the attendance, progress of the student during internship, timely submission of report and departmental presentation in the store.
- External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

**Distribution of Continuous Evaluation Table**

On the job assessment	50%
Attendance	50%

**Course Articulation Matrix**

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO9	PSO 1	PSO 2	PSO 3
<b>BBA-RM- 452.1</b>	1	1	2			3		3	3	1		2
<b>BBA-RM- 452.2</b>		1		3	2			2	3		2	1
<b>BBA-RM- 452.3</b>	1		2			2	3		3	1	3	
<b>BBA-RM- 452.4</b>	1	2		3	1		3		2	1		3

- Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.
- **Degree of Correlation:**
  - 1 – Low**
  - 2 – Medium**
  - 3 – High**

# **Curriculum Booklet**

## **BBA (Retail and Sales Management)**

**2022-25**

**Semester - V**



# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BBA-RM-501: BUSINESS RESEARCH METHODS

Periods/week Credits

L: 3                      3

Duration of Examination: 3Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination:100

### Course Outcomes:

By the end of the course, a student will be able to:

- 1. BBA-RM-501.1:** Explain the basic concepts of business research methods;
- 2. BBA-RM-501.2:** Execute the Collection, analysis, presentation and interpretation data;
- 3. BBA-RM-501.3:** Identify and analyse the problem;
- 4. BBA-RM-501.4:** Create relevant literature and data for analysis.

### PART - A

#### Unit 1: Introduction

- 1.1 Scope of research in business
- 1.2 Purpose of research
- 1.3 Components, concepts, constructs, definition, variables, proposition and hypothesis
- 1.4 Unit of Analysis-Individual, organization, groups and data series
- 1.5 Deductive and inductive theory
- 1.6 Types of research

#### Unit 2: Research Problem and Research Proposal

- 2.1 Problem identification process
- 2.2 Literature review
- 2.3 Types of variables
- 2.4 Meaning of research proposal
- 2.5 Types of researchproposal
- 2.6 Ingredients of researchproposal

#### Unit 3: Research Design, Data Collection and Scaling

- 3.1 Classification of research designs
- 3.2 Data collection methods
- 3.3 Types of Measurement Scales

### PART - B

#### **Unit 4: Questionnaire Designing and Sampling Considerations**

- 4.1 Criteria for questionnaire designing
- 4.2 Questionnaire design procedure
- 4.3 Sampling Concepts
- 4.4 Meaning of sampling design
- 4.5 Types of Sampling

#### **Unit 5: Hypothesis Testing and Analysis of data**

- 5.1 Role of hypothesis in research
- 5.2 Features of good hypothesis
- 5.3 Null hypothesis and alternate hypothesis
- 5.4 Types of Analysis
- 5.5 Statistical devices used in research

#### **Unit 6: Report Writing**

- 6.1 Importance of report writing
- 6.2 Types of research report
- 6.3 Layout of research report
- 6.4 Steps in organization of research report
- 6.5 Guidelines for effective report-writing

#### **Text Books**

1. Kothari C.R., Research Methodology, VishwaPrakashan
2. Research Methodology, Deepak Chawla , NeenaSondhi , Vikas Publishing
3. Thukral J. K., *Business Statistics*. Taxmann's Publications

*Only latest available editions of the books are recommended.*

#### **Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions will be set in all, out of which students will attempt *five* questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

## Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>BBA-RM-501.1</b>	2	2			3	3		3	3	1		2
<b>BBA-RM-501.2</b>	1	2	3		2		1		3		2	1
<b>BBA-RM-501.3</b>	3		2	3		2	3	3	3	1		
<b>BBA-RM-501.4</b>	1	2	1	3	3		3	3	3	2	2	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**

- 1 – Low**
- 2 – Medium**
- 3 – High**

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**  
(Deemed to be University under section 3 of the UGC Act 1956)

**BBA-RM-502: FINANCIAL MANAGEMENT**

Periods/week Credits

L: 3      3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation :100

End Semester: 100

**Course Outcomes:**

By the end of the course, a student should be able to:

**BBA-RM-502.1** Describe the fundamental principles of financial management.

**BBA-RM-502.2** Apply basic research methods and interpret the application of financial management for decision making.

**BBA-RM-502.3** Analyse today's dynamic business environment with techniques of financial management.

**BBA-RM-502.4** Evaluate appropriate information from various sources to determine knowledge about decisions and its variables in financial management and implement it ethically.

