



**PSGR  
Krishnammal College for Women**



**DEPARTMENT OF BUSINESS ADMINISTRATION  
(RETAIL MANAGEMENT)**

**CHOICE BASED CREDIT SYSTEM (CBCS) &  
LEARNING OUTCOME BASED CURRICULAR FRAMEWORK (LOCF)**

**SYLLABUS**

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL MANAGEMENT)**

**2024 – 2027 BATCH**



## **PROGRAMME LEARNING OUTCOMES (PLO's)**

At the end of the programme student will be able to:

**PLO1.** To provide students with experience in integrating the concepts and techniques from the various functional areas of business and generating solutions for contemporary business problems.

**PLO2.** To manifest the students with high level of knowledge and skills including theoretical, analytical and critical thinking, decision making, intellectual independence, leadership, planning and organization, and problem solving with paramount ability to communicate ideas effectively.

**PLO3.** To transform the student to play a pioneering and leading role in the community, enabling her to take responsibilities and contribute to solving problems through innovative thinking, collective work, reflection, and self-development.

**PLO4.** To demonstrate competence in applying the tools and techniques of Business Management to industry and to enable students to take intrapreneurial and entrepreneurial activities.

**PLO5.** To develop competence to become global citizens through appreciating diversity, acquiring skills in digital technologies and demonstrating awareness to professional values, ethics and sustainability issues to solve complex business problems.

## **PROGRAMME SPECIFIC OUTCOME**

At the end of the programme student will be able to:

**PSO1:** Classify the retailers based on categories- traditional, merchandise offered ownership, operations and non-store retailing.

**PSO2:** Evaluate the factors contributing to the growth of Indian retail industry and how it has an impact on the GDP of Indian economy.

**PSO3:** Design their own strategies for satisfying the retail customers and doing SWOT analysis for retail business plan.

**PSO4:** Design the retail marketing mix and make decisions on product merchandise, price, supply chain and promotional mix with respect to their retail business.

**PSO5:** Evaluate the impact of information technology on retail business concerns.



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**CHOICE BASED CREDIT SYSTEM (CBCS)  
LEARNING OUTCOME BASED  
CURRICULAR FRAMEWORK (LOCF)**

**SCHEME & SYLLABUS OF EXAMINATION  
BBA RETAIL MANAGEMENT - 2024 -27 BATCH  
SEMESTER- I - II**

| Semest                          | Part | C o u r s e                        | Title of the Course                                                       | Course Type | Lecture | Tutorial | Duration | Ex a m M a r k s |     |     | Credit |   |
|---------------------------------|------|------------------------------------|---------------------------------------------------------------------------|-------------|---------|----------|----------|------------------|-----|-----|--------|---|
|                                 |      |                                    |                                                                           |             |         |          |          | CIA              | ESE | TOT |        |   |
| I                               | I    | TAM2301A/<br>FRE2301A/<br>HIN2301A | Tamil Paper I / Hindi Paper I / French Paper I                            | L           | 4       | 58       | 2        | 3                | 25  | 75  | 100    | 3 |
| I                               | II   | ENG2301A                           | English Paper I                                                           | E           | 4       | 58       | 2        | 3                | 25  | 75  | 100    | 3 |
| I                               | III  | IB24C01                            | Core I: Business Management and Organisational Behaviour                  | CC          | 5       | 73       | 2        | 3                | 25  | 75  | 100    | 3 |
| I                               | III  | BB24C02                            | Core II: Financial Accounting                                             | CC          | 5       | 73       | 2        | 3                | 25  | 75  | 100    | 3 |
| I                               | III  | RM24C03                            | Core III: Retail Principles and Operations                                | CC          | 5       | 73       | 2        | 3                | 25  | 75  | 100    | 3 |
| I                               | III  | TH24A02                            | Allied: Mathematics for Management- I                                     | GE          | 5       | 73       | 2        | 3                | 25  | 75  | 100    | 4 |
| Non Tamil Students              |      |                                    |                                                                           |             |         |          |          |                  |     |     |        |   |
| I                               | IV   | NME23B1 /<br>NME23A1               | Basic Tamil I / Advance Tamil I                                           | AEC         | 2       | 28       | 2        | -                | 100 | -   | 100    | 2 |
| Students with Tamil as Language |      |                                    |                                                                           |             |         |          |          |                  |     |     |        |   |
| I                               | IV   | NME23WS                            | Women Studies                                                             | AEC         | 2       | 30       | -        | -                | 100 | -   | 100    |   |
|                                 |      |                                    |                                                                           |             |         |          |          |                  |     |     |        |   |
| I-V                             | VI   | 24BONL1<br>24BONL2<br>24BONL3      | Online Course<br>*Online Course 1<br>*Online Course 2<br>*Online Course 3 | -           | -       | -        | -        | -                | -   | -   | -      | - |
| II                              | I    | TAM2302A/                          | Tamil Paper II /<br>Hindi Paper II /                                      | L           | 4       | 58       | 2        | 3                | 25  | 75  | 100    | 3 |

|       |     |                               |                                                       |      |    |    |   |   |     |    |     |     |
|-------|-----|-------------------------------|-------------------------------------------------------|------|----|----|---|---|-----|----|-----|-----|
|       |     | HIN2302A/<br>FRE2302A         | French Paper II                                       |      |    |    |   |   |     |    |     |     |
|       | II  | ENG2302A                      | English Paper II                                      | E    | 4  | 58 | 2 | 3 | 25  | 75 | 100 | 3   |
|       | III | RM24C04                       | Mercantile Law                                        | CC   | 5  | 73 | 2 | 3 | 25  | 75 | 100 | 3   |
|       | III | RM24C05                       | E- Retailing & Communication                          | CC   | 5  | 73 | 2 | 3 | 25  | 75 | 100 | 3   |
|       | III | BB24C06                       | Human Resource Management                             | CC   | 5  | 73 | 2 | 3 | 25  | 75 | 100 | 3   |
|       | III | TH24A10                       | Mathematics for Management- II                        | GE   | 5  | 73 | 2 | 3 | 25  | 75 | 100 | 4   |
|       | IV  | NM24UHR                       | Universal Human Values and Human Rights               | AECC | 2  | 30 | - | - | 100 | -  | 100 | 2   |
|       | IV  | *NME23B2/<br>NME23A2          | Basic Tamil II /<br>Advance Tamil II                  | AEC  | -  | -  | - | - | -   | -  | -   | Gr. |
|       | VI  | NM23GAW                       | General Awareness                                     | AEC  | SS | -  | - | - | 100 | -  | 100 | Gr. |
|       | IV  | COM15SER                      | Community Service -30 Hours                           | GC   | -  | -  | - | - | -   | -  | -   | -   |
| I - V | VI  | 24BONL1<br>24BONL2<br>24BONL3 | Online Course 1<br>Online Course 2<br>Online Course 3 | ACC  | -  | -  | - | - | -   | -  | -   | -   |

Lang - Language

CC –Core Courses

GE – Generic Elective

AEC – Ability Enhancement Course

AECC – Ability Enhancement Compulsory Course

English - English

CA – Continuous Assessment

ESE - End Semester Examination

ACC- Additional Credit Course

\* - After Class hours

**The following changes in the assessment pattern for 2024-25 batch (I UG)**

**CA Pattern -Theory-(First 3 Units)**

Section A –3x2 =6

Section B – 3 x 5 = 15 (either or – same CLO Level)

Section C – 3 x 8 = 24 (either or – same CLO Level)

**Total 45 Marks**

**ESE Pattern (Theory)**

Section A –5x2 =10

Section B – 5 x 5 = 25 (either or – same CLO Level)

Section C – 5 x 8 = 40 (either or – same CLO Level)

**Total 75Marks**

**I Year UG**

CIA Test - 5 Conducted for 45 marks after 50 days

Model Exam - 7 Conducted for 75marks (Q.P. Pattern (2,5,8 Marks)  
Each Unit 15 Marks)

Sem/Ass/Quiz - 5

Class Participation - 5

Attendance - 3 91%-100% -3 Marks, 81%-90% -2 Marks, 75%-80 %-1 Mark

**Total - 25 Marks**

**Continuous Internal Assessment Pattern for the Foundation Course - Universal Human Values and Human Rights**

|                                           |                    |
|-------------------------------------------|--------------------|
| Quiz after each module of class hours     | -50 marks          |
| Assignment after each unit                | -25 marks          |
| A project submission at the end of course | -25 marks          |
| <b>Total</b>                              | <b>- 100 Marks</b> |



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**SCHEME & SYLLABUS OF EXAMINATION**  
**2024-2027 BATCH**  
**SEMESTER –III**

| Semester | Part | Course Code                        | Title of the Course                                      | Course Type | Instruction per week | Contact Hours | Tutorial Hours | Duration of the Examination | Examination Marks |     |       | Credits |
|----------|------|------------------------------------|----------------------------------------------------------|-------------|----------------------|---------------|----------------|-----------------------------|-------------------|-----|-------|---------|
|          |      |                                    |                                                          |             |                      |               |                |                             | CA                | ESE | TOTAL |         |
| III      | I    | TAM2303A/<br>HIN2303A/<br>FRE2303A | Tamil Paper III<br>Hindi Paper III<br>French Paper III   | L           | 4                    | 58            | 2              | 3                           | 25                | 75  | 100   | 3       |
|          | II   | ENG2403A                           | English Paper III                                        | E           | 4                    | 58            | 2              | 3                           | 25                | 75  | 100   | 3       |
|          | III  | BB24C07                            | Production and Material Management                       | CC          | 7                    | 103           | 2              | 3                           | 25                | 75  | 100   | 5       |
|          | III  | BB24C08                            | *Marketing Management                                    | CC          | 5                    | 73            | 2              | 3                           | 25                | 75  | 100   | 4       |
|          | III  | RM24A01/<br>IB24A01                | Business Economics /<br>International Economics          | GE          | 5                    | 73            | 2              | 3                           | 25                | 75  | 100   | 4       |
|          | IV   | BB24SBP1                           | Digital Skills for Managers                              | SEC         | 3                    | 41            | 4              | -                           | 100               | -   | 100   | 3       |
|          | IV   | NM23DTG                            | Design Thinking                                          | AEC         | 2                    | 30            | -              | -                           | 100               | -   | 100   | 2       |
| I-III    | VI   | COM15SER                           | Community Services 30 Hours                              | GC          | -                    | -             | -              | -                           | -                 | -   | -     | -       |
| I-V      | VI   | 24BONL 1<br>24BONL 2<br>24BONL 3   | Online Course I<br>Online Course II<br>Online Course III | ACC         | -                    | -             | -              | -                           | -                 | -   | -     | -       |

L : Language

E: English

CC: Core Courses

GE: Generic Elective

AEC: Ability Enhancement Course

ACC: Additional Credit Course

SEC: Skill Enhancement Course

CA: Continuous Assessment

ESE: End Semester Examination

GC: General Courses

\* - Internal evaluation through COURSERA for CA only, COURSERA conducted for 100 & converted to 25, ESE evaluation for 75 marks.

| <b>COURSE CODE</b> | <b>COURSE NAME</b>                                      | <b>CATEGORY</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|--------------------|---------------------------------------------------------|-----------------|-----------|----------|----------|---------------|
| <b>IB24C01</b>     | <b>BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR</b> | <b>Theory</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>3</b>      |

### **Preamble**

1. To develop conceptual knowledge of Business management and Organizational Behaviour.
2. To enable students understand and analyze practical aspects of management and organizational Behaviour to become skilled at the art of getting things done through people in a corporate business scenario.
3. To impart the students with the concept, importance and models of Business management and Organizational Behaviour.
4. To provide students with the knowledge, skills and abilities to understand Industry 4.0 and its impact on society, business and people.

### **Course Learning Outcomes**

On the successful completion of the course, students will be able to:

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                                                           | <b>Knowledge Level</b> |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CLO1.             | Understand various management concepts and the functions at various levels in the organization.                                | K1                     |
| CLO2.             | Describe the importance and models of planning and organizing.                                                                 | K2                     |
| CLO3.             | Discuss the perceptions, attitudes, and behaviours impact of organizational performance.                                       | K3                     |
| CLO4.             | Analyse the Industry 4.0 and its implementation in the field of management to facilitate the skills required for Industry 4.0. | K4                     |

### **Mapping with Programme Learning Outcomes**

| <b>CLOs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| CLO1.       | S           | S           | S           | S           | S           |
| CLO2.       | S           | S           | M           | S           | S           |
| CLO3.       | S           | M           | S           | S           | S           |
| CLO4.       | S           | S           | S           | S           | L           |

S- Strong, M- Medium, L - Low

## SYLLABUS

### UNIT – I (15 Hours)

Management: Meaning & Definition - Nature - Scope -importance and characteristics – Management process–**\*Managerial role and skills\*** -Functions of management –Early contributors of Management – **\*Models and Approaches - Social and Ethical issues in management\***- Artificial Intelligence in Management: Enhancing Decision-Making and Efficiency.

### UNIT – II (16 Hours)

Planning: Introduction to Planning – Importance - Types of Planning - Strategic Planning Process –Tools and Techniques. Organizing: Importance - process – Controlling: Types of control- factors influencing control effectiveness. Centralization - Decentralization - Formalization - Authority & Responsibility. **\*Decision making models\***- **\*Techniques and processes, Management by objectives (MBO)\***-Management by wandering around (MBWA).

### UNIT – III (15 Hours)

Organisational Behaviour : Nature and importance - Concept and relevance of OB in Modern Management –Framework – Model. Personality: Characteristics – Theories - The Big Five Model–Determinants- –Factors influencing personality. **\*Perception: Concept, Types, Perceptual Process - Perceptual Distortions\*** - Stereotyping - Halo Effect - selective perception – **\*Projection - Impression Management \***.

### UNIT – IV (14 Hours)

Meaning and nature of Leader - Leadership styles – Approaches, Management by Exception – Theories. Motivation: Concepts and their application, Need, Content, Theories of Motivation -**\*Organisational Structure - Organizational Behaviour Models\*** – **\*Organisational Climate and Culture - Organisational Change and Development\***- Organisational effectiveness - Virtual Reality for Leadership Development.

### UNIT – V (13 Hours)

Group Development - Stages of Group Development - Conflict Management Techniques.

**\*Industry 4.0 - Introduction to Industry 4.0 - Need – Reasons for Adopting Industry 4.0\*** - Definition – Goals and Design Principles - Technologies of Industry 4.0- **\*Skills required for Industry 4.0- Advancements in Industry 4.0\*** – Impact of Industry 4.0 on Society, Business, Government and People - Introduction to 5.0-Opportunities and Challenges.

**\* Highlighted text offered in blended mode. (Links Provided)**

**Text Books :**

| Sl. No. | Author(s)                                           | Title of the Book        | Publisher                        | Year & Edition of Publication  |
|---------|-----------------------------------------------------|--------------------------|----------------------------------|--------------------------------|
| 1.      | Lussier, R. N                                       | Management Fundamentals  | Cengage Learning                 | 2022, 1st Edition              |
| 2.      | Stephen P. Robbins, Mary Coulter and Neharika Vohra | Management               | Pearson Prentice Hall, New Delhi | 2022, 15 <sup>th</sup> Edition |
| 3.      | Rao V.S.P.                                          | Management: Text & Cases | Excel Books, New Delhi           | 2022, 2nd Edition              |
| 4.      | Charles W.L. Hill and Steven L Mcshare              | Principles of Management | Tata McGraw Hill                 | 2022, 7th Edition              |

**Reference Books:****Blended Learning Topics:**

| S. No. | Author(s)                            | Title of the Book                                                     | Publisher                                                                                                                                             | Year & Edition of Publication |
|--------|--------------------------------------|-----------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| 1.     | Koontz. (n.d.)                       | Principles of Management                                              | Tata McGraw Hill Education.                                                                                                                           | 2021 1st Edition              |
| 2.     | David S. Bright, Anastasia H. Cortes | Organisational Behaviour                                              | Open Stax, Rice University                                                                                                                            | 2022 18th Edition             |
| 3.     | Kaliraj.P and Devi. T                | Higher Education for Industry 4.0 and Transformation to education 5.0 | 1. Introduction to Industry 4.0 and Industrial Internet of Things by Prof. Sudip Mishra, IIT Kharagpur.<br>2. A Complete Guide to Industry 4.0- Udemy | 2022, 1st Edition             |

| S. No | Unit | Topic                                                           | Link                                                                                                                                                                                                                                                                          |
|-------|------|-----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.    | I    | Managerial role and skills                                      | <a href="https://unacademy.com/content/railway-exam/study-material/general-awareness/managerial-skills-leading-to-managerial-excellence/">https://unacademy.com/content/railway-exam/study-material/general-awareness/managerial-skills-leading-to-managerial-excellence/</a> |
| 2.    | I    | Models and Approaches, Social and Ethical issues in management. | <a href="https://uk.indeed.com/career-advice/career-development/ethical-issues-in-business">https://uk.indeed.com/career-advice/career-development/ethical-issues-in-business</a>                                                                                             |
| 3.    | II   | Decision making models                                          | <a href="https://www.coursera.org/learn/advanced-models-for-decision-making?action=enroll">https://www.coursera.org/learn/advanced-models-for-decision-making?action=enroll</a>                                                                                               |

|     |     |                                                                                      |                                                                                                                                                                                                                                         |
|-----|-----|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4.  | II  | Techniques and processes, Management by objectives (MBO)                             | <a href="https://www.youtube.com/watch?v=kNs8xbAUklQ">https://www.youtube.com/watch?v=kNs8xbAUklQ</a>                                                                                                                                   |
| 5.  | III | Perception : Concept, Perceptual Process - Perceptual Distortions                    | <a href="https://www.youtube.com/watch?v=6wtFypFoUBY">https://www.youtube.com/watch?v=6wtFypFoUBY</a>                                                                                                                                   |
| 6.  | III | Projection - Impression Management                                                   | <a href="https://www.coursera.org/lecture/communicate-with-impact/4-1-group-influence-and-impression-management-9px0t">https://www.coursera.org/lecture/communicate-with-impact/4-1-group-influence-and-impression-management-9px0t</a> |
| 7.  | IV  | Organisational Structure , Organizational Behaviour Models                           | <a href="https://www.coursera.org/learn/designing-organization?action=enroll">https://www.coursera.org/learn/designing-organization?action=enroll</a>                                                                                   |
| 8.  | IV  | Organisational Climate and Culture , Organisational Change and Development           | <a href="https://www.youtube.com/watch?v=uUHuzSIAk_M&amp;list=PLOzRYVm0a65cWsdYODPNF43wDy5mTqema">https://www.youtube.com/watch?v=uUHuzSIAk_M&amp;list=PLOzRYVm0a65cWsdYODPNF43wDy5mTqema</a>                                           |
| 9.  | V   | Industry 4.0 - Introduction to Industry 4.0, Need, Reasons for Adopting Industry 4.0 | <a href="https://www.youtube.com/watch?v=b9mJrzdIfR8&amp;t=3s">https://www.youtube.com/watch?v=b9mJrzdIfR8&amp;t=3s</a>                                                                                                                 |
| 10. | V   | Skills required for Industry 4.0, Advancements in Industry 4.0                       | <a href="https://www.youtube.com/watch?v=yKPrJJSv94M">https://www.youtube.com/watch?v=yKPrJJSv94M</a>                                                                                                                                   |

| <b>COURSE CODE</b> | <b>COURSE NAME</b>          | <b>CATEGORY</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|--------------------|-----------------------------|-----------------|-----------|----------|----------|---------------|
| <b>BB24C02</b>     | <b>FINANCIAL ACCOUNTING</b> | <b>Theory</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>3</b>      |

### **Preamble**

1. To understand the basic concepts and principles of financial accounting.
2. To deepen knowledge on all the components of the final accounts, using a double entry book keeping perspective.
3. To convey sufficient knowledge for an adequate interpretation, analysis and use the information provided by financial accounting.
4. To effectively communicate financial results and position to stakeholders.

### **Course Learning Outcomes**

On the successful completion of the course, students will be able to

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                                            | <b>Knowledge Level</b> |
|-------------------|-----------------------------------------------------------------------------------------------------------------|------------------------|
| CLO1.             | Understand the concepts, principles and the importance of financial accounting.                                 | K1                     |
| CLO2.             | Recognize the kinds of accounting and use accounting tools through application and implementation.              | K2                     |
| CLO3.             | Associate with the components of final accounts through the application of double-entry book keeping principles | K3                     |
| CLO4.             | Analyse and perform the accounting operations.                                                                  | K4                     |

### **Mapping with Programme Learning Outcomes**

| <b>CLOs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| CLO1        | S           | S           | M           | S           | S           |
| CLO2        | S           | S           | M           | S           | M           |
| CLO3        | S           | S           | S           | M           | M           |
| CLO4        | S           | S           | S           | S           | S           |

S-Strong; M-Medium

## SYLLABUS

### UNIT– I (15 Hours)

Nature of Accounting - **\*GAAP\*** - Generally Accepted Accounting Principles – Accounting Concepts and conventions–Accounting Cycle –Accounting Equations - AI in Accounting - **\*Kinds of Accounts\*** - Journal, Ledger - Self Balancing Ledger, Subsidiary Books: Purchase Book, Sales Book, Returns Book, Cash Book.

### UNIT– II (14 Hours)

Trial Balance-**\*objectives\***and methods of preparing Trial Balance-Rectification of Errors-**\*types of errors\*** - preparation of suspense account - effect of errors on profit– Reasons for Difference between Cash Book and Pass Book Balance - Preparation of Bank Reconciliation Statement.

### UNIT– III (14 Hours)

Capital and Revenue expenditure- Preparation of Manufacturing – Trading and Profit and Loss Account–Balance Sheet- **\*Treatment of adjustments\***.

### UNIT– IV (15 Hours)

Depreciation – **\*Introduction, Need\*** - Methods: Straight line and Diminishing balance methods– Bills of Exchange –entries in the books of drawer and acceptor.

### UNIT-V (15Hours)

Final accounts of a company- Horizontal and vertical forms of income statement and Balance sheet and its contents - Financial statement analysis- comparative, common size statements and trend analysis- **\*Ethics in financial reporting\***- Introduction to International Accounting standards - Introduction to Digital Assets.

(Theory and Problems in the ratio of 20% and 80% respectively)

### Textbooks:

| Sl. No. | Author(s)                                           | Title of the Book    | Publisher            | Year & Edition of Publication     |
|---------|-----------------------------------------------------|----------------------|----------------------|-----------------------------------|
| 1       | P C Tulsian, Bharat Tulsian, Tushar Tulsian         | Financial Accounting | S Chand Publications | 2023,<br>1st Edition              |
| 2       | S.P.Jain, K.L.Narang, Simmi Agrawal & Monika Sehgal | Financial Accounting | Kalyani Publishers   | 2022,<br>12 <sup>th</sup> Edition |
| 3       | Gupta MP, Agarwal BM                                | Financial Accounting | S Chand Publications | 2023<br>1st Edition               |

**Reference Books:**

| Sl. No. | Author(s)                                                   | Title of the Book            | Publisher                              | Year& Edition of Publication |
|---------|-------------------------------------------------------------|------------------------------|----------------------------------------|------------------------------|
| 1       | S.N. Maheswari,<br>Suneel K. Maheswari, Sharad K. Maheswari | Financial Accounting for BBA | Vikas Publishing House Private Limited | 2018<br>6th Edition          |
| 2       | Grewal T.S                                                  | Double entry bookkeeping     | Sultan hand &Company                   | 2017<br>2nd Edition          |

**Reference links:**

| Sl.No. | Units        | Topics                               | Links                                                                                                                                  | No of Hrs |
|--------|--------------|--------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 1      | Unit – 1,2,3 | Financial Accounting                 | Swayam:<br><a href="https://onlinecourses.swayam2.ac.in/cec19_cm04/preview">https://onlinecourses.swayam2.ac.in/cec19_cm04/preview</a> | 12 Weeks  |
| 2.     | Unit- 4, 5   | Financial Accounting                 | Swayam:<br><a href="https://onlinecourses.nptel.ac.in/noc23_mg80/preview">https://onlinecourses.nptel.ac.in/noc23_mg80/preview</a>     | 8 Weeks   |
| 3.     | Unit-1,2     | Introduction to Financial Accounting | Coursera:<br><a href="https://www.coursera.org/learn/wharton-accounting">https://www.coursera.org/learn/wharton-accounting</a>         | 12hours   |

**Blended Learning Topics:**

| S.No | Unit | Topics                                        | Blended Learning Links                                                                                                      |
|------|------|-----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| 1    | I    | Principles                                    | <a href="https://archive.nptel.ac.in/courses/110/106/110106147/">https://archive.nptel.ac.in/courses/110/106/110106147/</a> |
| 2    | I    | Kinds of Accounts                             | <a href="https://archive.nptel.ac.in/courses/110/106/110106147/">https://archive.nptel.ac.in/courses/110/106/110106147/</a> |
| 3    | II   | Objectives, Types of error                    | <a href="https://archive.nptel.ac.in/courses/110/106/110106147/">https://archive.nptel.ac.in/courses/110/106/110106147/</a> |
| 4    | III  | Treatment of Adjustments                      | <a href="https://archive.nptel.ac.in/courses/110/101/110101131/">https://archive.nptel.ac.in/courses/110/101/110101131/</a> |
| 5    | IV   | Depreciation – Meaning, Need for depreciation | <a href="https://archive.nptel.ac.in/courses/110/101/110101131/">https://archive.nptel.ac.in/courses/110/101/110101131/</a> |
| 6    | V    | Ethics in financial reporting.                | <a href="https://www.youtube.com/watch?v=OT5RdoJAKhY">https://www.youtube.com/watch?v=OT5RdoJAKhY</a>                       |

| <b>COURSE CODE</b> | <b>COURSE NAME</b>                      | <b>CATEGORY</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|--------------------|-----------------------------------------|-----------------|-----------|----------|----------|---------------|
| <b>RM24C03</b>     | <b>RETAIL PRINCIPLES AND OPERATIONS</b> | <b>Theory</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>3</b>      |

### **Preamble**

1. To understand the impact of retailing industry on the business world, and on individuals.
2. To explore the techniques and strategies employed in retailing.
3. To enable the students to understand the importance of store location for a retailer.
4. To enlighten the students about the different store operating processes and their significance in running retail operations smoothly.

### **Course Learning Outcomes**

On the successful completion of the course, students will be able to:

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                                      | <b>Knowledge Level</b> |
|-------------------|-----------------------------------------------------------------------------------------------------------|------------------------|
| CLO1.             | Identify the types of retail organizations and their basic retail operations.                             | K1                     |
| CLO2.             | Describe the business models, site evaluation criteria, store location and store layout.                  | K2                     |
| CLO3.             | Discuss the retail industry, concept of trading area and storekeeping and retail technology.              | K3                     |
| CLO4.             | Analyse the strategic planning process in retailing sector to operate in the global retailing environment | K4                     |

### **Mapping with Programme Learning Outcomes**

| <b>CLOs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| CLO1.       | S           | S           | S           | S           | S           |
| CLO2.       | S           | S           | S           | S           | S           |
| CLO3.       | S           | S           | M           | S           | L           |
| CLO4.       | S           | S           | S           | S           | S           |

S- Strong, M – Medium, L - Low

## **SYLLABUS**

### **UNIT – I (14 Hours)**

Retail- Meaning – Retailing as a career -**\*Characteristics of a Retailer\*** – Functions of a

retailer – Services provided by a retailer – Theories of Retail Development and Formats– Types of retailers - **\*Business models in retail\*** -Trends in Retailing-Ethical issues in retailing.

#### **UNIT – II (15 Hours)**

Retail industry in India- Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – **\*Challenges to retail developments in India\***-Multi channel retailing - Global Retailing- Scope - Challenges– Process, Culture, Businesses and International Management - **\*Factors affecting global retailing industry\*** - Artificial Intelligence(AI) in Retail Industry Transformation.

#### **UNIT – III (15 Hours)**

Retail Store Location- Meaning-Store Location- Importance of location to a retailer -Types of location – **\*Location and Site Evaluation\*** - Characteristics of the available site - Retail store layout - The circulation plan - Space mix and effective retail space management - **\*Floor space management\***- Trading Area Analysis- - Size and shape of Trading Areas- Methods of Evaluating Retail Trade Area- Types of retailing outlet- Factors in evaluating retail trading area.

#### **UNIT- IV (15 Hours)**

Retail Operations & Inventory Management - Operational Dimensions - Operations Blueprint-Store maintenance - Store security – Insurance - Credit management- Computerisation – Outsourcing - **\*Evaluating a retail operation- Store Operating parameters\*** – Using the Strategic resources model in retailing- Retail Inventory -Inventory Planning - Return on inventory investments and stock turnover - Retail method of inventory valuation-Store keeping– Duties and Responsibilities of a storekeeper – Factors underlying successful storekeeping – Stores ledger – Bin card.

#### **UNIT- V (14 Hours)**

Retail Technology- **\*Emerging trends in e- Retailing\***- Retail Analytics -**\*Mall Management\***- Emergence of Malls in India, Customer Perception of Malls, Facilities Management in Malls-Franchising in Retailing, Retail Disruption- Technological forces in retail environment- AR and VR integration.

**\* Highlighted text offered in blended mode. (Links Provided)**

#### **Text Books:**

| <b>Sl. No.</b> | <b>Author(s)</b> | <b>Title of the Book</b> | <b>Publisher</b> | <b>Year &amp; Edition of Publication</b> |
|----------------|------------------|--------------------------|------------------|------------------------------------------|
|----------------|------------------|--------------------------|------------------|------------------------------------------|

|    |                                  |                                            |                                                  |                                   |
|----|----------------------------------|--------------------------------------------|--------------------------------------------------|-----------------------------------|
| 1. | Swapna Pradhan                   | Retailing Management-<br>Text & cases      | Tata McGraw-Hill<br>Education Private<br>Limited | 2021,<br>6 <sup>th</sup> Edition  |
| 2. | Barry Berman and<br>Joel R Evans | Retail Management, A<br>strategic Approach | Prentice Hall of<br>India                        | 2020,<br>12 <sup>th</sup> Edition |

#### Reference Books:

| Sl. No. | Author(s)                                       | Title of the Book                                            | Publisher                     | Year & Edition of Publication    |
|---------|-------------------------------------------------|--------------------------------------------------------------|-------------------------------|----------------------------------|
| 1       | Gibson G Vedamani                               | Retail Management –<br>Functional Principles and<br>Practice | Jaico<br>Publishing<br>House, | 2020,<br>4 <sup>th</sup> Edition |
| 2       | Michael Levy,<br>Barton a<br>Weitz, Ajay Pandit | Retail Management                                            | The McGraw-<br>Hill companies | 2020,<br>9 <sup>th</sup> Edition |
| 3       | James R Ogden and<br>Denise Togden              | Integrated Retail Management                                 | Biztantra                     | 2021,<br>1 <sup>st</sup> Edition |

#### Blended Learning Topics:

| S.NO | Unit | Topics                                       | Link                                                                                                                                                          |
|------|------|----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.   | I    | Characteristics of a Retailer                | <a href="https://onlinecourses.swayam2.ac.in/imb19_mg02/preview">https://onlinecourses.swayam2.ac.in/imb19_mg02/preview</a>                                   |
| 2.   | I    | Business models in retail                    | <a href="https://onlinecourses.swayam2.ac.in/imb19_mg02/preview">https://onlinecourses.swayam2.ac.in/imb19_mg02/preview</a>                                   |
| 3.   | II   | Challenges to retail developments in India   | <a href="https://onlinecourses.nptel.ac.in/noc23_mg100/preview">https://onlinecourses.nptel.ac.in/noc23_mg100/preview</a>                                     |
| 4.   | II   | Factors affecting global retailing industry. | <a href="https://onlinecourses.nptel.ac.in/noc23_mg100/preview">https://onlinecourses.nptel.ac.in/noc23_mg100/preview</a>                                     |
| 5.   | III  | Floor space management                       | <a href="https://onlinecourses.nptel.ac.in/noc23_mg42/preview">https://onlinecourses.nptel.ac.in/noc23_mg42/preview</a>                                       |
| 6.   | III  | Location and Site Evaluation                 | <a href="https://www.youtube.com/watch?v=YGlGdydRaHk">https://www.youtube.com/watch?v=YGlGdydRaHk</a>                                                         |
| 7.   | IV   | Retail Operations & Inventory Management     | <a href="https://onlinecourses.nptel.ac.in/noc22_mg51/preview">https://onlinecourses.nptel.ac.in/noc22_mg51/preview</a>                                       |
| 8.   | IV   | Evaluating a retail operation                | <a href="https://onlinecourses.swayam2.ac.in/cec23_mg07/preview">https://onlinecourses.swayam2.ac.in/cec23_mg07/preview</a>                                   |
| 9.   | V    | Emerging trends in e- Retailing              | <a href="https://www.coursera.org/lecture/mafash/retail-trends-and-formats-DNj3l">https://www.coursera.org/lecture/mafash/retail-trends-and-formats-DNj3l</a> |
| 10.  | V    | Mall management                              | <a href="https://onlinecourses.swayam2.ac.in/cec20_mg01/preview">https://onlinecourses.swayam2.ac.in/cec20_mg01/preview</a>                                   |

| <b>COURSE CODE</b> | <b>COURSENAME</b>     | <b>CATEGORY</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|--------------------|-----------------------|-----------------|-----------|----------|----------|---------------|
| <b>RM24C04</b>     | <b>MERCANTILE LAW</b> | <b>THEORY</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>3</b>      |

#### **Preamble**

1. To have an overview of Indian Laws governing the business environment, certain corporate bodies, and related matters.
2. To understand the principles and concepts of law dealing with business.
3. To facilitate legal thinking and encourage them to be on the right side of the law.
4. To understand the applications of these laws to practical commercial situations.

#### **Course Learning Outcomes**

On the successful completion of the course, students will be able to:

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                                                                                     | <b>Knowledge Level</b> |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CLO1              | Basic knowledge and understanding of the principle laws governing the business organization.                                                             | K1                     |
| CLO2              | Understand the key concepts of business law relating to contract formation, sale of goods, companies act, consumer protection and right to information.  | K2                     |
| CLO3              | Future Managers and Entrepreneurs learn to minimize legal risks in business and safeguard their rights.                                                  | K3                     |
| CLO4              | Ability to analyze legal issues faced by the company with the knowledge gained and upgrading the legal interpretation with the advancement of AI and ML. | K4                     |

#### **Mapping with Programme Learning Outcomes**

| <b>CLOs</b>  | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|--------------|-------------|-------------|-------------|-------------|-------------|
| <b>CLO1.</b> | S           | S           | S           | S           | S           |
| <b>CLO2.</b> | S           | S           | M           | S           | S           |
| <b>CLO3.</b> | S           | S           | S           | S           | M           |
| <b>CLO4.</b> | S           | M           | S           | L           | S           |

S-Strong; M-Medium; L-Low

## SYLLABUS

### UNIT- I (14 Hours)

Law of contract – Contracts – Essentials of contract – Nature of contract – **\*Application of Block chain Technology in Creating Smart Contracts\*** - Offer – Acceptance –Consideration – Capacities of parties - Free consent – **\*Coercion – Undue influence\*** – Misrepresentation – Fraud – Mistake of law and Mistake of fact - Void and voidable contracts- Principles of Indian Trade and Commerce in Ancient Times

### UNIT - II (15 Hours)

Discharge of Contracts – **\*Breach of Contract\*** – Remedies of Breach of Contract – Quasi Contract – E-Contracts and digital signature - Contracts of Bailment: Essentials of Bailment, **\*Duties of Bailor and Bailee\***, Rights of Bailor and Bailee - Finders of lost goods.

### UNIT- III (15 Hours)

Sale of Goods Act 1930 – Contracts of Sale – Essentials – Duties of Buyer and Sellers – **\*Conditions and Warranties\*** – Transfer of Property– Rights of an unpaid seller - Online marketplaces and consumer rights. Negotiable Instruments Act 1881 – Meaning of negotiable instruments – type of negotiable instruments – **\*Parties to negotiable instruments\*** - **\*Promissory note\*** – bill of exchange – cheque.

### UNIT- IV (15 Hours)

The Limited Liability Partnership Act, 2008: Introduction- covering nature and scope, **\*Essential features\***, characteristics of LLP, Incorporation and differences with other forms of organizations- Public & Private Ltd difference –functions.

The Companies Act 2013 – Meaning and types – Incorporation, Memorandum & Articles of Association– Prospectus – Issue of shares and bonus shares, – rights issue, sweat equity – **\*Role of directors\*** – share qualification – company meetings and resolutions – winding up.

### UNIT- V (14 Hours)

Consumer Protection Act 2019 – Objectives – Rights of Consumers – Consumer Protection Council – Consumer Redressal agencies – Complaint Procedure – Remedies to consumers. **\*Role of Online Dispute Resolution (ODR) for Commercial Disputes\*-\* International commercial arbitration\***. The Right to Information Act 2019 – Salient features and coverage of the act – definition of terms information – right, record, public authority – obligations of public authorities – Refusal of Information – Rights of Third Party- **\*Role of AI and ML to Interpret Commercial Law\***.