**PART – A**

**Unit 1: Introduction**

- 1.1 Financial management: Concept, scope and objectives
- 1.2 Process of financial management

**Unit 2: Capital Structure and Cost of Capital**

- 2.1 Capital Structure: Concept
- 2.2 Theories of Capital Structure
  - 2.2.1 Net Income approach
  - 2.2.2 Net Operating Income approach
  - 2.2.3 Modigliani-Miller approach
- 2.3 Cost of Capital: Concept and classification of cost
- 2.4 Weighted average cost of capital

**Unit 3: Financing Decisions: Leverage**

- 3.1 Concept of Leverage
- 3.2 Operating Leverage
- 3.3 Financial Leverage
- 3.4 Combined Leverage

**PART – B**

**Unit 4: Capital Budgeting**

- 4.1 Capital Budgeting: Concept
- 4.2 Process of capital budgeting
- 4.3 Techniques of capital budgeting

**Unit 5: Management of Working Capital**

- 5.1 Working Capital: Concept, nature and need
- 5.2 Classification of working capital

## Unit 6: Dividend Decision

- 6.1 Dividend Decision : Concept and significance
- 6.2 Types of Dividend Policy
- 6.3 Forms of Dividend

### Recommended books:

1. M Y Khan and P K Jain, Financial Management, Tata McGraw Hill Education.
2. R P Rustagi, Financial Management: Theory, Concepts and Problems, Galgotia Publishing Company.
3. Shashi K Gupta and R K Sharma, Financial Management: Theory, Concepts and Problems, Kalyani Publishers.
4. James Van Horne, Financial Management & Policy.
5. Prasanna Chandra, Financial Management. Tata McGraw Hill.

*Only latest available editions of the books are recommended.*

### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

### Instructions for paper setting:

Seven questions will be set in all, out of which students will attempt *five* questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

### Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>BBA-RM-502.1</b>	1	2		3		3	3		3	1	2	3
<b>BBA-RM-502.2</b>			2		2		3		3		1	2
<b>BBA-RM-502.3</b>			3			2				1	3	
<b>BBA-RM-502.4</b>	1	2		3	1			3	3	1		3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**  
**1 – Low**  
**2 – Medium**  
**3 – High**

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BBA-RM-503: SERVICE MARKETING

Periods/week Credits

L: 3 4

Duration of Examination: 3Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination:100

**Course Outcomes:** By the end of this course, students should be able to:

1. **BBA-RM-503.1:** Identify the services matrix and explain the various components involved in service marketing.
2. **BBA-RM-503.2:** Discuss the role and involvement of people, process, and physical evidence in service industry.
3. **BBA-RM-503.3:** Develop and promote a service-oriented mind-set.
4. **BBA-RM-503.4:** Analyse practical problems which are confronted in delivery of services and suggest broad course of action.

### PART A

#### Unit 1: Foundation for Marketing of Services

- 1.1 Introduction to services
- 1.2 Different types of services
- 1.3 Services marketing mix
- 1.4 Overview of gaps model of service quality

#### Unit 2: Understanding Customers

- 2.2 Customer behaviour in service encounters
- 2.2 Customer expectations and perception of service
- 2.3 Understanding customer relationship
- 2.4 Managing relationships & building loyalty

### PART B

#### Unit 3: Service Design and Standards

- 3.1 Planning & creating services
- 3.2 Customer-defined service standards, physical evidence and the service scape
- 3.3 Managing employees' and customers' role in service delivery
- 3.4 Balancing demand and capacity

#### Unit 4: Service Marketing Key Elements

- 4.1 Designing the communications mix for services

## 4.2 Branding & communications

### Recommended Books

1. Zeithami, Valarie A., Mary Jo Bitner, Dwayne D. Gremler and Ajay Pandit. Services Marketing. McGraw Hill Education.
2. Jochen, Wirtz, Lovelock Christopher and Jayanta Chatterjee. Services Marketing. Pearson Education  
Christopher H Lovelock, Services Marketing, Prentice Hall
3. Jha, SM, Services Marketing, Himalaya Publishing Co.
4. Payna, Adrim, An essence of Services Marketing, Prentice Hall

*Only latest available editions of the books are recommended.*

### Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions will be set in all, out of which students will attempt *five* questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

### Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>BBA-RM-503.1</b>	1			2			3	2				2
<b>BBA-RM-503.2</b>	1		3			2	3		3	3		2
<b>BBA-RM-503.3</b>	1	2	2	3	3	3		3	3		3	2
<b>BBA-RM-503.4</b>	1	2	2		3		3		3	2	3	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**  
**1 – Low**  
**2 – Medium**  
**3 – High**

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BBA-RM-504: TEAM MANAGEMENT - I

Periods/week Credits

L:03 03

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment:100

End Semester: 100

### Course Outcomes:

By the end of the course, a student should be able to:

**BBA-RM-504.1:** Learn to identify the different types of teams and develop different strategies for leading them;

**BBA-RM-504.2:** Recognize the different team development stages and behaviors;

**BBA-RM-504.3:** Learn how to develop a culture of trust;

**BBA-RM-504.4:** Manage change effectively and create buy-in during the change process;

**BBA-RM-504.5:** Develop a high-performance attitude and team.

### PART-A

#### Unit 1: Teams

- 1.1 What is a Team
- 1.2 Characteristics of a successful team
- 1.3 How to build a team
- 1.4 How team functions
- 1.5 Types of teams

#### Unit 2: Skills required in a team

- 2.1 Complementary skills
- 2.2 Teams and teamwork
- 2.3 Importance of Team
- 2.4 Features of an effective team
- 2.5 Interpersonal Communication

#### Unit 3: Team Development

- 3.1 Building Credibility
- 3.2 Feedback and Coaching
- 3.3 Process of Creating Trust
- 3.4 Methods of Gaining Trust

### PART-B

#### Unit 4: Leadership and Its Components

- 4.1 Types of Leadership



- 4.2 Influencing Skills
- 4.3 Inspiring a shared vision
- 4.4 Handling and leading challenges

**Unit 5: How leaders influence groups**

- 5.1 Recognizing and influencing group dynamics
- 5.2 Building powerful groups
- 5.3 Approaches to group decision-making, what to look for in groups
- 5.4 Procedural considerations for effective meeting management

**Unit 6: Behaviors of High Trust leaders**

- 6.1 Motivation and Inspiration
- 6.2 Setting Goals
- 6.3 Enabling others to Act
- 6.4 Challenging the process

**Recommended books:**

1. Halder Uday Kumar: Leadership and team Building by Pearson Ltd.
2. Posner Barry Z. and Kouzes James M.: The Leadership Challenge.
3. Maxwell John C. Developing the Leader Within You.

*Only latest available editions of the books are recommended.*

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:**Seven questions will be set in all, out of which students will attempt *five* questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

**MAPPING OF COURSE OUTCOMES WITH PROGRAM OUTCOMES:**

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
<b>BBA-RM-504.1</b>	1			2				2			2
<b>BBA-RM-504.2</b>	1		3			2	3		3		2
<b>BBA-RM-504.3</b>	1	2	2	3	3	3		3		3	2
<b>BBA-RM-504.4</b>	1	2	2		3		3		2	3	2

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BBA-RM-551: TEAM MANAGEMENT - II

Periods/week Credits

P: 3 03

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment:100

End Semester: 100

**Course Outcomes:** By the end of this course, students should be able to:

1. **BBA-RM-551.1:** Operate effectively in a work team and support it.
2. **BBA-RM-551.2:** Develop effective work habits .
3. **BBA-RM-551.3:** Develop and promote a learning oriented mind-set.
4. **BBA-RM-551.4:** Analyse to effectively keep a check on work in your team.

**Performance Criteria:**At the end of the course to be competent, the user/individual on the job must be able to:

1. To work effectively in a retail team
  - a. Support the work team
  - b. Maintain personal presentation.
  - c. Develop effective work habits.
  - d. Review changes that promote continuous improvements in customer service.
2. To work effectively in an organization
  - a. Support effective team working
  - b. Help plan and organize own learning
  - c. Help others learn
3. To allocate and check work in your team

### Reference Books:

- 1.Levy, Michael, &Barton Weitz. Retailing Management. McGrawHill Education.
- 2.Berman, Barry, Joel R Evans &Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
- 3.Hammond, Richard.Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
- 4.Pradhan. Retailing Management: Text and Cases. McGraw Hill Education.
- 5.Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S.Chand
- 6.Havaladar, Krishna K, &Vasant M. Cavale. Sales and Distribution Management.McGraw Hill Education.

Notes: Latest editions of the textbooks should be used.  
Practicals will be conducted in the laboratory.

- **Evaluation Criteria For On-the-job Training (OJT) Courses**

- The students will need to undergo on job training in a retail business.
- They must submit the logbook for attendance and Project Work by the end of the semester.
- The report will be evaluated at the university premise.
- The industry supervisor will give internal marks out of 100, on the basis of the attendance, progress of the student during internship, timely submission of report and departmental presentation in the store.
- External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

**Distribution of Continuous Evaluation Table**

On the job assessment	50%
Attendance	50%

**Course Articulation Matrix**

<b>CO STATEMENT</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>BBA-RM- 551.1</b>	1	1	2			3		3	3	1		2
<b>BBA-RM- 551.2</b>		1		3	2			2	3		2	1
<b>BBA-RM- 551.3</b>	1		2			2	3		3	1	3	
<b>BBA-RM- 551.4</b>	1	2		3	1		3		2	1		3

- Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.
- **Degree of Correlation:**
  - 1 – Low**
  - 2 – Medium**
  - 3 – High**

## MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

### BBA-RM-552: OPERATIONS OF A TEAM LEADER AT THE STORE

Periods/week Credits

P: 3 03

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment:100

End Semester: 100

**Course Outcomes:** By the end of this course, students should be able to:

**BBA-RM-552.1:** Describe how to manage retail store operations.

**BBA-RM-552.2:** Describe vendor and supplier relationship management

**BBA-RM-552.3:** Learn to allocate work to team members

**BBA-RM-552.4:** Analyse to effectively keep a check on work in your team.

**Performance Criteria:** At the end of the course to be competent, the user/individual on the job must be able to:

- A. Retail Store Operations of a team leader
  - a. Describe inventory management and its impact on profit margins\*
  - b. Illustrate how to manage product display
  - c. Demonstrate how to manage VM displays
  - d. Describe sales & customer service process management
  - e. Identify exceptions in sales & service processes
  - f. Identify stock management on the floor
  - g. Describe vendor and supplier relationship management
  - h. Allocate work to team members
  - i. Explain how to monitor team performance
  - j. Describe the duties and responsibilities of his team members.
  - k. Allocate and check work in his (your ) team

#### Reference Books:

1. Levy, Michael, & Barton Weitz. Retailing Management. McGrawHill Education.
2. Berman, Barry, Joel R Evans & Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
3. Hammond, Richard. Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
4. Pradhan. Retailing Management: Text and Cases. McGraw Hill Education.
5. Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S.Chand
6. Havaldar, Krishna K, & Vasant M. Cavale. Sales and Distribution Management. McGraw Hill Education.

Notes: Latest editions of the textbooks should be used.  
Practicals will be conducted in the laboratory.

• **Evaluation Criteria For On-the-job Training (OJT) Courses**

- The students will need to undergo on job training in a retail business.
- They must submit the logbook for attendance and Project Work by the end of the semester.
- The report will be evaluated at the university premise.
- The industry supervisor will give internal marks out of 100, on the basis of the attendance, progress of the student during internship, timely submission of report and departmental presentation in the store.
- External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

**Distribution of Continuous Evaluation Table**

On the job assessment	50%
Attendance	50%

**Course Articulation Matrix**

<b>CO STATEMENT</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>BBA-RM- 552.1</b>	1	1	2			3		3	3	1		2
<b>BBA-RM- 552.2</b>		1		3	2			2	3		2	1
<b>BBA-RM- 552.3</b>	1		2			2	3		3	1	3	
<b>BBA-RM- 552.4</b>	1	2		3	1		3		2	1		3

- Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.
- **Degree of Correlation:**
  - 1 – Low**
  - 2 – Medium**
  - 3 – High**

# **Curriculum Booklet**

## **BBA (Retail and Sales Management)**

**2022-25**

**Semester - VI**

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**  
(Deemed to be University under section 3 of the UGC Act 1956)

**BBA-RM-601: CORPORATE GOVERNANCE AND ETHICS**

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination: 100

**Course Outcomes:**

By the end of the course, students should be able to:

**BBA-RM-601.1** Appreciate the importance of business ethics and corporate governance.

**BBA-RM-601.2** Understand emerging trends in corporate governance norms and framework.

**BBA-RM-601.3** Develop the best practices of business ethics in the Indian and global context.

**BBA-RM-601.4** Describe the organization and role of task committees appointed for enforcing corporate governance and business ethics.

**PART– A**

**Unit 1: Corporate Governance**

- 1.1 Evolution of corporate governance
- 1.2 Regulatory framework of corporate governance in India
- 1.3 Green governance; E-governance
- 1.4 Internal constituents of corporate governance
- 1.5 Chairman, CEO, CFO, Auditor –Their roles and responsibilities

**Unit 2: Business Ethics**

- 2.1 Concept and importance of business ethics
- 2.2 Corporate code of ethics
- 2.3 Ethics in Marketing, Finance and HRM

**PART- B**

**Unit 3: Globalization and Business Ethics**

- 3.1 Globalization: Meaning and importance
- 3.2 Impact of globalization on Indian and social culture
- 3.3 International codes of business conduct

**Unit 4: Corporate Social Responsibility (CSR)**

- 4.1 CSR and business ethics
- 4.2 CSR and corporate governance
- 4.3 CSR models; drivers of CSR

**Recommended Books**

1. N Balasubramanian, Corporate Governance and Stewardship, Tata McGrawHill, New Delhi.
2. Christine A Mallin, Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
3. Michael Blowfield and Alan Murray, Corporate Responsibility, Oxford University Press.
4. J P Sharma, Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi.