**\*Highlighted Text offered in blended mode**

**Text book:**

| S. No. | Author(s)                      | Title of the Book          | Publisher                      | Year of Publication & Edition   |
|--------|--------------------------------|----------------------------|--------------------------------|---------------------------------|
| 1.     | M.C. Kuchhal and Vivek Kuchhal | Business Law               | Vikas Publishing House Edition | 2024 & 9th Edition              |
| 2.     | N.D. Kapoor                    | Elements of Mercantile Law | Sultan Chand & Sons, New Delhi | 2023 & 40 <sup>th</sup> Edition |
| 3.     | Akhileshwar Pathak             | Business Law               | McGraw Hill Education          | 2023 & 5 <sup>th</sup> Edition  |

**Reference Books:**

| S. No. | Author(s)                         | Title of the Book                | Publisher            | Year of Publication & Edition  |
|--------|-----------------------------------|----------------------------------|----------------------|--------------------------------|
| 1.     | R S N Pillai and Bagavathi        | Business Laws                    | S. Chand Publishing  | 2022 & 4 <sup>th</sup> Edition |
| 2.     | Dr. G. K. Kapoor & Sanjay Dhamija | Company Law and Practice         | Taxmann Publications | 2021 & 8 <sup>th</sup> Edition |
| 3.     | R.S.N. Pillai                     | Business Laws and Corporate Laws | S. Chand Publishing  | 2021 & 2nd Edition             |

**Blended Learning Links:**

| S. No | Unit | Topics                                                           | Links                                                                                                                           |
|-------|------|------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| 1     | I    | Application of Blockchain Technology in Creating Smart Contracts | <a href="https://www.investopedia.com/terms/s/smart-contracts.asp">https://www.investopedia.com/terms/s/smart-contracts.asp</a> |
| 2     | I    | Coercion – Undue influence                                       | <a href="https://www.youtube.com/watch?v=nNFbI-feRxM">https://www.youtube.com/watch?v=nNFbI-feRxM</a>                           |
| 3     | I    | Principles of Indian Trade and Commerce in Ancient Times         | <a href="https://youtu.be/StlX2FvCGnI?feature=shared">https://youtu.be/StlX2FvCGnI?feature=shared</a>                           |
| 4     | II   | Breach of Contract                                               | <a href="https://www.miga.org/product/breach-contract">https://www.miga.org/product/breach-contract</a>                         |
| 5     | II   | Duties of Bailor and Bailee                                      | <a href="https://www.youtube.com/watch?v=fHqmWCctn6c">https://www.youtube.com/watch?v=fHqmWCctn6c</a>                           |
| 6     | III  | Conditions and Warranties                                        | <a href="https://www.youtube.com/watch?v=TCVa_Sj23mk">https://www.youtube.com/watch?v=TCVa_Sj23mk</a>                           |
| 7     | III  | Promissory Note                                                  | <a href="https://www.youtube.com/watch?v=5k79PntBDNk">https://www.youtube.com/watch?v=5k79PntBDNk</a>                           |

|    |     |                                                                 |                                                                                                                                                                                                                       |
|----|-----|-----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8  | III | Parties to negotiable instruments                               | <a href="https://www.youtube.com/watch?v=1TZpIBlkJQg">https://www.youtube.com/watch?v=1TZpIBlkJQg</a>                                                                                                                 |
| 9  | IV  | Essential Features of Limited Liability Partnership             | <a href="https://www.investopedia.com/articles/investing/090214/limited-liability-partnership-llp-basics.asp">https://www.investopedia.com/articles/investing/090214/limited-liability-partnership-llp-basics.asp</a> |
| 10 | IV  | Role of Directors                                               | <a href="https://www.youtube.com/watch?v=tbHGmRuyIf0">https://www.youtube.com/watch?v=tbHGmRuyIf0</a>                                                                                                                 |
| 11 | V   | Role of Online Dispute Resolution (ODR) for Commercial Disputes | <a href="https://www.ddlegal.co/online-dispute-resolution-odr/">https://www.ddlegal.co/online-dispute-resolution-odr/</a>                                                                                             |
| 12 | V   | Role of AI and ML to Interpret Commercial Law                   | <a href="https://venturebeat.com/ai/the-advantages-and-disadvantages-of-ai-in-law-firms/">https://venturebeat.com/ai/the-advantages-and-disadvantages-of-ai-in-law-firms/</a>                                         |
| 13 | V   | International commercial arbitration                            | <a href="https://www.youtube.com/watch?v=9dUi_phYXrY">https://www.youtube.com/watch?v=9dUi_phYXrY</a>                                                                                                                 |

### **Pedagogy**

Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar, case study.

| <b>COURSE CODE</b> | <b>COURSE NAME</b>                     | <b>CATEGORY</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|--------------------|----------------------------------------|-----------------|-----------|----------|----------|---------------|
| <b>RM24C05</b>     | <b>E - RETAILING AND COMMUNICATION</b> | <b>THEORY</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>3</b>      |

#### **Preamble**

1. To enable students to understand the concept of e-retailing from both technological and managerial perspectives.
2. To understand an in-depth understanding of e-retailing frameworks, and technological foundations.
3. To examine basic concepts such as strategic formulation for e-retailing enterprises, management of their retail structures, and marketing an online store.
4. To impart knowledge on the emerging electronic retailing changes and retail communication

#### **Course Learning Outcomes**

On the successful completion of the course, students will be able to:

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                                                                                                         | <b>Knowledge Level</b> |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CLO1              | Understand the basic concept of E- retailing, Demographics and Targeting, Cross Selling, Customer Service, Types of Retail Communication, and Maintaining Customer Trust.    | K1                     |
| CLO2              | Identify the reasons for the emergence of E- retailing, Click and mortar, Branding on the Web, Vendor Development, Social Media Marketing and Floor Plans and Customer Flow. | K2                     |
| CLO3              | Discuss the importance of Multi-Channel Retailing, Promotional Strategies, CRM Implementation, Customer Communication and Crisis Communication Strategies                    | K3                     |
| CLO4              | Analyse E-Store Design, Cyber Intermediaries, Market Place Model, Website Communication and AI in retail communication                                                       | K4                     |

#### **Mapping with Programme Learning Outcomes**

| <b>CLOs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CLO1</b> | S           | M           | S           | S           | S           |
| <b>CLO2</b> | M           | S           | S           | S           | S           |
| <b>CLO3</b> | S           | S           | M           | S           | S           |
| <b>CLO4</b> | S           | S           | S           | M           | S           |

S-Strong; M-Medium;

## **SYLLABUS**

### **UNIT – I (14 Hours)**

Introduction to E- retailing: Concept – Significance - Comparison with Convention Retailing - Demographics and Targeting - **\*Advantages of E-Retailing\*** - Shortcomings of E-Retailing - Click & Mortar - Pure E-Retailing - **\*Multi-Channel Retailing\***. E-Store Design: Web Atmospherics – Navigability –Interactivity - Retail Information. **Community-Based Trade Practices.**

### **UNIT – II (15 Hours)**

Marketing Strategies for E-stores: Marketing Mix in E-Retailing - Roles of Cyber Intermediaries in E-Retailing - **\*Promotional Strategies of E-Retail Business\*** - Branding on the Web - Cross Selling - Referral Services - Permission Marketing - E-Malls - **\*Future of E-Retailing\***. **Traditional Marketing Wisdom and Modern Online Business Strategies.**

### **UNIT – III (15 Hours)**

Customer Relation Management in E-retailing: Building Customer Loyalty - **\*CRM Implementation\*** - Customer Service - Gift Reminder Services - Contests & Promotions - Online Communities - Loyalty Programs - **\*Personalization\*** - Market Place Model - Vendor Development - Business Expansion and Legal Implications. **Legal Implications of AI in E-Retailing**

### **UNIT – IV (15 Hours)**

Retail Communication: Role of Communication in Retail - Types of Retail Communication - Trends - **\*Effective Customer Communication\*** - Social Media Marketing - E-Commerce and Website Communication - Internal Communication in Retail- **\*Emerging Trends in Retail Communication\***. **Machine Learning in Retail Communication**

### **UNIT – V (14 Hours)**

In-Store Communication: In-Store Signage and Labels - Floor Plans and Customer Flow - **\*Point-of-Sale Communication\***. Retail Crisis Communication: Handling Crises and Emergencies - Crisis Communication Strategies - Maintaining Customer Trust- **\*Role of AI in Retail Communication\***. **Technologies in Crisis Communication**

**\*Highlighted Text offered in blended mode**

**Text Books:**

| S.No | Authors(s)                              | Title of the Book                                                      | Publisher           | Year of Publication & Edition    |
|------|-----------------------------------------|------------------------------------------------------------------------|---------------------|----------------------------------|
| 1    | Aleksej Heinze, Gordon Fletcher         | Digital and Social Media Marketing: A Results-Driven Approach          | Routledge           | 2024 & 3 <sup>rd</sup> Edition   |
| 2    | Mark Billinghamurst                     | Augmented and Virtual Reality in Retail: Enhancing Customer Experience | Mark Billinghamurst | 2024 , & 1 <sup>st</sup> Edition |
| 3    | Kenneth C. Laudon, Carol Guercio Traver | E-Commerce 2023: Business, Technology, Society                         | Pearson             | 2023 & 19 <sup>th</sup> Edition  |
| 4    | Robert Evans                            | Retail Marketing and E-Commerce: A New Era of Digital Transformation   | Kogan Page          | 2023 & 1 <sup>st</sup> Edition   |

**Reference Books:**

| S.No | Authors(s)     | Title of the Book                                                         | Publisher        | Year of Publication & Edition  |
|------|----------------|---------------------------------------------------------------------------|------------------|--------------------------------|
| 1    | Sarah Lacy     | Retail Revolution: How AI is Transforming Retail Marketing and E-Commerce | Wiley            | 2023 & 1 <sup>st</sup> Edition |
| 2    | Paul D. Berger | E-Commerce Retailing: Business Models, Strategies, and Trends             | Cengage Learning | 2023 & 2 <sup>nd</sup> Edition |

**Blended Learning Links:**

| S.No | Unit | Topic                                       | Blended Learning Links                                                                                                                                                                                                                                                      |
|------|------|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | I    | Advantages of E-Retailing                   | <a href="https://www.youtube.com/watch?v=kC9oCO3gIXs">https://www.youtube.com/watch?v=kC9oCO3gIXs</a>                                                                                                                                                                       |
| 2    | I    | Multi-Channel Retailing                     | <a href="https://www.coursera.org/lecture/marketing-mix/why-are-marketing-channels-so-important-B0AD7">https://www.coursera.org/lecture/marketing-mix/why-are-marketing-channels-so-important-B0AD7</a>                                                                     |
| 3    | II   | Promotional Strategies of E-Retail Business | <a href="https://www.coursera.org/lecture/marketing-mix/what-is-price-0twO4">https://www.coursera.org/lecture/marketing-mix/what-is-price-0twO4</a>                                                                                                                         |
| 4    | II   | Future of E-Retailing                       | <a href="https://www.youtube.com/watch?v=4CSjbv-FeGI">https://www.youtube.com/watch?v=4CSjbv-FeGI</a>                                                                                                                                                                       |
| 5    |      | Traditional Marketing                       | <a href="https://youtu.be/ZVOWEFVCaVg?feature=shared">https://youtu.be/ZVOWEFVCaVg?feature=shared</a>                                                                                                                                                                       |
| 6    | III  | CRM Implementation                          | <a href="https://www.youtube.com/watch?v=6CTuO-iis5Q">https://www.youtube.com/watch?v=6CTuO-iis5Q</a>                                                                                                                                                                       |
| 7    | III  | Personalization                             | <a href="https://www.youtube.com/watch?v=2JhVHYc7yf0">https://www.youtube.com/watch?v=2JhVHYc7yf0</a>                                                                                                                                                                       |
| 8    | IV   | Effective Customer Communication            | <a href="https://www.coursera.org/lecture/identifying-attracting-and-growing-your-digital-audience/defining-your-digital-audience-1VEU0">https://www.coursera.org/lecture/identifying-attracting-and-growing-your-digital-audience/defining-your-digital-audience-1VEU0</a> |
| 9    | IV   | Emerging Trends in Retail Communication.    | <a href="https://www.coursera.org/lecture/channel-management/global-growth-opportunities-where-is-retail-heading-EUI61">https://www.coursera.org/lecture/channel-management/global-growth-opportunities-where-is-retail-heading-EUI61</a>                                   |

|    |   |                                     |                                                                                                       |
|----|---|-------------------------------------|-------------------------------------------------------------------------------------------------------|
| 10 | V | Point-of-Sale Communication         | <a href="https://www.youtube.com/watch?v=2Ktk8WMRFpE">https://www.youtube.com/watch?v=2Ktk8WMRFpE</a> |
| 11 | V | Role of AI in Retail Communication. | <a href="https://www.youtube.com/watch?v=GQjuEygcS3A">https://www.youtube.com/watch?v=GQjuEygcS3A</a> |

### **Pedagogy**

Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar, case study.

| <b>COURSE CODE</b> | <b>COURSE NAME</b>               | <b>Category</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>Credit</b> |
|--------------------|----------------------------------|-----------------|-----------|----------|----------|---------------|
| <b>BB24C06</b>     | <b>HUMAN RESOURCE MANAGEMENT</b> | <b>Theory</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>3</b>      |

### **Preamble**

1. To provide the students with knowledge in Human Resource Management concepts, theories, scope at national and global level.
2. To develop skills for writing a Job Description, Job Specification, and Job Design.
3. Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.
4. Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results and evaluate a company's implementation of a performance-based pay system.
5. To understand the importance of HR Analytics, HR Audit and metrics

### **Course Learning Outcomes**

On the successful completion of the course, students will be able to:

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                                                                                             | <b>Knowledge Level</b> |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CLO1              | Understand the fundamentals and practices of human resource management                                                                                           | K1                     |
| CLO2              | Recognize the competencies to recruit, induct, learn, train and appraise the performance of employees for better career and succession planning.                 | K2                     |
| CLO3              | Apply the concepts of HRM, learning and training, performance appraisal, compensation, career & succession planning towards employee welfare and social security | K3                     |
| CLO4              | Apply the strategies, latest trends & developments in HR and retain the best talents in the organization.                                                        | K3                     |

### **Mapping with Programme Learning Outcomes**

| <b>CLOs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| CLO1        | M           | S           | S           | S           | S           |
| CLO2        | S           | L           | S           | S           | S           |
| CLO3        | S           | L           | S           | M           | S           |
| CLO4        | S           | S           | S           | S           | S           |

S-Strong; M-Medium; L-Low

## Syllabus

### UNIT – I (15 Hours)

Human Resource Management - Meaning, Definition, **\*Objectives and Nature of HRM – Evolution of HRM - Functions & Importance of HRM – Qualities, and Role of HR Manager\***, Ancient Wisdom for Modern HR: Valmiki's Perspectives - Corporate Objective - Human Resource Planning – Concept –objective –Need and Importance –process –levels – Problems - **\*HRM in changing environment - Challenges in HRM\***. HR Structure, Strategy and Concept of People Management in a Systems Perspective

### UNIT – II (15 Hours)

Job Analysis: Job Description - Job Specification – Objectives - Concept – Approaches- Methods. Job Design - **\*Recruitment: Definition and Objectives of Recruitment\***– Recruitment Policy - Recruitment Philosophy from IKS (Insights from Arthashastra & Tirukkural) – Sources of Recruitment and Methods of Recruitment – Online recruitment, RPA in Recruitment Process. **\*Selection: Definition and Purpose of Selection\*** – Process – testing and Competency mapping - Recruitment and selection in Indian Scenario

### UNIT – III (15 Hours)

Induction and Socialization - objectives, process, and stages - **\*Training and development of Employees – Training Objectives – Need for Training\*** – The Role of Practical Learning in Training: Insights from the Gurukul System - Training Methods - on the job training -off the job training - choosing optimum method - Advantages of Training – Evaluation of training. Types of instructors led training and learning - coaching, mentoring, job shadowing, online learning, and Blended learning. HR Virtual Assistants.

### UNIT – IV (14 Hours)

Performance Appraisal- Concept – Objective –importance –process –problems – essential Methods of Performance Appraisal – 360-degree appraisal techniques- **\*Compensation –meaning, Essential, types\***, Components of compensation (direct and indirect) - Moonlighting in HRM - Reasons, types and its effects. HRM Tech Trends - Data-driven DEIB. **\*Career Planning\*** and Succession Planning- Objectives, Process and Career Counselling – Advantages and Limitation – Career Development Stages

### UNIT – V (14 Hours)

Promotion, Transfer and Demotion - Employee engagement and retention - **\*Employee Health, Safety & Welfare\***, Grievances & Discipline, Tech-Enabled Employee Self-Service, Social Security - Recent developments in HRM -Use of technology in hiring, HRIS - HR Analytics – Definition, importance, role, and key metrics -HR Software development - HR Audit - Ethics in HRM

**\* Topics offered in blended mode.**

**Text Books**

| S. No. | Author(s)                   | Title of the Book                       | Publisher          | Year & Edition                  |
|--------|-----------------------------|-----------------------------------------|--------------------|---------------------------------|
| 1.     | K. Aswathappa & Sadhna Dash | Human Resource Management, Text & Cases | Mcgraw Hill,       | 2023 & 10 <sup>th</sup> edition |
| 2.     | Gary Dessler & Biju Varkey  | Human Resource Management               | Pearson Publishers | 2023 & 16 <sup>th</sup> edition |

**Reference Books:**

| S.No. | Author(s)         | Title of the Book         | Publisher    | Year & Edition                 |
|-------|-------------------|---------------------------|--------------|--------------------------------|
| 1     | Dr. Shikha Kapoor | Human Resource Management | Taxmann      | 2023 & 2 <sup>nd</sup> edition |
| 2.    | IIBF              | Human Resource Management | Macmillan    | 2023 & 1 <sup>st</sup> edition |
| 3.    | Rahul Kumar Das   | Human Resource Management | Notion Press | 2022 & 1 <sup>st</sup> edition |

**Blended Learning links**

| S. No. | Units     | Topics                                                                                                              | Links                                                                                                                                                                                                                            |
|--------|-----------|---------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1      | Unit –I   | Objectives and Nature of HRM – Evolution of HRM - Functions & Importance of HRM – Qualities, and Role of HR Manager | <a href="https://archive.nptel.ac.in/courses/122/105/122105020/">https://archive.nptel.ac.in/courses/122/105/122105020/</a>                                                                                                      |
|        |           | HRM in changing environment - Challenges in HRM                                                                     | <a href="https://www.youtube.com/watch?v=awUPBxAetIU">https://www.youtube.com/watch?v=awUPBxAetIU</a>                                                                                                                            |
| 2.     | Unit –II  | Recruitment: Definition and Objectives of Recruitment – Recruitment Policy                                          | <a href="https://archive.nptel.ac.in/courses/122/105/122105020/">https://archive.nptel.ac.in/courses/122/105/122105020/</a>                                                                                                      |
|        |           | Selection: Definition and Purpose of Selection                                                                      | <a href="https://archive.nptel.ac.in/courses/122/105/122105020/">https://archive.nptel.ac.in/courses/122/105/122105020/</a>                                                                                                      |
| 3.     | Unit –III | Training and development of Employees – Training Objectives – Need for Training                                     | <a href="https://archive.nptel.ac.in/courses/122/105/122105020/">https://archive.nptel.ac.in/courses/122/105/122105020/</a>                                                                                                      |
| 4.     | Unit –IV  | Compensation –meaning, Essential, types                                                                             | <a href="https://www.youtube.com/watch?v=c75U2xofWEM">https://www.youtube.com/watch?v=c75U2xofWEM</a>                                                                                                                            |
|        |           | Career Planning                                                                                                     | <a href="https://www.youtube.com/watch?v=-3gpquAjjios">https://www.youtube.com/watch?v=-3gpquAjjios</a>                                                                                                                          |
| 5.     | Unit - V  | Employee Health, Safety & Welfare, Grievances & Discipline, Social Security                                         | <a href="https://www.youtube.com/watch?v=KRjsEQXeBvo">https://www.youtube.com/watch?v=KRjsEQXeBvo</a><br><a href="https://www.youtube.com/watch?v=KoDiuL6NggQ&amp;t=1s">https://www.youtube.com/watch?v=KoDiuL6NggQ&amp;t=1s</a> |

**Pedagogy**

Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar, case study.

| <b>COURSE CODE</b> | <b>COURSE TITLE</b>                       | <b>Category</b> | <b>L</b>   | <b>T</b> | <b>P</b> | <b>Credit</b> |
|--------------------|-------------------------------------------|-----------------|------------|----------|----------|---------------|
| <b>BB24C07</b>     | <b>PRODUCTION AND MATERIAL MANAGEMENT</b> | <b>Theory</b>   | <b>103</b> | <b>2</b> | <b>-</b> | <b>5</b>      |

### **Preamble**

1. To make the students understand the roles/functions of production management in the context of business enterprise;
2. To introduce the basic concept of Production Planning and Control, Quality and Materials Management and familiarize its applications in production;
3. To understand the quality principles, frameworks, tools, and techniques for effective real-life applications in manufacturing.
4. To acquaint with TQM, JIT, Six Sigma, Lean Management and World Class Manufacturing and their contribution towards production management.