*Only latest available editions of the books are recommended.*

#### **Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions will be set in all, out of which students will attempt *five* questions. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

#### **Course Articulation Matrix**

<b>CO STATEMENT</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>BBA-RM-601.1</b>	1							2	3			2
<b>BBA-RM-601.2</b>	1						3		3			2
<b>BBA-RM-601.3</b>	1	2	2	3	3	3		3			3	2
<b>BBA-RM-601.4</b>	1	2	2		3		3		3		3	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**  
**1 – Low**  
**2 – Medium**  
**3 – High**



# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

## BBA-RM-602: ENTREPRENEURSHIP

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination: 100

### Course Outcomes:

**By the end of this course, a student should be able to:**

**BBA-RM-602.1:**To provide a space and platform for discovery, both self-discovery and opportunity discovery.

**BBA-RM-602.2:**Develop strengths in terms of an entrepreneurial forming team and learn the basics, such as opportunity discovery, value proposition, prototyping, competition analysis, and early customer insights.

### PART A

#### Unit 1: Self-Discovery

- 1.1 Role Model
- 1.2 Finding your flow
- 1.3 Entrepreneurial CV
- 1.4 Final action plan

#### Unit 2: Idea Generation and Idea Evaluation

- 2.1 D.I.S.R.U.P.T. – A model for ideation
- 2.2 Let's ID8
- 2.3 Mind mapping for ideas
- 2.4 Build your own idea bank
- 2.5 Idea Evaluation: 5Q framework, decision matrix analysis, paired comparison analysis

#### Unit 3: Entrepreneurial Outlook

- 3.1 Effectuation
- 3.2 Lean startup: lean startup process
- 3.3 Team formation

### PART B

#### Unit 4: Customer Discovery

- 4.1 Segmentation and targeting, niche marketing
- 4.2 Mapping the consumption chain
- 4.3 Drawing the consumption map
- 4.4 Why customers won't buy
- 4.5 Outcome-driven innovation

#### Unit 5: Value Proposition Design

- 5.1 Value proposition design, value proposition and assessing fit

- 5.2 Competition Analysis, refine your value proposition
- 5.3 Blue Ocean Strategy

**Unit 6: Prototyping**

- 6.1 Introduction to prototyping
- 6.2 Designing and presentation of MVP
- 6.3 Capstone Project and Learning Card
- 6.4 Capstone Project Presentation

**Recommended readings:**

1. Small scale industries and entrepreneurship, Dr. Vasant Desai, Himalayan Publishing House
2. Management of small scale industries, Dr. Vasant Desai, Himalayan Publishing House
3. Management of small scale industries, J.C. SabooMeghaBiyani, Himalayan Publishing House
4. Dynamics of entrepreneurial development and Management, Dr. Vasant Desai, Himalayan Publishing
5. Entrepreneurship development, Moharanas and Dash C.R., RBSA Publishing, Jaipure
6. Beyond entrepreneurship, Collins and Lazier W, Prentice Hall, New Jersey, 1992
7. Entrepreneurship, Hisrich Peters Sphephard, Tata McGraw Hill

*Only latest available editions of the books are recommended*

**Distribution of Continuous Evaluation Table**

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

**Instructions for paper setting:** Seven questions will be set in all, out of which students will attempt *five* questions. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

**MAPPING OF COURSE OUTCOMES WITH PROGRAM OUTCOMES:**

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>BBA-RM-602.1</b>	3		2			3		3	3	3		
<b>BBA-RM-602.2</b>		2		3		2			3		2	

## MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

### BBA-RM-651: INVENTORY MANAGEMENT IN RETAIL STORES

Periods/week Credits

P: 3 03

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment:100

End Semester: 100

**Course Outcomes:** By the end of this course, students should be able to:

**BBA-RM-651.1:** Describe how to organize display of products at a store.

**BBA-RM-651.2:** Understand the importance of availability of goods for the sales.

**BBA-RM-651.3:** Apply knowledge of Inventory costs and stock turnover.

**BBA-RM-651.4:** Create principles of material handling.

**Performance Criteria:** At the end of the course to be competent, the user/individual on the job must be able to:

1. Organize the display of products at the store
  - a. Prepare to display products
  - b. Label displays of products
  - c. Arrange and maintain products for display
2. Maintain the availability of goods for sales to customers.
  - a. Organise staff to display goods for retail sale
  - b. Assess how effective displays are in retail environment
  - c. Keep products available and maintain their quality in a retail environment
3. Understand reasons for holding Inventory
4. Apply the knowledge of stock turnover and Inventory costs
5. Analyse the methods of inventory control
6. Enumerate the purpose and principles of material handling
7. Merchandising optimization

#### Reference Books:

1. Levy, Michael, & Barton Weitz. Retailing Management. McGrawHill Education.
2. Berman, Barry, Joel R Evans & Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
3. Hammond, Richard. Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
4. Pradhan. Retailing Management: Text and Cases. McGraw Hill Education.
5. Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S.Chand
6. Havaldar, Krishna K, & Vasant M. Cavale. Sales and Distribution Management. McGraw Hill Education.

Notes: Latest editions of the textbooks should be used.  
Practicals will be conducted in the laboratory.

- **Evaluation Criteria For On-the-job Training (OJT) Courses**

- The students will need to undergo on job training in a retail business.
- They must submit the logbook for attendance and Project Work by the end of the semester.
- The report will be evaluated at the university premise.
- The industry supervisor will give internal marks out of 100, on the basis of the attendance, progress of the student during internship, timely submission of report and departmental presentation in the store.
- External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

**Distribution of Continuous Evaluation Table**

On the job assessment	50%
Attendance	50%

**Course Articulation Matrix**

<b>CO STATEMENT</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>BBA-RM- 651.1</b>	1	1	2			3		3	3	1		2
<b>BBA-RM- 651.2</b>		1		3	2			2	3		2	1
<b>BBA-RM- 651.3</b>	1		2			2	3		3	1	3	
<b>BBA-RM- 651.4</b>	1	2		3	1		3		2	1		3

- 
- Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.
- **Degree of Correlation:**
  - 1 – Low**
  - 2 – Medium**
  - 3 – High**

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**  
(Deemed to be University under section 3 of the UGC Act 1956)

**BBA-RM- 652: Internship Training Project -2**

Periods/week Credits  
6

Max. Marks: 400  
Internal/Continuous Assessment: 200  
External Assessment: 200

**Course Outcomes:** By the end of the course, students will be able to

**BBA-RM – 351.1** Know about the area of their interest in retail industry.

**BBA-RM – 351.2** Develop research temperament.

**BBA-RM – 351.3** Work in the practical retail industry environment.

**BBA-RM – 351.4** Develop skills of original writing.

Practical Internship training is offered as a core course to students of third semester. Students will write the Internship training report under the guidance of supervisor(s). Each student will be allotted at least one supervisor, who will guide the student from beginning till completion of the internship training report.

The training report carries 6 credits, and a total of 400 marks, out of which 200 marks each will be internal and external marks. Internal marks will be awarded by the concerned supervisor(s) on the basis of progress of their student throughout the term.

200 marks of external evaluation will be awarded on the basis of presentation, Viva-Voce and submission of written report each carrying 100 marks. The committee responsible for awarding external marks will comprise supervisor(s) and one internal faculty member to be appointed by the HOD.

**Course Articulation Matrix**

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
<b>1</b>	1	1	2			3			3	1		2
<b>2</b>		1		3	2			3	3		2	1
<b>3</b>	1		2			2	3	3	2	1	3	
<b>4</b>	1	2		3	1		3		3	1		3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

**Degree of Correlation:**  
**1 – Low**  
**2 – Medium**  
**3 – High**

**Recommended Readings:** To be prescribed by the concerned supervisor.

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**  
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**Guidelines for Internship Training Report -2**

A practical training report is a documentation of a student's work - a record of the original work done by the student. The duration of practical internship is 4-8 weeks. It is based on an industrial training into one of the areas decided with the approval of supervisor.

**Course Requirements**

There are two main outputs to project: a written report followed by an oral presentation and viva voce examination. The oral presentation will be of 15 minutes.

**Operational Guidelines**

- ix. The student will study a particular business process, function or problem.
- x. He will interact with concerned industry guide to gain practical understanding of process and issues.
- xi. He will analyse the processes and issues from the point of view of efficiency and effectiveness.
- xii. He will observe and understand how the issues are delegated and the problems dealt within the organization.
- xiii. He will seek additional information about solving the problem and improving the business process.
- xiv. Length of the report should be between 70 to 80 pages.
- xv. 2 spiral copies and 1 soft copy of report will be submitted.
- xvi. Plagiarism check: The original matter must be 80% and above.