### **Course Learning Outcome**

On the successful completion of the course students will be able to

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                                                                                       | <b>Knowledge Level</b> |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CLO1              | Understand about Production, PPC, Quality Control, Materials Management, Supply Chain Management, AI, AR and VR.                                           | K1                     |
| CLO2              | Recognize how Plant location, Master Production Schedules, Material Requirements Plan, Inspection and Material Handling Equipments are used in production. | K2                     |
| CLO3              | Apply advanced production techniques like KANBAN, JIT, Lean, World Class Manufacturing, Six Sigma and Robotic Process Automation                           | K3                     |
| CLO4              | Analyse how Plant Layout, Work Study, TQM, ERP, Vendor Rating and Evaluation can be used towards value creation of products..                              | K4                     |

### **Mapping with Program Learning Outcomes**

| <b>CLOs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| CLO1        | L           | S           | S           | S           | S           |
| CLO2        | S           | S           | M           | S           | M           |
| CLO3        | S           | M           | S           | L           | S           |
| CLO4        | S           | S           | M           | S           | S           |

S-Strong; M-Medium; L-Low

## UNIT– I

21 Hrs

**Production Management:** Meaning - Nature, Importance and Scope – **\*Basic Functions of Production Management– Productivity, Efficiency and Effectiveness\*** – Plant Location- Importance – Problems, Advantages and Disadvantages of Urban, Suburban, Rural locations – Factors. **\*Plant Layout – Principles - Types and Hybrid layouts\*** – Pros and Cons. Circular Economy in Production

## UNIT– II

21 Hrs

Production Planning and Control – Functions – **\*Master Production Schedule (MPS) – Material Requirement Planning (MRP)\*** – Bill of Materials – Maintenance: Meaning, Objectives and Types of maintenance – **\*Work study: Method study, Time study\*** – Importance – Procedure – Types.

## UNIT– III

20 Hrs

Quality Control: Definition, Concepts, Objectives - Importance and Advantages of Quality Control System, **\*Inspection: Meaning and Kinds of Inspection, Control Charts\*** - Types. **\*Total Quality Management:** Core Concepts & Elements of TQM, - **Steps in implementing TQM\***.

## UNIT – IV

21 Hrs

Materials Management: Meaning, Objectives, and Importance, Purchasing principles – Purchase procedure – **\*Vendor Rating and Vendor Evaluation, Inventory Control\*** – Types of inventories – EOQ- Safety Stock - Re-order Point – **\*KANBAN – JIT– Outsourcing.** Material Planning, **Material Handling\***: Meaning – Principles - Categories of Material Handling Equipment.

## UNIT– V

20 Hrs

Recent Trends: An Introduction to ERP–**\*Total Productive Maintenance (TPM)\*** - Six Sigma – concept, benefits, usage – **\*Types and Roles of Six Sigma Belts\***, ISO 9000 Systems – **\*Lean, World Class Manufacturing\***, Robotic Process Automation. **\*AI, Virtual and Augmented Reality Applications in Production\***, Introduction to Cyber-Physical Production Systems (CPPS).

**\* Highlighted text offered in blended mode. (Links Provided)**

Case study (Internal valuation only)

### Text Books

| S.No. | Author(s)                                                      | Title of the Book                    | Publisher                 | Year & Edition            |
|-------|----------------------------------------------------------------|--------------------------------------|---------------------------|---------------------------|
| 1     | Dr. F.C. Sharma                                                | Production & Materials Management    | Mahavir Publication       | 2024, 1 <sup>st</sup> Edn |
| 2     | Tony K. Arnold, Steve Chapman, Lloyd M. Clive, Ann K. Gatewood | Introduction to Materials Management | Pearson                   | 2022, 9 <sup>th</sup> Edn |
| 3     | K.Aswathappa                                                   | Essentials of Production Management  | Himalaya Publishing House | 2021, 3 <sup>rd</sup> Edn |

### Reference Books

| S. No | Author(s)                                           | Title of the Book                                                                       | Publisher                  | Year & Edition            |
|-------|-----------------------------------------------------|-----------------------------------------------------------------------------------------|----------------------------|---------------------------|
| 1     | Dr.K. Vidyakala, Dr.N. Kathiravan, Dr.K. Nithyakala | Production and Materials Management                                                     | Bonfring Publishers        | 2018, 1 <sup>st</sup> Edn |
| 2     | Chunawalla & Patel                                  | Production and Operations Management                                                    | Himalaya Publishing House. | 2022, 9 <sup>th</sup> Edn |
| 3     | Marc Helmold & Brain Terry                          | Operations and Supply Management 4.0 Industry Insights, Case Studies and Best Practices | Springer Cham              | 2021, 1 <sup>st</sup> Edn |
| 4     | Ankita Agrawal                                      | Production and Materials Management                                                     | Horizon Press              | 2022, 1 <sup>st</sup> Edn |

### Blended Learning Links

| S.No | Unit | Topic                                                                                          | Blended Learning Links                                                                                                                                                                                                                                                                                                            |
|------|------|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | I    | Basic Concept, Functions of Production Management – Productivity, Efficiency and Effectiveness | NPTEL Video:<br><a href="https://youtu.be/gJDYV2SmFeY">https://youtu.be/gJDYV2SmFeY</a><br>Other Youtube Links:<br><a href="https://www.youtube.com/watch?v=EM6OyE1GI2E">https://www.youtube.com/watch?v=EM6OyE1GI2E</a><br><a href="https://www.youtube.com/watch?v=Brkcj6ie7ic">https://www.youtube.com/watch?v=Brkcj6ie7ic</a> |

|    |     |                                                                        |                                                                                                                                                                                                                                                                                                                                                       |
|----|-----|------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2  |     | Plant Layout                                                           | NPTEL Video:<br><a href="https://www.youtube.com/watch?v=IhGBUcMM-rE">https://www.youtube.com/watch?v=IhGBUcMM-rE</a><br>Other youtube Links:<br><a href="https://www.youtube.com/watch?v=YR5jjIeIoTg">https://www.youtube.com/watch?v=YR5jjIeIoTg</a>                                                                                                |
| 3  |     | Types and Hybrid layouts                                               | NPTEL Video:<br><a href="https://www.youtube.com/watch?v=swk6Fo-BoSA">https://www.youtube.com/watch?v=swk6Fo-BoSA</a>                                                                                                                                                                                                                                 |
| 4  | II  | Master Production Schedule (MPS) – Material Requirement Planning (MRP) | NPTEL Video MPS:<br><a href="https://www.youtube.com/watch?v=VjSgga4E6VYMR">https://www.youtube.com/watch?v=VjSgga4E6VYMR</a><br>P: <a href="https://www.youtube.com/watch?v=1kU8HG5Y9Kc">https://www.youtube.com/watch?v=1kU8HG5Y9Kc</a>                                                                                                             |
| 5  |     | Work study: Method study, Timestudy                                    | NPTEL Video:<br>WS: <a href="https://www.youtube.com/watch?v=KNFZXNWY">https://www.youtube.com/watch?v=KNFZXNWY</a><br>V no<br>MS: <a href="https://www.youtube.com/watch?v=s4ndfNx_Q8g">https://www.youtube.com/watch?v=s4ndfNx_Q8g</a><br>TS: <a href="https://www.youtube.com/watch?v=MdtHKf_Y_f0">https://www.youtube.com/watch?v=MdtHKf_Y_f0</a> |
| 6  | III | Inspection: Meaning and Kinds of Inspection, Control Charts            | NPTEL Video:<br><a href="https://youtu.be/AatGnlsOdAY">https://youtu.be/AatGnlsOdAY</a><br>NPTEL Video:<br><a href="https://archive.nptel.ac.in/noc/courses/noc21/SEM1/noc21-me16/">https://archive.nptel.ac.in/noc/courses/noc21/SEM1/noc21-me16/</a>                                                                                                |
| 7  |     | Total Quality Management                                               | NPTEL Video:<br><a href="https://www.youtube.com/watch?v=ksR4Xy6tFcM">https://www.youtube.com/watch?v=ksR4Xy6tFcM</a>                                                                                                                                                                                                                                 |
| 8  |     | Steps in implementing TQM                                              | NPTEL Video:<br><a href="https://youtu.be/yWlAOFs04go">https://youtu.be/yWlAOFs04go</a>                                                                                                                                                                                                                                                               |
| 9  | IV  | Vendor Rating and Vendor Evaluation, Inventory Control                 | NPTEL:<br><a href="https://www.youtube.com/watch?v=FAySSHQ0org">https://www.youtube.com/watch?v=FAySSHQ0org</a><br>Inventory Control NPTEL:<br><a href="https://www.youtube.com/watch?v=9tJv5COGkD0">https://www.youtube.com/watch?v=9tJv5COGkD0</a>                                                                                                  |
| 10 |     | KANBAN – JIT Outsourcing, Material Handling                            | NPTEL Video (KANBAN & JIT):<br><a href="https://www.youtube.com/watch?v=Zjx7zCjLjyw">https://www.youtube.com/watch?v=Zjx7zCjLjyw</a><br>Material Handling:<br><a href="https://www.youtube.com/watch?v=Up1oSSJn6oM">https://www.youtube.com/watch?v=Up1oSSJn6oM</a>                                                                                   |
| 11 | V   | Total Productive Maintenance (TPM)                                     | NPTEL Video:<br><a href="https://www.youtube.com/watch?v=UOuTBCrW2_kY">https://www.youtube.com/watch?v=UOuTBCrW2_kY</a>                                                                                                                                                                                                                               |
| 12 |     | Types and Roles of Six Sigma Belts                                     | NPTEL Video<br><a href="https://www.youtube.com/watch?v=Xi12Lwmz5dE">https://www.youtube.com/watch?v=Xi12Lwmz5dE</a><br><a href="https://www.youtube.com/watch?v=vmdBl4BXkGU">https://www.youtube.com/watch?v=vmdBl4BXkGU</a>                                                                                                                         |
| 13 |     | Lean Manufacturing and World Class Manufacturing                       | NPTEL Video Lean Manufacturing:<br><a href="https://www.youtube.com/watch?v=G_0bl6FH0_c">https://www.youtube.com/watch?v=G_0bl6FH0_c</a><br>NPTEL<br>Video World Class Manufacturing:<br><a href="https://www.youtube.com/watch?v=l_FMr9HfEGk">https://www.youtube.com/watch?v=l_FMr9HfEGk</a>                                                        |
| 14 |     | AI, Virtual and Augmented Reality Applications in Production           | NPTEL Video:<br><a href="https://www.youtube.com/watch?v=zLMgdYI82IE">https://www.youtube.com/watch?v=zLMgdYI82IE</a>                                                                                                                                                                                                                                 |

Pedagogy: Chalk and Talk, Lecture, Seminar, PPT, Group discussion, Activity and Case study

| <b>COURSE CODE</b> | <b>COURSE TITLE</b>         | <b>Category</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>Credit</b> |
|--------------------|-----------------------------|-----------------|-----------|----------|----------|---------------|
| <b>BB24C08</b>     | <b>MARKETING MANAGEMENT</b> | <b>Theory</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>3</b>      |

**Preamble:**

1. To provide fundamentals of marketing and marketing environment in business world.
2. To assess the importance of product and brand perspective
3. To assess the pricing strategies, marketing segmentation and positioning to attain competitive advantage
4. To analyse, select marketing channels and promotion aspects
5. To analyse the latest developments in marketing and its application

**Course Learning Outcomes**

On the successful completion of the course, students will be able to

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                                                                                                                  | <b>Knowledge Level</b> |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CLO1              | Identify and recall fundamental marketing concepts, functions, and the micro and macro marketing environment.                                                                         | K1                     |
| CLO2              | Explain the role of product management, pricing strategies, distribution channels, branding, packaging, segmentation, and buyer behavior in effectively marketing goods and services. | K2                     |
| CLO3              | Apply marketing research techniques, digital marketing strategies, and data-driven insights to assess evolving market trends and consumer behavior.                                   | K3                     |
| CLO4              | Analyze contemporary marketing developments, including AI-driven personalization, ethical marketing, and sustainable practices, to facilitate informed decision-making.               | K4                     |

**Mapping with Programme Learning Outcomes**

| <b>CLOs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| CLO1        | M           | S           | L           | M           | M           |
| CLO2        | S           | S           | M           | S           | M           |
| CLO3        | M           | S           | M           | S           | S           |
| CLO4        | M           | S           | S           | M           | S           |

S-Strong; M-Medium; L-Low

## UNIT – I

15 Hrs

**Introduction to Marketing: \*Overview\*** - Nature - Objectives - Functions and Factors- **\*Marketing Environment\*** – Micro and Macro – Application of Marketing Mix & Approaches in Digital Era - Buyer Behaviour- Factors influencing buyer behaviour - Buyer decision-making process and roles -Consumer vs Organisational buyers - Buyer behaviour and **\*Marketing strategies\***- Future Ready Marketing.

## UNIT – II

15 Hrs

Product: Introduction and Product Policy - Product Classification and Levels - Product mix – Product Personalization and Customization - **\*New Product Development\***- Product Life Cycle - Adoption process -Rate of adoption in new products. **\*Branding\***, Packaging & Labelling - Definition, Need and Importance

## UNIT – III

14 Hrs

Pricing: Introduction – Objectives - Factors – **\*Pricing Methods and strategies\*** and Price adjustment strategy - Market Segmentation, Targeting and **\*Positioning\*** - Introduction - Importance – Steps – Elements - Strategies. Sales Promotion Tools - Sales Force Management - Introduction to Customer Lifetime Value.

## UNIT – IV

14 Hrs

Channel of Distribution: Introduction – Objectives - **\*Functions\***- Types and Levels of distribution channels - Selection Factors and Intermediaries- Channel Management decisions – Omnichannel distribution – Distribution Problem. **\*Marketing Research\***- Objectives- Elements - Marketing Information-Intelligence – Importance and role in informed decision making

## UNIT – V

15 Hrs

Contemporary Marketing Trends: **\*Introduction and Role of Digital Marketing\*** - **\*Digital marketing Analytics\*** - Search Engine Optimization (SEO) - Search Engine Marketing (SEM) - Email Marketing - Mobile Marketing - Content Marketing - Marketing Metrics- Relationship Marketing. **\*AI driven Marketing & personalization\*** – Sustainable and Ethical Marketing - Social, Ethical and Legal Aspects of Marketing

**\* Highlighted text offered in blended mode. (Links Provided)**

Case study (internal valuation only)

### Text books

| S.No | Author(s)                        | Title of the Book                                       | Publisher                       | Year & Edition             |
|------|----------------------------------|---------------------------------------------------------|---------------------------------|----------------------------|
| 1    | Philip Kotler                    | Marketing Management                                    | Pearson Publishers              | 2024, 17 <sup>th</sup> Edn |
| 2    | V.S. Ramasamy and S. Nama kumari | Marketing Management: Indian Context Global Perspective | Sage Publications India Pvt Ltd | 2024, 8 <sup>th</sup> Edn  |
| 3    | Torben Hansen                    | Marketing Management                                    | Pearson Europe                  | 2024, 5 <sup>th</sup> Edn  |

### Reference Books

| S.No. | Author(s)                                 | Title of the Book       | Publisher          | Year & Edition            |
|-------|-------------------------------------------|-------------------------|--------------------|---------------------------|
| 1     | Dr. Ruchi Gupta ,<br>Er. Jayakar Sodagiri | Principles of Marketing | Scholar Tech Press | 2024, 2 <sup>nd</sup> Edn |
| 2     | Greg Marshall and Mark Johnston           | Marketing Management    | McGraw-Hill        | 2023, 4 <sup>th</sup> Edn |

### Blended Session Links

| S.No | Unit | Topic                             | Blended Links                                                                                                                                         |
|------|------|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | I    | Introduction to Marketing         | <a href="https://www.coursera.org/learn/wharton-marketing">https://www.coursera.org/learn/wharton-marketing</a>                                       |
| 2    |      | Marketing Environment             | <a href="https://www.coursera.org/learn/fundamentals-of-marketing-strategy">https://www.coursera.org/learn/fundamentals-of-marketing-strategy</a>     |
| 3    |      | Marketing Strategy Specialization | <a href="https://www.coursera.org/specializations/marketing-strategy#courses">https://www.coursera.org/specializations/marketing-strategy#courses</a> |
| 2    | II   | Product and Brand Management      | <a href="https://www.coursera.org/learn/brand-management#modules">https://www.coursera.org/learn/brand-management#modules</a>                         |
| 3    | III  | Pricing Methods and Strategies    | <a href="https://www.coursera.org/learn/marketing-customers">https://www.coursera.org/learn/marketing-customers</a>                                   |

|   |    |                                                 |                                                                                                                                                                                                       |
|---|----|-------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4 |    | Positioning                                     | <a href="https://www.coursera.org/learn/positioning">https://www.coursera.org/learn/positioning</a>                                                                                                   |
| 5 | IV | Marketing Channel Functions                     | <a href="https://www.coursera.org/learn/marketingchannelfunctions">https://www.coursera.org/learn/marketingchannelfunctions</a>                                                                       |
| 6 | V  | Foundations of Digital Marketing and E commerce | <a href="https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce">https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce</a>                           |
| 7 |    | Marketing Analytics                             | <a href="https://www.coursera.org/learn/marketing-analytics?specialization=digital-marketing#modules">https://www.coursera.org/learn/marketing-analytics?specialization=digital-marketing#modules</a> |
| 8 |    | Digital Media and Marketing Principles          | <a href="https://www.coursera.org/learn/marketing-channels?specialization=digital-marketing#modules">https://www.coursera.org/learn/marketing-channels?specialization=digital-marketing#modules</a>   |
| 9 |    | Artificial Intelligence                         | <a href="https://www.coursera.org/learn/uva-darden-artificial-intelligence-marketing">https://www.coursera.org/learn/uva-darden-artificial-intelligence-marketing</a>                                 |

Pedagogy: Chalk and Talk, Lecture, Seminar, PPT, Group discussion, Activity and Case study

| <b>COURSE CODE</b> | <b>COURSE TITLE</b>       | <b>Category</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>Credit</b> |
|--------------------|---------------------------|-----------------|-----------|----------|----------|---------------|
| <b>RM24A01</b>     | <b>BUSINESS ECONOMICS</b> | <b>Theory</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>4</b>      |

### **Preamble**

1. To introduce foundational concepts of Economics and its relevance to business decision-making.
2. To develop understanding of demand, supply, production, cost, revenue, and market mechanisms for managerial applications using both traditional and AI-driven methods.
3. To explore pricing and distribution theories, including the latest applications like AR/VR and the digitalization of pricing strategies.
4. To analyze factors of production, wages, rent, interest, profit, and unemployment using both classical and modern theories.
5. To enable learners to comprehend national income, inflation, trade cycles, and ancient Indian economic thought, integrating modern analytics and historical frameworks.

### **Course Learning Outcomes**

On the successful completion of the course, students will be able to

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                                                                               | <b>Knowledge Level</b> |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CLO1              | Remember concepts of Demand, Supply, Cost, Revenue, National Income and Inflation.                                                                 | K1                     |
| CLO2              | Explain economic principles like elasticity, laws of returns, market types, factor pricing theories, and inflation.                                | K2                     |
| CLO3              | Apply economic tools to measure demand elasticity, cost and revenue, price mechanisms, and national income through traditional and modern methods. | K3                     |
| CLO4              | Analyze market behaviour, pricing under various markets, unemployment, inflation trends, data - driven economic decisions.                         | K4                     |

### **Mapping with Programme Learning Outcomes**

| <b>CLOs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| CLO1        | S           | S           | L           | S           | S           |
| CLO2        | S           | L           | S           | M           | M           |
| CLO3        | M           | S           | S           | M           | S           |
| CLO4        | M           | M           | S           | S           | L           |

S- Strong; M-Medium L - Low

**UNIT- I** **15 Hrs**

Meaning and Definition of Economics - Nature - Scope - Firm- Industry- Objectives of firm - Profit Maximization-Social responsibilities of firm - relationship between micro, macro and managerial economics - **\*Demand - Meaning - Types\*** - Law of demand- Elasticity of Demand - Measurement of Elasticity of Demand – Types and Methods - AI driven demand forecasting.

**UNIT - II** **15 Hrs**

Production - Importance - Factors - functions - **\*Least cost combination - Types of Utility - Law of Returns\*** - Law of Variable Proportions- Returns to scale - Economies of Scale - **\*Law of Supply\*** - Elasticity of Supply - Cost and Revenue - Concepts and curves.

**UNIT - III** **16 Hrs**

Market - Meaning - Types - Equilibrium of the firm - Industry - **\*Fundamentals of Pricing - Pricing under perfect competitions\***- Monopoly - Price Discrimination - Pricing under Monopolistic Competition - **\*Pricing under Oligopoly – Pricing under Duopoly\*** - The Four Step Process - Price Ceilings and Price Floors - Application of AR and VR in pricing strategies.

**UNIT – IV** **16 Hrs**

Distribution - Factor Pricing - Marginal Productivity theory - Wages - Determination of wages -**\*Causes for wage difference - Trade Union and wages \***- Rent - Ricardian theory rent - Quasi – Rent-Modern theory of rent - Interest - Profit – **\*Theories of Profit -Unemployment\*** - Compute Unemployment Rate - Patterns of Unemployment - Changes in Unemployment over the Short Run - Changes in Unemployment over the Long Run.

**UNIT - V** **11 Hrs**

National Income - Concepts- measurement – **\*Problems- Uses – Leveraging Big Data Analytics and Machine Learning Techniques to measure National Income - Inflation - Types\***- Causes and Control – Tracking Inflation- Measuring Changes in the Cost of Living- Current Trends of Inflation in India- **\*Trade Cycle – Stages of trade cycle - Balance of Payments\***- Ancient Indian Practices on governance, economics, and trade- (Kautilya's Arthashastra)

**\* Highlighted text offered in blended mode. (Links Provided)**

**Text book**

| S.No. | Author(s)         | Title of the Book       | Publisher        | Year & Edition             |
|-------|-------------------|-------------------------|------------------|----------------------------|
| 1.    | N. Gregory Mankiw | Principles of Economics | Cengage Learning | 2024, 10 <sup>th</sup> Edn |

**Reference Books**

| S.No | Author(s)                              | Title of the Book  | Publisher           | Year & Edition             |
|------|----------------------------------------|--------------------|---------------------|----------------------------|
| 1.   | H.L Ahuja                              | Business Economics | Sultan Chand & Sons | 2022, 15 <sup>th</sup> Edn |
| 2.   | Dr. S.Sankaran                         | Business Economics | Margham Publication | 2022, 3 <sup>rd</sup> Edn  |
| 3.   | Kaveri, SudhaNayak, Girija & Meenakshi | Business Economics | Sultan Chand & Sons | 2020, 6 <sup>th</sup> Edn  |

**Blended Learning Topics**

| S. No | Unit | Topic                                                                          | Blended Learning Links                                                                                                      |
|-------|------|--------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| 1     | I    | Demand- Meaning- Types                                                         | <a href="https://onlinecourses.swayam2.ac.in/cec20_hs26/preview">https://onlinecourses.swayam2.ac.in/cec20_hs26/preview</a> |
| 2     | II   | Least cost combination- Types of utility-Law of Returns-                       | <a href="https://archive.nptel.ac.in/courses/110/101/110101149/">https://archive.nptel.ac.in/courses/110/101/110101149/</a> |
| 3     |      | Law of Supply                                                                  | <a href="https://onlinecourses.swayam2.ac.in/cec22_hs35/preview">https://onlinecourses.swayam2.ac.in/cec22_hs35/preview</a> |
| 4     | III  | Fundamentals of pricing- Pricing under perfect competitions                    | <a href="https://onlinecourses.swayam2.ac.in/imb22_mg04/preview">https://onlinecourses.swayam2.ac.in/imb22_mg04/preview</a> |
| 5     |      | Pricing under Oligopoly – Pricing under Duopoly                                | <a href="https://onlinecourses.swayam2.ac.in/cec22_hs35/preview">https://onlinecourses.swayam2.ac.in/cec22_hs35/preview</a> |
| 6     | IV   | Causes for wage difference- Trade Union and wages- Rent- Ricardian theory rent | <a href="https://onlinecourses.nptel.ac.in/noc22_mg103/preview">https://onlinecourses.nptel.ac.in/noc22_mg103/preview</a>   |
| 7     |      | Theories of Profit- Unemployment Compute                                       | <a href="https://onlinecourses.swayam2.ac.in/cec20_hs43/preview">https://onlinecourses.swayam2.ac.in/cec20_hs43/preview</a> |
| 8     | V    | Problems- Uses- Inflation- Types-                                              | <a href="https://onlinecourses.swayam2.ac.in/cec22_hs49/preview">https://onlinecourses.swayam2.ac.in/cec22_hs49/preview</a> |

|   |  |                                                          |                                                                                                                             |
|---|--|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| 9 |  | Trade Cycle- Stages of trade cycle – Balance of Payments | <a href="https://onlinecourses.swayam2.ac.in/cec22_hs49/preview">https://onlinecourses.swayam2.ac.in/cec22_hs49/preview</a> |
|---|--|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|

Pedagogy: Chalk and Talk, Lecture, Seminar, PPT, Group discussion, Activity and Case study

| <b>COURSE NUMBER</b> | <b>COURSE TITLE</b>            | <b>CATEGORY</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|----------------------|--------------------------------|-----------------|-----------|----------|----------|---------------|
| <b>IB24A01</b>       | <b>INTERNATIONAL ECONOMICS</b> | <b>Theory</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>4</b>      |

### Preamble

1. To understand the concepts of international trade patterns, trade policies and address topical issues of international economics.
2. To acquire the analytical methods needed and understanding of how and when to apply different models and approaches to events in the world economy.
3. To offer explanations of the international pattern of trade and specialization and of the reasons why similar economies often trade more with each other than with dissimilar ones.
4. To provide an understanding of the intellectual and practical problems that arises from the economic interaction between countries.

### Course Outcomes

On the successful completion of the course, students will be able to

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                                                                                                                                | <b>Knowledge Level</b> |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CLO1              | Understand major recent developments in the world trading system and analyze their effects on countries' economies and on the wider international community.                                        | K1                     |
| CLO2              | Explain how international economic theory has been shaped by real world events and economic reasoning to the analysis of a wide range of policy issues.                                             | K2                     |
| CLO3              | Describe the economic effects of policy interventions including tariffs, quotas, export subsidies, anti- dumping duties, countervailing duties and the creation of preferential trading agreements. | K3                     |
| CLO4              | Apply a specific framework to illustrate the connection between a variety of models and approaches.                                                                                                 | K4                     |

### Mapping with programme outcomes

| <b>CLOs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CLO1</b> | S           | S           | S           | S           | S           |
| <b>CLO2</b> | S           | S           | M           | S           | L           |
| <b>CLO3</b> | S           | L           | S           | S           | S           |
| <b>CLO4</b> | M           | S           | M           | S           | M           |

S- Strong; M-Medium, L-Low

**UNIT - I** **14 Hrs**

Introduction to International Economics – Nature – Scope - Factors Influencing International Economics – **\*The production possibility curve\***- Demand - Law of Demand- Types of Demand - Supply- Law of Supply- Equilibrium - the community indifference curve – **\*The offer curve\*** – Mill’s theory of reciprocal demand- Kautilya’s Arthashastra on Economic Policies

**UNIT - II** **15 Hrs**

Haberler’s theory of opportunity cost – Kravis’s theory of availability – **\*Linder’s theory of trade and demand\*** – Posner’s imitation or technological gap theory – Vernon’s product cycle theory – **\*Kenon’s theory of Human capital\*** – Emmanuel’s theory of unequal exchange.

**UNIT - III** **15 Hrs**

Pricing and Pricing Decisions - Pricing and Output decisions – Domestic market structure and performance in Global markets – Changes in the Global Market Structure - **\*Methods of pricing - differential pricing\*** - Government intervention and pricing – International Price discrimination and dumping- Role of Indigenous Guilds (Shrenis) in Regulating Prices - Application of AR and VR in global pricing strategies.

**UNIT - IV** **15 Hrs**

**\*Imperfect Competition and trade\***-- Externalities and protectionism- Welfare comparisons across countries - FDI and Investment Decisions - Risk and Uncertainty in Managerial Decision making in Domestic and International Market- Trade, Growth, Development, Inequality and Poverty Relationships

**UNIT - V** **14 Hrs**

International Fiscal Policies - Business Cycle Stages - Inflation and Deflation- Anti Money laundering - Balance of Payments – Developments in the pattern of trade – **\*Exchange Values and Currency devaluation\***- Defining Balance of Trade and Balance of Payment. - Equilibrium and disequilibrium in BOP -Measures to correct BOP disequilibrium. - BOP in India– Trade Blocs and Monetary units.

**\* Highlighted text offered in blended mode. (Links Provided)**

**Text Books**

| S.no | Author(s)                                         | Title of the Book                                                | Publisher              | Year & Edition             |
|------|---------------------------------------------------|------------------------------------------------------------------|------------------------|----------------------------|
| 1    | Paul Krugman,<br>Maurice Obstfeld,<br>Marc Melitz | International Economics:<br>Theory and Policy,<br>Global Edition | Pearson<br>publication | 2024, 12 <sup>th</sup> Edn |
| 2    | Robert Carbaugh                                   | International Economics                                          | Cengage<br>Learning    | 2023, 18 <sup>th</sup> Edn |

**Reference Books**

| S.No | Author(s)                                                           | Title of the Book                                                        | Publisher            | Year & Edition             |
|------|---------------------------------------------------------------------|--------------------------------------------------------------------------|----------------------|----------------------------|
| 1    | Dominick Salvatore                                                  | International Economics<br>(An Indian Adaptation)                        | Wiley                | 2024, 13 <sup>th</sup> Edn |
| 2    | B. Mahadevan,<br>Vinayak Rajat Bhat,<br>and Nagendra<br>Pavana R.N. | Introduction to Indian<br>Knowledge System:<br>Concepts and Applications | PHI<br>Learning      | 2022, 1 <sup>st</sup> Edn  |
| 3    | M.L.Jingan                                                          | International Economics                                                  | Vrinda<br>Publishing | 2021, 4 <sup>th</sup> Edn  |

**Blended Session Links**

| S.No | Unit | Topic                                    | Blended Link                                                                                                                                                                                                                                                                                                                                                                          |
|------|------|------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | I    | The production possibility curve         | <a href="https://www.youtube.com/watch?v=3JLoi7K2_vY">https://www.youtube.com/watch?v=3JLoi7K2_vY</a>                                                                                                                                                                                                                                                                                 |
| 2    | II   | Linder's theory of trade and demand      | <a href="https://www.youtube.com/watch?v=2OK3lDY6r9U">https://www.youtube.com/watch?v=2OK3lDY6r9U</a>                                                                                                                                                                                                                                                                                 |
| 3    |      | Kenon's theory of Human capital          | <a href="https://www.khanacademy.org/economics-finance-domain/core-finance/investment-vehicles-tutorial/investment-consumption/v/human-capital">https://www.khanacademy.org/economics-finance-domain/core-finance/investment-vehicles-tutorial/investment-consumption/v/human-capital</a>                                                                                             |
| 4    | III  | Methods of pricing                       | <a href="https://study.com/academy/lesson/video/pricing-strategy-in-marketing-definition-types-examples.html">https://study.com/academy/lesson/video/pricing-strategy-in-marketing-definition-types-examples.html</a>                                                                                                                                                                 |
| 5    |      | Differential pricing                     | <a href="https://www.coursera.org/courses?query=pricing%20strategy">https://www.coursera.org/courses?query=pricing%20strategy</a>                                                                                                                                                                                                                                                     |
| 6    | IV   | Imperfect Competition and trade          | <a href="https://onlinecourses.nptel.ac.in/noc21_hs46/preview">https://onlinecourses.nptel.ac.in/noc21_hs46/preview</a>                                                                                                                                                                                                                                                               |
| 7    | V    | Exchange Values and Currency devaluation | <a href="https://www.khanacademy.org/economics-finance-domain/ap-macroeconomics/ap-open-economy-international-trade-and-finance/the-foreign-exchange-market/v/currency-exchange-introduction">https://www.khanacademy.org/economics-finance-domain/ap-macroeconomics/ap-open-economy-international-trade-and-finance/the-foreign-exchange-market/v/currency-exchange-introduction</a> |

Pedagogy: Chalk and Talk, Lecture, Seminar, PPT, Group discussion, Activity and Case study

| <b>COURSE CODE</b> | <b>COURSE TITLE</b>                | <b>Category</b>  | <b>L</b> | <b>T</b> | <b>P</b>  | <b>Credit</b> |
|--------------------|------------------------------------|------------------|----------|----------|-----------|---------------|
| <b>BB24SBP1</b>    | <b>DIGITAL SKILLS FOR MANAGERS</b> | <b>Practical</b> | <b>-</b> | <b>2</b> | <b>43</b> | <b>3</b>      |

### **Preamble**

1. Introduce advanced Excel tools for data analysis, including data cleaning, transformation, and modelling for better business decision-making.
2. Explore the use of data analytics tools and project management software to support decision-making and improve team collaboration.
3. Understand how automation and workflow optimization tools enhance business process efficiency.
4. Implement cloud-based tools for data management, real-time collaboration, and backup/recovery strategies in business operations.

### **Course Learning Outcomes**

On the successful completion of the course, students will be able to Mapping with

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                                                           | <b>Knowledge Level</b> |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CLO1              | Identify key features and functionalities of Excel and analytics software to enhance business analysis skills.                 | K1                     |
| CLO2              | Explore the application of project management tools and data analytics software in business decision-making and collaboration. | K2                     |
| CLO3              | Analyze how automation tools can optimize business processes and workflow for efficiency.                                      | K3                     |
| CLO4              | Implement cloud-based tools for effective data management, collaboration, and recovery in real-world business environments.    | K4                     |

### **Mapping with Programme Learning Outcomes**

| <b>CLOs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CLO1</b> | S           | S           | M           | M           | L           |
| <b>CLO2</b> | S           | S           | S           | M           | M           |
| <b>CLO3</b> | S           | S           | S           | M           | M           |
| <b>CLO4</b> | S           | S           | S           | L           | M           |

S- Strong; M-Medium; L-Low

**UNIT –I****9 Hrs**

**Advanced Excel for Business Analysis and Reporting:** Importing – Cleaning - Transforming Data from Multiple Sources (Databases, CSV, Web) – Data Models with Power Pivot – Advanced DAX (Data Analysis Expressions) – Sparklines – Slicers.

**UNIT – II****8 Hrs**

**Data Analytics Software for Decision Making** - Google Analytics: Key Metrics and Reports - Analysing Website Traffic - User Engagement - Setting Up and Analysing Website Traffic Data.

**UNIT –III****9 Hrs**

**Project Management Software** - Tools: Asana, Trello, and Monday.com - Reporting and integrating with Google Calendar, Slack tools - Gantt charts - Dependency Tracking.