**Format of Project Report**

- xiii. Font: Times New Roman
- xiv. Font size: 12 point
- xv. Line spacing: 1.5
- xvi. Center justification
- xvii. Right margin: 1.5 inches
- xviii. Left margin: 1.5 inches
- xix. Top margin: 1.5 inches
- xx. Bottom margin: 1.5 inches
- xxi. Pagination: do not count the title page; start counting with the table of contents, but only number pages from the introduction on
- xxii. Use design elements (bold, *italic*, underline) sparingly
- xxiii. Footnotes: 10pt, single spacing, center justification. Annotations (full sentences) and references end with a full stop
- xxiv. Bibliography: Alphabetic order, single-spaced, blank line between entries, end with a full stop

**Layout of Project Report**

Following is the layout of summer training report:

- Title Page
- Certificate
- Acknowledgement
- Preface
- Contents
- List of Tables
- List of Figures
- List of symbols, abbreviations, and nomenclature
- Chapters
  - 7. Introduction to company and topic
  - 8. Literature Review
  - 9. Methods of Study
  - 10. Data collection and analysis
  - 11. Findings of the study
  - 12. Conclusion and suggestions
- References
- Appendices

### **Title Page**

- iv. Name of the University and the Institute
  - v. Title of the topic
  - vi. Name of student, semester, roll number
- \*sample attached

### **Dates to Remember**

The following are deadlines for your project:

<b>Date (Summer Training Project)</b>	<b>Item</b>
1 June to 31st July	Training period
30 August	Report submission
5 September to 10 September	Departmental presentation
Between 25 November and 10 December	Final viva voce examination

### **Evaluation Procedure**

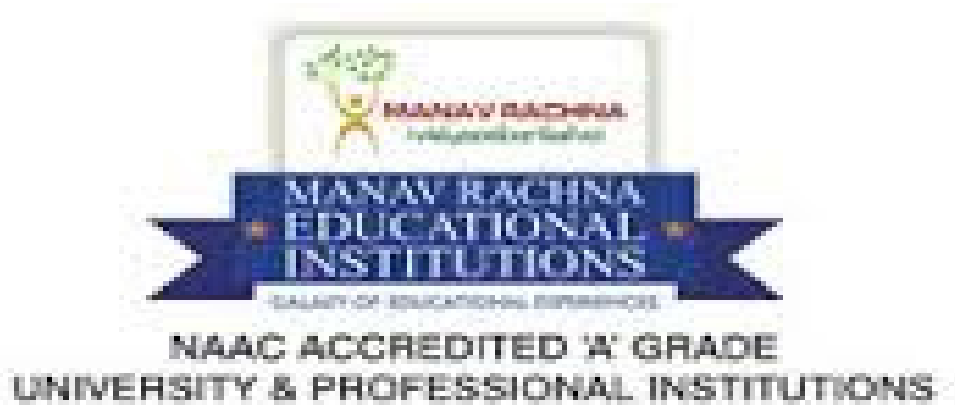
Once the summer training report is submitted, the evaluation procedure shall be as follows:

- I. The supervisor will give internal marks out of 200, on the basis of the progress of the student during internship, timely submission of report and departmental presentation.
- II. External evaluation will be made out of 200 marks, out of which 100 marks will be for written report and 100 for viva voce examination and presentation. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

**Sample Title Report**

**Internship Training Report - 2**

**Title of the Internship Training Report**



*Submitted to*

Controller of Examinations

*Submitted by*

Name of student

Roll number

In partial fulfillment of the requirements for the degree of Bachelor of Business Administration

at

Department of UG Management Studies

Faculty of Management Studies

Manav Rachna International Institute of Research and Studies

Sector 43, Surajkund Badkal Road,

Faridabad, Haryana - 121004



**Appendix A: Course Focus on regional, national and global development**

<b>Subject Code</b>	<b>Course Name</b>	<b>Regional</b>	<b>National</b>	<b>Global</b>
BBA-RM-101	Business Organization and Management			√
BBA-RM-102	Fundamentals in Accounting		√	
CH-202B	Environmental Studies	√		
BBA-RM-103	Sales and Marketing		√	
BBA-RM-104	Introduction to Retail Management	√		
BBA-RM-151	Fundamentals in Technology (Computer Skills)	√		
BBA-RM-152	Sales and Marketing		√	
BBA-RM-153	Introduction to Retail Operations	√		
BBA-RM-201	Business Statistics		√	
BBA-RM-202	Principles of Management			√
BBA-RM-203	Human Resource Management		√	√
BBA-RM-204	Business Communication	√	√	√
BBA-RM-251	Logistics and Supply Chain		√	
BBA-RM-252	Business Communication	√	√	√
BBA-RM-253	Instore Cashiering and Merchandising - I	√		
BBA-RM-254	Instore Cashiering and Merchandising - II	√		
BBA-RM-301	Organization Behavior and Development			√
BBA-RM-302	Managerial Economics			√
BBA-RM-303	Business Environment		√	
BBA-RM-304	Sales and Customer Relationship Management – I		√	
BBA-RM-351	Internship Training Project - I	√		
BBA-RM-352	Sales and Customer Relationship Management-II	√		
BBA-RM-353	Customer Redressal Systems	√		
BBA-RM-401	Macro Economics		√	
BBA-RM-402	Digital Marketing		√	√
BBA-RM-403	e-Commerce	√	√	√
BBA-RM-404	FMCG/FMCD-I	√		
BBA-RM-451	FMCG/FMCD-II	√		√
BBA-RM-452	Visual Merchandising		√	
RIC - I	Research Innovation Catalyst – I		√	
BBA-RM-501	Business Research Methods	√		
BBA-RM-502	Financial Management		√	√
BBA-RM-503	Service Marketing			√
BBA-RM-504	Team Management – I	√		

BBA-RM-551	Team Management – II		√	
BBA-RM-552	Operations of a team leader at the store	√		
BBA-RM-601	Corporate Governance and Ethics		√	
BBA-RM-602	Entrepreneurship			√
BBA-RM-651	Inventory Management in Retail Store	√		
BBA-RM-652	Internship Training Project - II	√		

**APPENDIX B: COURSE FOCUSES ON EMPLOYABILITY, ENTREPRENEURSHIP AND SKILL DEVELOPMENT**

<b>Course code</b>	<b>Course Name</b>	<b>Employability</b>	<b>Entrepreneurship</b>	<b>Skill development</b>
BBA-RM-101	Business Organization and Management	√	√	√
BBA-RM-102	Fundamentals in Accounting	√	√	√
CH-202B	Environmental Studies	√	√	√
BBA-RM-103	Sales and Marketing	√	√	√
BBA-RM-104	Introduction to Retail Management	√	√	√
BBA-RM-151	Fundamentals in Technology (Computer Skills)	√	√	
BBA-RM-152	Sales and Marketing	√	√	
BBA-RM-153	Introduction to Retail Operations		√	
BBA-RM-201	Business Statistics	√		
BBA-RM-202	Principles of Management	√		
BBA-RM-203	Human Resource Management		√	
BBA-RM-204	Business Communication			√
BBA-RM-251	Logistics and Supply Chain	√	√	√
BBA-RM-252	Business Communication		√	
BBA-RM-253	Instore Cashiering and Merchandising - I		√	
BBA-RM-254	Instore Cashiering and Merchandising - II	√	√	
BBA-RM-301	Organization Behavior and Development	√	√	
BBA-RM-302	Managerial Economics		√	
BBA-RM-303	Business Environment	√	√	
BBA-RM-304	Sales and Customer Relationship Management – I	√	√	
BBA-RM-351	Internship Training Project - I	√	√	
BBA-RM-352	Sales and Customer Relationship Management-II		√	
BBA-RM-353	Customer Redressal Systems		√	
BBA-RM-401	Macro Economics	√	√	
BBA-RM-402	Digital Marketing		√	
BBA-RM-403	e-Commerce		√	
BBA-RM-404	FMCG/FMCD-I		√	
BBA-RM-451	FMCG/FMCD-II		√	
BBA-RM-452	Visual Merchandising	√	√	
RIC - I	Research Innovation Catalyst – I		√	
BBA-RM-501	Business Research Methods		√	

BBA-RM-502	Financial Management		√	
BBA-RM-503	Service Marketing		√	
BBA-RM-504	Team Management – I	√	√	
BBA-RM-551	Team Management – II		√	
BBA-RM-552	Operations of a team leader at the store	√	√	√
BBA-RM-601	Corporate Governance and Ethics	√	√	
BBA-RM-602	Entrepreneurship	√	√	
BBA-RM-651	Inventory Management in Retail Store		√	
BBA-RM-652	Internship Training Project - II			√

**APPENDIX C: COURSE FOCUSES ON ENVIRONMENT SUSTAINABILITY, PROFESSIONAL ETHICS AND GENDER EQUALITY**

<b>Course code</b>	<b>Course Name</b>	<b>Environment and Sustainability</b>	<b>Professional Ethics</b>	<b>Human Values</b>	<b>Gender Equality</b>
BBA-RM-101	Business Organization and Management	√	√		
BBA-RM-151	Fundamentals in Technology (Computer Skills)	√			
BBA-RM-302	Managerial Economics	√	√		
CH-202B	Environmental Studies	√			
BBA-RM-301	Organization Behavior and Development		√	√	√
BBA-RM-402	Digital Marketing		√	√	√
BBA-RM-403	E-Commerce		√	√	√
BBA-RM-351	Internship Training Project - I		√	√	√
BBA-RM-652	Internship Training Project - II		√	√	
BBA-RM-601	Corporate Governance and Ethics		√	√	√
BBA-RM-303	Business Environment		√	√	√