**UNIT – IV****8 Hrs**

**Automation and Workflow Optimization** - Zapier for Business Process Automation – Trello - Power Automate (Microsoft Flow) - Automating Repetitive Tasks.

**UNIT – V****9 Hrs**

**Data Management and Cloud Tools** – Creating – Organizing - Sharing Cloud Folders - Real-Time Collaboration - File Versioning - Backup Strategies in Cloud data - Recovery in the Cloud.

**Text Book**

| S.No | Author        | Book name                                                            | Publisher | Year & Edition            |
|------|---------------|----------------------------------------------------------------------|-----------|---------------------------|
| 1    | Jordan Morrow | Be Data Literate: The Data Literacy Skills Everyone Needs to Succeed | Pearson   | 2024, 1 <sup>st</sup> Edn |

**Reference Book**

| S.No | Author       | Book name                                                               | Publisher      | Year & Edition            |
|------|--------------|-------------------------------------------------------------------------|----------------|---------------------------|
| 1    | George Mount | Modern Data Analytics in Excel: Using Power Query, Power Pivot, and DAX | O'Reilly Media | 2024, 1 <sup>st</sup> Edn |

| <b>COURSE CODE</b> | <b>COURSE TITLE</b>    | <b>Category</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Credit</b> |
|--------------------|------------------------|-----------------|----------|----------|----------|---------------|
| <b>NM23DTG</b>     | <b>DESIGN THINKING</b> | <b>Theory</b>   | 30       | -        | -        | 2             |

**Preamble:**

1. To expose the students to the concept of design thinking as a tool for innovation
2. To facilitate them to analyze the design process in decision making
3. To impart the design thinking skills

**Course Learning Outcomes**

On the successful completion of the course, students will be able to

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                                            | <b>Knowledge Level</b> |
|-------------------|-----------------------------------------------------------------------------------------------------------------|------------------------|
| CLO 1             | Understand the concepts of Design thinking and its application in varied business settings                      | K1                     |
| CLO 2             | Describe the principles, basis of design thinking and its stages                                                | K2                     |
| CLO 3             | Apply design thinking process in problem solving                                                                | K3                     |
| CLO 4             | Analyze the best practices of design thinking and impart them in business and individual day to day operations. | K4                     |

**Mapping with Programme Learning Outcomes**

| <b>CLOs</b> | <b>PLO 1</b> | <b>PLO 2</b> | <b>PLO 3</b> | <b>PLO 4</b> | <b>PLO 5</b> |
|-------------|--------------|--------------|--------------|--------------|--------------|
| CLO 1       | S            | M            | M            | S            | S            |
| CLO 2       | M            | S            | S            | M            | M            |
| CLO 3       | S            | S            | S            | M            | S            |
| CLO 4       | S            | S            | S            | S            | S            |

S-Strong; M-Medium

**UNIT – 1****6 Hrs**

**Design Thinking Overview:** Introduction to Design Thinking and Design Research Strategies -Design Thinking Skills.

**UNIT – II****6 Hrs**

**Design Thinking Mindset:** Principles of Design Thinking - Basis for design thinking - Design Thinking Hats - Design thinking team.

**UNIT – III****6 Hrs**

**Empathize:** Definition - Listen & Empathize with the Customers and / or Users - Tools and Techniques.

**UNIT – IV****6 Hrs**

**Define :** Definition – Defining the Problem - Tools and Techniques - Journey mapping and Ideate - definition - Ideation techniques.

**UNIT – V****6 Hrs**

**Prototype:** Definition - Prototype Alternate Solutions - Test the Solutions - Visualization -Story Telling - Cautions and Pitfalls - Best Practices.

**Text Books**

| S.No. | Author(s)                            | Title of the Book                                                   | Publisher                  | Year & Edition            |
|-------|--------------------------------------|---------------------------------------------------------------------|----------------------------|---------------------------|
| 1.    | Christian Mueller-Roterberg          | Handbook of Design Thinking Tips & Tools for how to design thinking | Amazon Kindle Version      | 2018, 1 <sup>st</sup> Edn |
| 2.    | Gavin Ambrose Paul Harris            | Design Thinking                                                     | AVA Publishing Switzerland | 2010, 1 <sup>st</sup> Edn |
| 3.    | Sambhrant Srivastava and Vijay Kumar | A Text Book of DESIGN THINKING                                      | Vayu Education of India    | 2022, 1 <sup>st</sup> Edn |

**Reference Books**

| S. No. | Author(s)                                                                         | Title of the Book                     | Publisher | Year & Edition            |
|--------|-----------------------------------------------------------------------------------|---------------------------------------|-----------|---------------------------|
| 1      | Maurício Vianna Ysmar<br>Vianna Isabel<br>K. Adler Brenda Lucena<br>Beatriz Russo | Design Thinking - Business Innovation | MJV Press | 2011, 2 <sup>nd</sup> Edn |

|   |                |                                      |                                |                           |
|---|----------------|--------------------------------------|--------------------------------|---------------------------|
| 2 | Moritz Gekeler | A practical guide to design thinking | Friedrich- Ebert- Stiftung     | 2019, 1 <sup>st</sup> Edn |
| 3 | J. Berengueres | The Brown Book of Design Thinking    | UAE University College, Al Ain | 2014, 1 <sup>st</sup> Edn |

### Blended Learning Links

| S.No | Unit | Topic                                 | Links                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------|------|---------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | I    | Introduction to Design Thinking       | <a href="https://www.digimat.in/nptel/courses/video/109104109/L01.html">https://www.digimat.in/nptel/courses/video/109104109/L01.html</a>                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 2    |      | Design Thinking skills                | <a href="https://www.youtube.com/watch?v=b-9Id-Jt_PI">https://www.youtube.com/watch?v=b-9Id-Jt_PI</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 3    | II   | Principles & Basis of Design Thinking | <a href="https://youtu.be/6-NRiom8K9Y">https://youtu.be/6-NRiom8K9Y</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 4    |      | Design Thinking hats                  | <a href="https://www.youtube.com/watch?v=bc-BvFQDmmk">https://www.youtube.com/watch?v=bc-BvFQDmmk</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 5    | III  | Empathize                             | <a href="http://acl.digimat.in/nptel/courses/video/109104109/L02.html">http://acl.digimat.in/nptel/courses/video/109104109/L02.html</a><br><a href="http://acl.digimat.in/nptel/courses/video/109104109/L03.html">http://acl.digimat.in/nptel/courses/video/109104109/L03.html</a><br><a href="https://youtu.be/ls2mqHs02B0">https://youtu.be/ls2mqHs02B0</a>                                                                                                                                                                                                            |
| 6    | IV   | Define                                | <a href="http://acl.digimat.in/nptel/courses/video/109104109/L04.html">http://acl.digimat.in/nptel/courses/video/109104109/L04.html</a><br><a href="https://youtu.be/veixQsRnZ_ZU">https://youtu.be/veixQsRnZ_ZU</a><br><a href="https://youtu.be/6-bDSKZJEAM">https://youtu.be/6-bDSKZJEAM</a>                                                                                                                                                                                                                                                                          |
| 7    |      | Ideate                                | <a href="http://acl.digimat.in/nptel/courses/video/109104109/L11.html">http://acl.digimat.in/nptel/courses/video/109104109/L11.html</a><br><a href="http://acl.digimat.in/nptel/courses/video/109104109/L12.html">http://acl.digimat.in/nptel/courses/video/109104109/L12.html</a><br><a href="http://acl.digimat.in/nptel/courses/video/109104109/L13.html">http://acl.digimat.in/nptel/courses/video/109104109/L13.html</a>                                                                                                                                            |
| 8    | V    | Prototype                             | <a href="http://acl.digimat.in/nptel/courses/video/109104109/L15.html">http://acl.digimat.in/nptel/courses/video/109104109/L15.html</a>                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 9    |      | Testing                               | <a href="http://acl.digimat.in/nptel/courses/video/109104109/L16.html">http://acl.digimat.in/nptel/courses/video/109104109/L16.html</a><br><a href="http://acl.digimat.in/nptel/courses/video/109104109/L17.html">http://acl.digimat.in/nptel/courses/video/109104109/L17.html</a><br><a href="http://acl.digimat.in/nptel/courses/video/109104109/L18.html">http://acl.digimat.in/nptel/courses/video/109104109/L18.html</a><br><a href="http://acl.digimat.in/nptel/courses/video/109104109/L19.html">http://acl.digimat.in/nptel/courses/video/109104109/L19.html</a> |



**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL MANAGEMENT)  
CHOICE BASED CREDIT SYSTEM (CBCS) &  
LEARNING OUTCOMES - BASED CURRICULAM FRAMEWORK (LOCF)  
SCHEME & SYLLABUS OF EXAMINATION  
2024 - 2027 BATCH  
SEMESTER –IV**

| Sem | Part | Course Code                        | Title of the Course                                      | Course Type | Instruction Hours /week | Contact Hours | Tutorial Hours | Duration of Examination | Examination Marks |     |       | Credits |
|-----|------|------------------------------------|----------------------------------------------------------|-------------|-------------------------|---------------|----------------|-------------------------|-------------------|-----|-------|---------|
|     |      |                                    |                                                          |             |                         |               |                |                         | CA                | ESE | TOTAL |         |
| IV  | I    | TAM2304A/<br>HIN2304A/<br>FRE2304A | Tamil Paper IV/<br>Hindi Paper IV/<br>French Paper IV    | L           | 4                       | 58            | 2              | 3                       | 25                | 75  | 100   | 3       |
|     | II   | ENG2404A                           | English Paper IV                                         | E           | 4                       | 58            | 2              | 3                       | 25                | 75  | 100   | 3       |
|     | III  | BB24C09                            | Financial Management                                     | CC          | 6                       | 88            | 2              | 3                       | 25                | 75  | 100   | 5       |
|     | III  | RM24C10                            | Sustainable Business                                     | CC          | 6                       | 88            | 2              | 3                       | 25                | 75  | 100   | 4       |
|     | III  | RM24A02/<br>IB24A02                | Sourcing Management /<br>Taxation                        | GE          | 5                       | 73            | 2              | 3                       | 25                | 75  | 100   | 4       |
| IV  | III  | RM24SBP1                           | Applied Retail Simulation                                | SEC         | 3                       | 41            | 4              | -                       | 100               | -   | 100   | 3       |
| IV  | IV   | NM23EII                            | Entrepreneurship and Innovation (IgniteX)                | AECC        | 2                       | 30            | -              | -                       | 100               | -   | 100   | 2       |
|     | IV   | NM24EVS                            | Environmental Studies                                    | AECC        | SS                      | -             | -              | -                       | 100               | -   | 100   | Gr      |
|     | V    | COCOACT                            | Co-Curricular Activities                                 | GC          | -                       | -             | -              | -                       | 100               | -   | 100   | 1       |
| I-V | VI   | 24BONL1<br>24BONL2<br>24BONL3      | Online Course I<br>Online Course II<br>Online Course III | ACC         | -                       | -             | -              | -                       | -                 | -   | -     | -       |

L : Language  
E : English  
CC : Core Course  
GE : Generic Elective

CA : Continuous Assessment  
ESE : End Semester Examination  
SEC : Skill Enhancement Course  
ACC : Additional Credit Course

SS : Self Study  
Gr : Grade  
GC : General Courses  
AECC - Ability Enhancement Compulsory Course

| COURSE CODE | COURSE TITLE         | CATEGORY | L  | T | P | CREDIT |
|-------------|----------------------|----------|----|---|---|--------|
| BB24C09     | FINANCIAL MANAGEMENT | THEORY   | 88 | 2 | - | 5      |

#### Preamble

- To understand the basic concepts, principles, and objectives of financial management.
- To deepen knowledge of all the components of the financial environment of business.
- To equip the necessary skills to make decisions on various financial matters.
- To convey sufficient knowledge for organising financial transactions effectively.

#### Prerequisite

- Students should have foundational knowledge of accounting principles, business mathematics, and economics.

#### Course Learning Outcomes

On the successful completion of the course, students will be able to:

| CLO Number | CLO Statement                                                                                                                                                                                                                 | Knowledge Level |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| CLO1       | Understand the basic concepts of financial management to gain a broader understanding of the objectives of financial management and to identify different sources of finance, including digital money.                        | K1              |
| CLO2       | Recognise how the time value of money, cost of capital, capital structures, capital budgeting, working capital, dividends and analytical decisions are used for financial management.                                         | K2              |
| CLO3       | Apply financing decisions by implementing tools such as the time value of money, cost of capital, capital structures, capital budgeting, and working capital management techniques to manage financial resources effectively. | K3              |
| CLO4       | Analyse and apply critical thinking skills to make effective decisions by utilising various financial management tools, techniques, and analytics functions for efficient financial planning and forecasting.                 | K4              |

#### Mapping with Programme Learning Outcomes

| CLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|------|------|------|------|------|------|
| CLO1 | S    | S    | L    | M    | M    |
| CLO2 | S    | S    | L    | M    | M    |
| CLO3 | M    | S    | M    | S    | M    |
| CLO4 | M    | S    | M    | S    | M    |

S-Strong; M-Medium; L-Low

## **FINANCIAL MANAGEMENT - BB24C09 - 88 HRS**

### **UNIT I: Theory and Problems (18 HRS)**

Financial Management: Meaning of Finance – Definition and Scope of Finance Function – Introduction to Financial Management - Objectives of Financial Management – Financial Management lessons from Arthasasthra – Role of AI in Financial Management - Time Value of Money– Present Value, Future Value, Lump Sum & Annuity (Simple problems) - Source of Finance - Long Term-Equity – Preference – Debt – Short Term Bank and Non- Bank Sources - Financial Planning and Forecasting – Basics of Risk and Return - Introduction to Digital Currency and Crowd funding. Central Bank Digital Currency (CBDC) in India (Digital Rupee) – RBI initiatives and implications.

### **UNIT II: Theory and Problems (17 HRS)**

Financing Decision: Introduction - ESG-based Financing - Cost of Capital – Impact of ESG scores on the cost of capital - Cost of Specific Sources of Capital –Equity – Preferred Stock – Debt – Reserves – Weighted Average Cost of Capital (Simple problems).

### **UNIT III: Theory and Problems (18 HRS)**

Capital Structure: Introduction - Factors Influencing Capital Structure – Approaches – MM – Optimal Capital Structure – CAPM – Operating Leverages and Financial Leverage (Simple problems). Dividend and Dividend Policy: Types of Dividend Policies - Forms of Dividend.

### **UNIT IV: Theory and Problems (17 HRS)**

Capital Budgeting: Introduction - Factors Affecting Capital Expenditure - Methods of Appraisal – AI/ML Applications in Capital Budgeting & Investment Appraisal - Pay Back – Accounting Rate of Return – Net Present Value – Internal Rate of Return - Profitability Index. (Simple problems).

### **UNIT V: Theory (18 HRS)**

Working Capital Management: Meaning – Classification – Importance – Determinants of Working Capital - Working Capital Financing - Importance and Types. Cash Management: Motives for Holding Cash – Objectives of Cash Management. Receivables Management: Meaning and Objectives – Credit Policies. Financial Analytics: Meaning – Significance - Role of IoT in Financial Analytics. Introduction to Fintech – Fintech Techniques and Tools – Trends – Application and Future of Fintech.

**Note: Simple problems from Units I, II, III and IV (Theory 50 % and Problems 50 %)**

**Text Books**

| S.No | Author(s)                              | Title of theBook                            | Publisher               | Year and Edition                         |
|------|----------------------------------------|---------------------------------------------|-------------------------|------------------------------------------|
| 1.   | Sharma RK,<br>Gupta SP &Neeti<br>Gupta | Financial Management<br>Theory and Practice | Kalyani<br>Publications | 2023 Revised and<br>9 <sup>th</sup> Edn  |
| 2    | Prasanna Chandra                       | Financial Management<br>Theory & Practice   | McGraw Hill             | 2022 Revised and<br>11 <sup>th</sup> edn |

**Books for Reference**

| S.No. | Author                                 | Book name            | Publisher                      | Year and Edition                        |
|-------|----------------------------------------|----------------------|--------------------------------|-----------------------------------------|
| 1.    | MY Khan<br>&PK Jain                    | Financial Management | Tata McGraw Hill<br>Publishing | 2018 Revised and<br>8 <sup>th</sup> edn |
| 2.    | I.M. Pandey                            | Financial Management | Vikas Publishing               | 2021 Revised<br>and12 <sup>th</sup> edn |
| 3.    | Ravi M.<br>Kishore, Padma<br>Sai Arora | Financial Management | Taxmann                        | 2023 Revised and<br>9 <sup>th</sup> edn |

**Reference Links**

| S.No | Unit | Topic                                                  | Reference Links                                                                                                                                                                                                                                                                           |
|------|------|--------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | I    | Objectives of<br>Financial<br>Management               | NPTEL Video:<br><a href="https://www.youtube.com/watch?v=CCQwz_Gwo6o&amp;t=15s">https://www.youtube.com/watch?v=CCQwz_Gwo6o&amp;t=15s</a>                                                                                                                                                 |
| 2    |      | Source of Finance                                      | <a href="https://www.youtube.com/watch?v=Jj0LJQlee14">https://www.youtube.com/watch?v=Jj0LJQlee14</a><br><a href="https://www.youtube.com/watch?v=MjeihB5Tjn4">https://www.youtube.com/watch?v=MjeihB5Tjn4</a>                                                                            |
| 3    | II   | Cost of Capital                                        | <a href="https://www.youtube.com/watch?v=sjLJKfbpJ7Q">https://www.youtube.com/watch?v=sjLJKfbpJ7Q</a><br><a href="https://www.youtube.com/watch?v=hJ3G5BCU_IQ">https://www.youtube.com/watch?v=hJ3G5BCU_IQ</a>                                                                            |
| 4    | III  | Factors Influencing<br>Capital Structure               | <a href="https://youtu.be/0wBkjFkR-xg">https://youtu.be/0wBkjFkR-xg</a><br><a href="https://youtu.be/sSdDej6jpBs">https://youtu.be/sSdDej6jpBs</a><br><a href="https://youtu.be/66mVh8NN4ds">https://youtu.be/66mVh8NN4ds</a>                                                             |
| 5    |      | Dividend and<br>Dividend Policy                        | <a href="https://www.youtube.com/watch?v=4Z9AlZVYsEg">https://www.youtube.com/watch?v=4Z9AlZVYsEg</a>                                                                                                                                                                                     |
| 6    | IV   | Factors affecting capital<br>budgeting                 | <a href="https://youtu.be/g6UCv4rkZ_Y">https://youtu.be/g6UCv4rkZ_Y</a><br><a href="https://www.youtube.com/watch?v=r93pyYGJCLQ">https://www.youtube.com/watch?v=r93pyYGJCLQ</a><br><a href="https://www.youtube.com/watch?v=S3DGODVeSql">https://www.youtube.com/watch?v=S3DGODVeSql</a> |
| 7    | V    | Classification and<br>Importance of<br>Working Capital | <a href="https://youtu.be/_7vRfFkKb5k">https://youtu.be/_7vRfFkKb5k</a>                                                                                                                                                                                                                   |
| 8    |      | Determinants of<br>Working Capital                     | <a href="https://youtu.be/4KRUjhwvZ1M">https://youtu.be/4KRUjhwvZ1M</a>                                                                                                                                                                                                                   |
| 9    |      | Objectives of Cash<br>Management                       | <a href="https://www.youtube.com/watch?v=XUVhuqlg6G0">https://www.youtube.com/watch?v=XUVhuqlg6G0</a>                                                                                                                                                                                     |

**Pedagogy**

- Chalk & Talk, Lecture, Problems, Seminar, PPT, Group Discussion, and Case Study.

| <b>COURSE CODE</b> | <b>COURSE TITLE</b>         | <b>CATEGORY</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|--------------------|-----------------------------|-----------------|-----------|----------|----------|---------------|
| <b>RM24C10</b>     | <b>SUSTAINABLE BUSINESS</b> | <b>THEORY</b>   | <b>88</b> | <b>2</b> | <b>-</b> | <b>4</b>      |

### **Preamble**

- To understand the concept of sustainable development and its relevance to the business environment.
- To examine the strategies and challenges related to sustainable business practices.
- To develop the knowledge and skills necessary to integrate sustainability principles into business operations, marketing, supply chains, and corporate governance.
- To create a more sustainable and responsible business environment that addresses global sustainability challenges.

### **Course Learning Outcomes**

On the successful completion of the course, students will be able to:

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                                                                      | <b>Knowledge Level</b> |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| <b>CLO1</b>       | Identify the principles and concepts of sustainable business.                                                                             | <b>K1</b>              |
| <b>CLO2</b>       | Review the impact of sustainable business practices on corporate social responsibility and long-term business performance.                | <b>K2</b>              |
| <b>CLO3</b>       | Apply sustainable business strategies to address global sustainability challenges and ethical dilemmas in business Operations             | <b>K3</b>              |
| <b>CLO4</b>       | Analyze the role of sustainable marketing, supply chain management, and corporate governance in fostering sustainable business practices. | <b>K4</b>              |

### **Mapping with Programme Learning Outcomes**

| <b>CLOs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CLO1</b> | S           | S           | S           | S           | S           |
| <b>CLO2</b> | S           | S           | S           | M           | S           |
| <b>CLO3</b> | S           | M           | S           | S           | S           |
| <b>CLO4</b> | S           | S           | S           | S           | L           |

S-Strong; M-Medium; L- Low

## **SUSTAINABLE BUSINESS - RM24C10 - 88 HRS**

### **Unit I (18 Hrs)**

Introduction to Sustainable Business – Key Concepts – Perspectives on Sustainability – Environmental, Social, Economic, Stakeholders and Ethical Perspectives – Principles of Sustainability - Models - Ethical Investment Strategies - Digital Transformation – Integration of Artificial Intelligence in Sustainable Business Practices - SDG: Introduction - Impact of Sustainable Development Goals on business practices- Sustainable practices in Ancient Indian Business

### **Unit II (18 Hrs)**

Designing Sustainable Business Models – Concept and Technologies – Exploring IoT enabled strategies to drive sustainable consumption- Financial Viability-Sustainable Business Strategies and Corporate Social Responsibility - Circular Economy Strategies- Integration of Artificial Intelligence in Sustainable Business Models.

### **Unit – III (18 Hrs)**

Sustainable Marketing and Sustainable Supply Chain- Sustainable Product Development and Green Marketing Strategies - Sustainable Packaging Solutions – Green Product Certifications and Standards - Sustainable Entrepreneurship and Innovation- Sustainable Consumer Behavior and Ethical Consumption - Sustainable Operations Management - Branding and Communication for Sustainable Business

### **Unit – IV (17 Hrs)**

Global Sustainability Challenges and Policies - Global Water Management - Climate Change Mitigation and Adaptation Strategies - AI for Climate Risk Assessment and Disaster Management – Sustainability and Leadership - Sustainability in Global Human Resource Management (HRM) - ESG

### **Unit – V (17 Hrs)**

Creating sustainable Business practice – Integrating Industry 4.0 - Government regulation and policy – Renewable Energy Integration in Global Business Sustainability Environmental Management System – The Role of Smart Cities in Sustainable Business Practices – Life Cycle Sustainability Assessment (LCSA).

### Text Book

| S.No | Authors                                            | Title                                                                  | Publishers                        | Year and Edition              |
|------|----------------------------------------------------|------------------------------------------------------------------------|-----------------------------------|-------------------------------|
| 1    | Helen Kopnina, Rory Padfield and Josephine Mylan   | Sustainable Business – Key issues                                      | Taylor & Francis                  | 2023 and 3 <sup>rd</sup> edn. |
| 2    | Vladimir Obradović                                 | Sustainable Business Change Project Management Toward Circular Economy | Springer International Publishing | 2023 and 1 <sup>st</sup> edn. |
| 3    | Rishi Raj Sharma, Tanveer Kaur, Amanjot Singh Syan | Sustainability Marketing New Directions and Practices                  | Emerald Publishing Limited        | 2021 and 1 <sup>st</sup> edn. |
| 4    | Arora, Mutz, Mohanraj (Eds.)                       | Innovating for the Circular Economy                                    | CRC Press                         | 2023 and 1 <sup>st</sup> edn  |

### Books for Reference

| S.No | Authors                                  | Title                                                              | Publishers       | Year and Edition              |
|------|------------------------------------------|--------------------------------------------------------------------|------------------|-------------------------------|
| 1    | Paul Marushka, CEO and Founder of Sphera | Sustainable Success: How Businesses Win as a Force for Good        | Rivertowns Books | 2025 and 1 <sup>st</sup> edn. |
| 2    | Kevin Duncan, Sarah Duncan               | The Sustainable Business Book Building a Resilient Modern Business | LID Publishing   | 2023 and 1 <sup>st</sup> edn. |
| 3    | Margaret Robertson                       | Sustainability Principles and Practices                            | Routledge        | 2021 and 3 <sup>rd</sup> edn. |

### Reference Links

| Sl. No | Unit | Topic                                                          | Reference Links                                                                                                                                                                                             |
|--------|------|----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1      | I    | Sustainable practices in Ancient Indian Business               | <a href="https://www.youtube.com/watch?v=gsUxjFs_UJo">https://www.youtube.com/watch?v=gsUxjFs_UJo</a>                                                                                                       |
| 2      | II   | Circular Economy Strategies                                    | <a href="https://www.youtube.com/watch?v=lhMooyLGWkc">https://www.youtube.com/watch?v=lhMooyLGWkc</a>                                                                                                       |
| 3      | III  | Sustainable Operations Management                              | <a href="https://www.youtube.com/watch?v=ORjascUfAYI&amp;list=PLsbEjOcTg6luxCmVra-07L7LUFo9Nbe_P">https://www.youtube.com/watch?v=ORjascUfAYI&amp;list=PLsbEjOcTg6luxCmVra-07L7LUFo9Nbe_P</a>               |
| 4      | IV   | Sustainability and Leadership                                  | <a href="https://www.youtube.com/watch?v=FXPiSS3w14E">https://www.youtube.com/watch?v=FXPiSS3w14E</a>                                                                                                       |
| 5      | V    | Environmental Management System                                | <a href="https://www.youtube.com/watch?v=oRCNIrqtKN4">https://www.youtube.com/watch?v=oRCNIrqtKN4</a>                                                                                                       |
| 6      | V    | Renewable Energy Integration in Global Business Sustainability | <a href="https://www.google.com/search?q=Renewable+Energy+Integration+in+Global+Business+Sustainability">https://www.google.com/search?q=Renewable+Energy+Integration+in+Global+Business+Sustainability</a> |

### Pedagogy

- Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar, case study.

| COURSE CODE | COURSE TITLE        | CATEGORY | L  | T | P | CREDIT |
|-------------|---------------------|----------|----|---|---|--------|
| RM24A02     | SOURCING MANAGEMENT | THEORY   | 73 | 2 | - | 4      |

### Preamble

- To enable the students to understand the elementary concepts of sourcing and sourcing management.
- To help the students develop the skills and knowledge in suppliers' selection, evaluation, price determination, and negotiation in sourcing.
- To enlighten the students about global sourcing and its importance.
- To inculcate the students about the importance of information technology in sourcing management.

### Course Learning Outcomes

On the successful completion of the course, students will be able to:

| CLO Number | CLO Statement                                                                                                  | Knowledge Level |
|------------|----------------------------------------------------------------------------------------------------------------|-----------------|
| CLO1       | Understand the importance of sourcing and sourcing management.                                                 | K1              |
| CLO2       | Identify potential suppliers and negotiate the terms and conditions for effective sourcing.                    | K2              |
| CLO3       | Describe global sourcing strategies, legal considerations, and the role of the global trade management system. | K3              |
| CLO4       | Analyse and apply the appropriate technology in sourcing management.                                           | K4              |

### Mapping with Programme Learning Outcomes

| CLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|------|------|------|------|------|------|
| CLO1 | S    | S    | S    | S    | S    |
| CLO2 | S    | S    | S    | L    | S    |
| CLO3 | S    | S    | M    | S    | S    |
| CLO4 | S    | M    | S    | S    | S    |

S-Strong; M-Medium; L- Low

## **SOURCING MANGEMENT- RM24A02-73 HRS**

### **Unit – I (14 Hrs)**

Sourcing – Meaning – Sourcing Vs Procurement – Objectives – Principles – Types – Role of Sourcing in Supply Chain - Sourcing Process Steps – RFQ, RFP, Auctions and Supplier Delivery - Sourcing Strategies – Supplier Relationship Management – Importance – Opportunities – Challenges - Sustainable Sourcing Models \* Green Sourcing Strategies\* – E-Sourcing – Challenges in E-Sourcing Platforms

### **Unit – II (15 Hrs)**

Supplier Selection and Evaluation – Identifying Potential Supplier – Supplier Database– Supplier Segmentation – Supplier Selection Process – Criteria for Assessing Supplier Performance –Supplier Evaluation Metrics – Supplier Performance Measurement – Balanced Scorecard – Vendor Rating Systems – Performance Dashboards – Supplier Relationship Management (SRM) Systems in the Digital Age - AI and Machine Learning.

### **Unit– III (15 Hrs)**

Price Determination and Negotiation – Pricing Objectives – Factors Influencing Pricing – Types of Pricing Strategies – Market Analysis – Cost Analysis – Supplier Cost Analysis – Total Cost of Ownership – Value-Based Pricing – Benchmarking – AI in Market and Cost Analysis – Negotiation in Sourcing: Types – Process - Skills for Successful Negotiation – Game Theory & Analytics in Negotiation – AI-Powered Negotiation Bots.

### **Unit – IV (15 Hrs)**

Global Sourcing – Meaning – Importance – Challenges – Sustainability, Ethical Considerations in Global Sourcing– Criteria for Selecting Countries and Suppliers for Global Sourcing – Risk Assessment — Total Cost Analysis – Legal Frameworks – Blockchain for Transparency.

### **Unit – V (14 Hrs)**

Role of Technology in Sourcing Management – Application of Technology: Supplier Portals –Market Intelligence Tools – Big Data – Integrating Market Intelligence with Supplier Portals - Document Management.

**Text Book**

| S.No | Authors                          | Title                                   | Publishers   | Year and Edition               |
|------|----------------------------------|-----------------------------------------|--------------|--------------------------------|
| 1    | Ashley McDonough                 | Operations and Supply chain Management  | Vibrant      | 2020 and 1 <sup>st</sup> edn.  |
| 2    | Kenneth Lyson & Brain Farrington | Procurement and Supply Chain Management | Pearson      | 2020 and 10 <sup>th</sup> edn. |
| 3    | Selvan Athishtaraj V.            | Basics of Strategic Sourcing            | Notion Press | 2020 and 1 <sup>st</sup> edn.  |

**Books for Reference**

| S.No | Authors                                         | Title                                                                                              | Publishers               | Year and Edition              |
|------|-------------------------------------------------|----------------------------------------------------------------------------------------------------|--------------------------|-------------------------------|
| 1    | Carlos Mena, Remko van Hoek, Martin Christopher | Leading Procurement Strategy: Driving Value Through the Supply Chain                               | Kogan Page, Limited      | 2025 and 4 <sup>th</sup> edn. |
| 2    | Jonathan O'Brien                                | Sustainable Procurement : A Practical Guide to Corporate Social Responsibility in the Supply Chain | Kogen Page               | 2023 and 1 <sup>st</sup> edn. |
| 3    | Hans J. Dau                                     | Strategic Sourcing: Theory and Practice                                                            | Mitchell Madison Group   | 2020 and 1 <sup>st</sup> edn. |
| 4    | Cindy Brown                                     | Strategic Sourcing and CATEGORY Management                                                         | Amazon Direct Publishing | 2023 and 1 <sup>st</sup> edn. |

**Reference Links**

| S.No | Unit | Topic                                                              | Reference Links                                                                                                                                                                                             |
|------|------|--------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | I    | Sourcing Process                                                   | <a href="https://www.prokuria.com/post/sourcing-strategy-steps- effective-sourcing-process">https://www.prokuria.com/post/sourcing-strategy-steps- effective-sourcing-process</a>                           |
| 2    | II   | Supplier Evaluation Metrics                                        | <a href="https://www.youtube.com/watch?v=QI5PpY8xz3k">https://www.youtube.com/watch?v=QI5PpY8xz3k</a>                                                                                                       |
| 3    |      | Supplier Relationship Management System                            | <a href="https://www.prokuria.com/post/supplier-relationship- management-platform-benefits">https://www.prokuria.com/post/supplier-relationship- management-platform-benefits</a>                           |
| 4    | III  | AI in Market and Cost Analysis                                     | <a href="https://www.youtube.com/watch?v=TLXn_GnAr1k">https://www.youtube.com/watch?v=TLXn_GnAr1k</a>                                                                                                       |
| 5    |      | AI-Powered Negotiation Bots                                        | <a href="https://www.youtube.com/watch?vvXP7L8sduis">https://www.youtube.com/watch?vvXP7L8sduis</a>                                                                                                         |
| 6    | IV   | Criteria for Selecting Countries and Suppliers for Global Sourcing | <a href="https://www.aerostarmfg.com/">https://www.aerostarmfg.com/</a>                                                                                                                                     |
| 7    |      | Blockchain for Transparency                                        | <a href="https://blog.aajjo.com/post/blockchain-technology-in- procurement-and-supply-chain- management">https://blog.aajjo.com/post/blockchain-technology-in- procurement-and-supply-chain- management</a> |
| 8    | V    | Market Intelligence Tools                                          | <a href="https://www.crayon.co/market-intelligence">https://www.crayon.co/market-intelligence</a>                                                                                                           |
| 9    |      | Document Management System                                         | <a href="https://www.youtube.com/watch?v=M57ZEnKDB-4">https://www.youtube.com/watch?v=M57ZEnKDB-4</a>                                                                                                       |

**Pedagogy**

- Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar, case study.

| COURSE CODE | COURSE TITLE | CATEGORY | L  | T | P | CREDIT |
|-------------|--------------|----------|----|---|---|--------|
| IB24A02     | TAXATION     | Theory   | 73 | 2 | - | 4      |

#### Preamble

- To understand the basic concepts and definitions under the Income Tax Act, of 1961.
- To Acquire knowledge about the Computation of Income under different heads of Income.
- To provide taxation Compliance in the Digital Age
- To Prepare students to understand the importance of Direct Tax, GST and Customs Act in Indian tax

#### Course Learning Outcomes

On the successful completion of the course, students will be able to

| CLO Number | CLO Statement                                                                                                                 | Knowledge Level |
|------------|-------------------------------------------------------------------------------------------------------------------------------|-----------------|
| CLO1       | Define key terms and to know how income is assessed and to have an understanding of basic tax concepts and their applications | K1              |
| CLO2       | Compute income from Salary and House Property                                                                                 | K2              |
| CLO3       | Apply to have adequate knowledge and understanding of computing Business and Profession Income and Capital Gains              | K3              |
| CLO4       | Understand the inter-state transactions and imported goods or services, and an Integrated GST (IGST) ,                        | K4              |

#### Mapping with Programme Learning Outcomes

| CLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|------|------|------|------|------|------|
| CLO1 | S    | S    | S    | S    | S    |
| CLO2 | S    | S    | S    | M    | S    |
| CLO3 | S    | M    | S    | S    | S    |
| CLO4 | S    | S    | S    | L    | S    |

S-Strong; M-Medium; L- Low

## **TAXATION - IB24A02 – 73 HRS**

### **Unit – I (14 Hrs)**

Income Tax Act 1961 - Basic Concepts and Definitions – Scope, Objectives & Canons of Taxation - Direct and Indirect Taxes - Varied Categories of income- Basis of Charge- Residential status -Incidence of Taxation (Simple Problems) -Exempted Income (Theory only).

### **Unit – II (15 Hrs)**

Computation of Income under Salary – Allowances – Perquisites (Simple Problems).  
Income from House Property - Let out and Self-Occupied House Property- Computation of Income from House Property and Deductions u/s 24 (Simple Problems).

### **Unit – III (15 Hrs)**

Capital Gains- Computation of Capital Gains and Exemptions u/s 54 (Simple Problems)-Income from Business and Profession (Simple Problems) - Income from Other Sources (Simple Problems).

### **Unit – IV (15 Hrs)**

Customs Act - Introduction, Definitions, Objectives - Functions and powers of customs authorities, different types of custom duties - Classification of goods, procedure for assessment and methods of valuation for customs - Exemptions from Customs duty - Clearance of goods.

### **Unit – V (14 Hrs)**

Introduction: GST - Concept – Overview – Features - Benefits - Types of GST - Exemption from GST, GST tax rate - Procedure for GST online registration - Penalties for not completing GST - GST Return - Steps for filing GST returns - Kinds of GST return forms - Concept of Supply: Meaning, Features, Types - exempt supply - Levy and collection of Tax - AI in GST Compliance and Return Filing.  
(Theory and Problems in the ratio of 60% & 40% respectively.)

#### **Text Book**

| <b>S.No.</b> | <b>Authors</b>                                     | <b>Title</b>                                          | <b>Publisher</b>            | <b>Year and Edition</b>       |
|--------------|----------------------------------------------------|-------------------------------------------------------|-----------------------------|-------------------------------|
| 1            | V.P. Gaur, D.B. Narang, Puja Gaur, and Rajeev Puri | Income Tax Law & Practice Assessment Year 2025-26     | Kalyani Publishers          | 2025 and 53 <sup>rd</sup> Edn |
| 2            | Prof. Preeti Rani Mittal, & Dr. Anshika Bansal     | Income Tax – Law and Practice Assessment Year 2025-26 | Sultan Chand and Sons       | 2025 and 7 <sup>th</sup> Edn  |
| 3            | Dr. H.C. Mehrotra, Prof. V.P. Agarwal              | Goods and Services Tax (G.S.T.) & Customs Duty        | Sahitya Bhawan Publications | 2025 and 14 <sup>th</sup> Edn |

**Books for Reference**

| S.No. | Authors                                                                   | Title                                                        | Publisher                     | Year and Edition              |
|-------|---------------------------------------------------------------------------|--------------------------------------------------------------|-------------------------------|-------------------------------|
| 1     | R. K. Jain, CA Manoj Kumar Agarwal, CA Sanjeev S. Thakur, CA Nikhil Gupta | Income Tax Law & Practice with GST (Assessment Year 2025-26) | SBPD Publication              | 2024 and 25 <sup>th</sup> Edn |
| 2     | CA Anoop Modi, CA Mahesh Gupta, CA Nikhil Gupta                           | Goods And Services Tax (GST) Latest Edition                  | SBPD Publication              | 2022 and 1 <sup>st</sup> Edn  |
| 3     | Ramamurthy. S                                                             | Commentary on the Customs Act, 1962                          | Bloomsbury Professional India | 2022 and 1 <sup>st</sup> Edn  |

**Reference Links**

| S.No. | Unit | Topic                               | Links                                                                                                 |
|-------|------|-------------------------------------|-------------------------------------------------------------------------------------------------------|
| 1     | I    | Direct and Indirect tax             | <a href="https://www.youtube.com/watch?v=dqA2yO4sbvM">https://www.youtube.com/watch?v=dqA2yO4sbvM</a> |
| 2     | I    | Exempted Income (Theory only).      | <a href="https://www.youtube.com/watch?v=IkKPzy7VDOW">https://www.youtube.com/watch?v=IkKPzy7VDOW</a> |
| 3     | II   | Income from House Property          | <a href="https://www.youtube.com/watch?v=1lqvHOLoJO0">https://www.youtube.com/watch?v=1lqvHOLoJO0</a> |
| 4     | III  | Income from Business and Profession | <a href="https://www.youtube.com/watch?v=vDrYBJReG5Q">https://www.youtube.com/watch?v=vDrYBJReG5Q</a> |
| 5     | IV   | Exemptions from Customs duty        | <a href="https://www.youtube.com/watch?v=_s1C1XyM8kQ">https://www.youtube.com/watch?v=_s1C1XyM8kQ</a> |
| 6     | V    | Types of GST                        | <a href="https://www.youtube.com/watch?v=2v5gnpwBSBQ">https://www.youtube.com/watch?v=2v5gnpwBSBQ</a> |

**Pedagogy**

- PowerPoint Presentations, Group Discussion, Seminar, Quiz Assignment, Experience Discussion.

| COURSE CODE | COURSE TITLE              | CATEGORY  | L | T | P  | CREDIT |
|-------------|---------------------------|-----------|---|---|----|--------|
| RM24SBP1    | APPLIED RETAIL SIMULATION | PRACTICAL | - | 4 | 41 | 3      |

### Preamble

- To provide hands-on experience with business simulation software to understand decision-making in retail, entrepreneurship, and mall management.
- To develop practical skills in pricing, marketing, inventory, and financial analysis through simulation-based tasks.
- To enable students to explore the impact of strategic choices on business outcomes such as sales, revenue, customer satisfaction, and profit.
- To enhance problem-solving, analytical, and collaborative skills by engaging with real-world simulation scenarios across different business environments.

### Course Learning Outcome

On the successful completion of the course students will be able to

| CLO Number | CLO Statement                                                                                                                       | Knowledge Level |
|------------|-------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| CLO1       | Apply pricing, marketing, and staffing strategies using CESIM Retail to analyze their impact on business performance.               | K1              |
| CLO2       | Evaluate supplier selection, inventory planning, and demand forecasting decisions using Sim Former simulations.                     | K2              |
| CLO3       | Design and manage entrepreneurial strategies related to budgeting, marketing campaigns, and risk analysis through simulation tasks. | K3              |
| CLO4       | Analyze retail operations and decision-making challenges in shop and mall management using gamified simulations.                    | K4              |

### Mapping with Programme Learning Outcomes

| CLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|------|------|------|------|------|------|
| CLO1 | S    | S    | M    | S    | L    |
| CLO2 | S    | S    | S    | S    | M    |
| CLO3 | S    | M    | S    | S    | S    |
| CLO4 | M    | S    | S    | M    | S    |

S – Strong; M – Medium; L – Low

## **APPLIED RETAIL SIMULATION - RM24SBP1 - 41 HRS**

### **Unit – I (9 Hrs)**

#### **CESIM Retail**

**Exercise 1:** Set different prices for three products. Record sales, revenue, and profit for each round. Submit a table comparing outcomes.

**Exercise 2:** Allocate marketing budgets across two channels. Track changes in customer demand and write a short analysis of which channel performed better.

### **Unit – II (8 Hrs)**

#### **SIM FORMER**

**Exercise 3:** Choose two suppliers for one product. Compare cost, quality, and delivery time. Submit a table with your recommendation.

**Exercise 4:** Adjust inventory levels for three products during a high-demand scenario. Record stockouts, turnover, and lost sales. Submit findings.

### **Unit – III (8 Hrs)**

#### **ENTREPRENEUR**

**Exercise 5:** Create a budget for a new business. Simulate six months and record monthly cash flow and profit. Submit a summary table.

**Exercise 6:** Launch a marketing campaign. Record KPIs (sales, customer acquisition, engagement). Submit a short evaluation report.

### **Unit – IV (8 Hrs)**

#### **SHOP TITANS**

**Exercise 7:** Adjust prices of three products. Record demand and revenue changes. Submit a table comparing outcomes.

**Exercise 8:** Expand or modify shop layout. Track customer traffic before and after. Submit charts comparing results

### **Unit – V (8 Hrs)**

#### **MEGAMALL STORY**

**Exercise 9:** Build three types of shops. Track revenue contribution from each. Submit a summary table.

**Exercise 10:** Install a new facility (entertainment/food). Record its impact on footfall and total mall revenue. Submit a report.

### Text Books

| S.No | Authors         | Title                                                                     | Publishers | Year and Edition              |
|------|-----------------|---------------------------------------------------------------------------|------------|-------------------------------|
| 1    | Andrew Greasley | Simulation Modelling: Concepts, Tools and Practical Business Applications | Routledge  | 2023 and 1 <sup>st</sup> edn. |

### Books for Reference

| S.No | Authors                                              | Title                                                                                               | Publisher<br>s | Year and Edition              |
|------|------------------------------------------------------|-----------------------------------------------------------------------------------------------------|----------------|-------------------------------|
| 1    | Erdener Kaynak,<br>Joseph Wolfe &<br>J. Bernard Keys | Business Simulations, Games,<br>and<br>Experiential Learning in<br>international Business Education | Routledge      | 2020 and Reprint edn.         |
| 2    | Mark A. Gagnon                                       | Business Simulations: A<br>Balanced<br>Approach to Teaching &<br>Learning                           | Springer       | 2022 and 1 <sup>st</sup> edn. |

| COURSE CODE | COURSE TITLE                               | CATEGORY | L  | T | P | CREDIT |
|-------------|--------------------------------------------|----------|----|---|---|--------|
| NM23EII     | Entrepreneurship and Innovation (Ignite X) | THEORY   | 30 | - | - | 2      |

### Course Learning Objectives

|   |                                                                                                                                                                                                                                                           |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Inspire; develop entrepreneurial mind-set and attributes; entrepreneurial skill sets for venture creation and intrapreneurial leadership                                                                                                                  |
| 2 | Apply process of problem-opportunity identification and validation through developing a macro perspective of the market, industries and customers while using design thinking principles.                                                                 |
| 3 | Understand and analyse Customer and Market segmentation, estimation of Market size, Customer personae development and validation                                                                                                                          |
| 4 | Understand and Initiate Solution design, Prototyping for Proof of Concept. Understand MVP development and validation to determine Product-Market fit                                                                                                      |
| 5 | Craft initial Business and Revenue models, financial planning and pricing strategy for profitability and financial feasibility of a venture. Understand relevance and viability of informal and formal funding with respect to different business models. |
| 6 | Understand and develop Go-to-Market strategies with a focus on digital marketing channels.                                                                                                                                                                |
| 7 | Understand and apply story telling skills in presenting a persuasive and defensible Venture Pitch.                                                                                                                                                        |

### Course Content

#### Unit I: Entrepreneurship Fundamentals & Context

Meaning and concept, attributes and mindset of entrepreneurial and intrapreneurial leadership, role models in each and their role in economic development. Gamified role play based exploration aligned to one's short term career aspiration and ambition. An understanding of how to build entrepreneurial mindset, skillsets, attributes and networks while on campus.

**Core Teaching Tool:** Simulation, Game, Industry Case Studies (Personalized for students – 16 industries to choose from), Venture Activity

#### Unit II: Problem & Customer Identification

Understanding and analysing the macro-Problem and Industry perspective, technological, socio-economic and urbanization trends and their implication on new opportunities. Identifying passion, identifying and defining problem using Design thinking principles. Analysing problem

and validating with the potential customer. Iterating problem-customer fit. Understanding customer segmentation, creating and validating customer personas. Competition and Industry trends mapping and assessing initial opportunity.

**Core Teaching Tool:** Several types of activities including Class, game, Gen AI, ‘Get out of the Building’ and Venture Activity.

### **Unit III : Solution design & Prototyping, Opportunity Assessment and Sizing**

Understanding Customer Jobs-to-be-done and crafting innovative solution design to map to customer’s needs and create a strong value proposition. Developing Problem-solution fit in an iterative manner. Understanding prototyping and MVP. Developing a feasibility prototype with differentiating value, features and benefits. Initial testing for proof-of-concept and iterate on the prototype.

**Core Teaching Tool:** Venture Activity, no code Innovation tools, Class activity

### **Unit IV : Business & Financial Model, Go-to-Market Plan**

Introduction to Business model and types, Lean approach, 9 block lean canvas model, riskiest assumptions to Business models. Importance of Build - Measure – Lean approach Business planning: components of Business plan- Sales plan, People plan and Financial plan, Financial Planning: Types of costs, preparing a financial plan for profitability using financial template, understanding basics of Unit economics and analysing financial performance. Introduction to Marketing and Sales, Selecting the Right Channel, creating digital presence, building customer acquisition strategy. Choosing a form of business organization specific to your venture, identifying sources of funds: Debt & Equity, Map the Start-up Lifecycle to Funding Options.

**Core Teaching Tool:** Founder Case Studies – Sama and SecurelyShare; Class activity and discussions; Venture Activities.

### **Unit V: Scale Outlook and Venture Pitch readiness**

Understand and identify potential and aspiration for scale vis a vis your venture idea. Persuasive Storytelling and its key components. Build an Investor ready pitch deck.

**Core Teaching Tool:** Class activity and discussions; Venture Activities.

## References

1. Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha (2020). Entrepreneurship, McGrawHill, 11th Edition.
2. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business
3. Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley & Sons.
4. Chowdhry Ajay, (2023) Just Aspire: Notes on Technology, Entrepreneurship and the Future,
5. Simon Sinek (2011) Start With Why, Penguin Books limited
6. Brown Tim (2019) Change by Design Revised & Updated: How Design Thinking Transforms Organizations and Inspires Innovation, Harper Business
7. Namita Thapar (2022) The Dolphin and the Shark: Stories on Entrepreneurship, Penguin Books Limited
8. Collins Jim, Porras Jerry, (2004) Built to Last: Successful Habits of Visionary Companies
9. Burlington Bo, (2016) Small Giants: Companies That Choose to Be Great Instead of Big
10. Saras D. Sarasvathy, (2008) Effectuation: Elements of Entrepreneurial Expertise, Elgar Publishing Ltd

## Web Resources

- Learning resource- IgniteX Course Wadhwani platform (Includes 200+ components of custom created modular content + 500+ components of the most relevant curated content)



**BACHELOR OF BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**  
**CHOICE BASED CREDIT SYSTEM (CBCS) &**  
**LEARNING OUTCOMES - BASED CURRICULUM FRAMEWORK (LOCF)**  
**SCHEME & SYLLABUS OF EXAMINATION**  
**2024 -2027 BATCH**  
**SEMESTER- V**

| Sem | Part | Course Code                   | Title of the Course                                                           | Course Type | Instruction Hours / | Contact | Tutorial | Duration of Examination | Examination Marks |     |       | Credits |
|-----|------|-------------------------------|-------------------------------------------------------------------------------|-------------|---------------------|---------|----------|-------------------------|-------------------|-----|-------|---------|
|     |      |                               |                                                                               |             |                     |         |          |                         | CA                | ESE | TOTAL |         |
| V   | III  | BB24C11                       | Cost and Management Accounting                                                | CC          | 5                   | 73      | 2        | 3                       | 25                | 75  | 100   | 4       |
|     | III  | BB24C12                       | Management Information System                                                 | CC          | 5                   | 73      | 2        | 3                       | 25                | 75  | 100   | 4       |
|     | III  | BB24C13                       | Research Methods for Management                                               | CC          | 5                   | 73      | 2        | 3                       | 25                | 75  | 100   | 4       |
|     | III  | RM24E01/<br>IB24E02           | Location Planning and Mall Management/<br>Total Quality Management            | DSE         | 5                   | 73      | 2        | 3                       | 25                | 75  | 100   | 4       |
|     |      | BB24E03/<br>RM24E02           | Financial Markets and Services /<br>Retail Selling and Merchandise Management | DSE         | 5                   | 73      | 2        | 3                       | 25                | 75  | 100   | 4       |
|     | IV   | BB24SBP2                      | AI Tools for Management Research                                              | SEC         | 3                   | 41      | 4        | -                       | 100               | -   | 100   | 3       |
|     | III  | RM24AC1/<br>RM24AC2           | Retail Team Management and Leadership /<br>Consumer Psychology in Retailing   | ACC         | SS                  | -       | -        | 3                       | 25                | 75  | 100   | 5       |
|     | IV   | NM21CS1                       | Cyber Security                                                                | GC          | 2                   | 30      | -        | -                       | 100               | -   | 100   | Gr.     |
|     | IV   | RM23INST                      | Field Work / Institutional Training                                           | GC          | -                   | -       | -        | -                       | 100               | -   | 100   | 2       |
|     | VI   | RM24COM                       | Comprehensive Examination                                                     | GC          | -                   | -       | -        | -                       | 100               | -   | 100   | Gr.     |
| I-V | VI   | 24BONL1<br>24BONL2<br>24BONL3 | Online Course I<br>Online Course II<br>Online Course III                      | ACC         | -                   | -       | -        | -                       | -                 | -   | -     | -       |

CC - Core Courses  
DSE - Discipline Specific Elective  
SEC - Skill Enhancement Course  
ACC - Additional Credit Course  
GC - General Courses

CA - Continuous Assessment  
ESE - End Semester Examination  
SS - Self Study  
Gr - Grade

| COURSE CODE | COURSE TITLE                   | CATEGORY | L  | T | P | CREDIT |
|-------------|--------------------------------|----------|----|---|---|--------|
| BB24C11     | COST AND MANAGEMENT ACCOUNTING | Theory   | 73 | 2 | - | 4      |

### Preamble

1. To understand the fundamental concepts and principles of cost and management accounting.
2. To enhance knowledge of financial statements and their components through ratio analysis.
3. To develop the ability to interpret, analyze, and effectively utilize cost and Management accounting information.
4. To communicate cost-related insights and management decisions effectively to stakeholders.

### Prerequisites

Students should have completed the Financial Accounting Course and possess a basic understanding of accounting principles, numerical skills, and analytical ability.

### Course Learning Outcomes

On the successful completion of the course, students will be able to:

| CLO Number | CLO Statement                                                                                                                                                                | Knowledge Level |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| CLO1       | Define and explain key concepts, scope, objectives, and functions of cost and management accounting, along with ESG principles and sustainable accounting.                   | K1              |
| CLO2       | Identify and describe inventory management techniques, budgeting, fund flow analysis, and CVP analysis as essential planning and control tools.                              | K2              |
| CLO3       | Apply cost and management accounting techniques such as cost sheets, labor cost methods, ratio analysis, fund flow statements, and marginal costing in real-world scenarios. | K3              |
| CLO4       | Evaluate cost and management accounting tools, ESG reporting, and carbon reporting to make informed financial and strategic business decisions.                              | K4              |

### Mapping with Programme Learning Outcomes

| CLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|------|------|------|------|------|------|
| CLO1 | S    | M    | L    | S    | S    |
| CLO2 | S    | S    | M    | S    | L    |
| CLO3 | S    | S    | M    | S    | S    |
| CLO4 | S    | S    | S    | S    | M    |

S-Strong; M-Medium; L-Low

## **COST AND MANAGEMENT ACCOUNTING – BB24C11 - 73 Hrs**

### **UNIT – I**

**(14 Hours)**

Meaning- Definition – Scope – Objectives – Functions – Merits and Demerits of Cost and Management Accounting – Distinction between Cost, Management and Financial Accounting – Elements of Cost – Cost Concepts and Cost Classification- Preparation of Cost Sheet - Tenders & Quotation.

### **UNIT – II**

**(15 Hours)**

Inventory Control – Maximum, Minimum and Re-order levels – EOQ –Pricing of material issues – FIFO, LIFO, Simple average and Weighted average price methods. Labour cost – remuneration – Time rate and Piece rate system- Halsey and Rowan Plan - Taylor's and Merrick's Differential Piece rate system.

### **UNIT – III**

**(16 Hours)**

Ratio analysis – Liquidity, Profitability, Solvency, Efficiency, Capital Structure Ratios – Preparation of Balance Sheet from Ratios- Dupont Analysis - Applications of AI in Management Accounting.

### **UNIT – IV**

**(16 Hours)**

Funds flow Statement & Cash flow Statement - Meaning & Scope - Difference between Fund Flow & Cash Flow Statement – Preparation of Fund Flow Statement & Cash Flow Statement.

### **UNIT – V**

**(12 Hours)**

Marginal Costing: Meaning – Importance - CVP analysis – Key Factor-Application of Marginal Costing for Decision Making - Budgets and Budgetary Control – Types of Budget - Cash Budget – Flexible Budget. Introduction to ESG Reporting – Overview of Sustainable Accounting – Business Responsibility and Sustainability Reporting (BRSR) - Carbon Reporting: Overview, and Importance (Theory Only)

\* Theory and problems in the ratio of 20% and 80% respectively

**Text Books**

| S. No | Authors                                              | Title                          | Publishers          | Year & Edition       |
|-------|------------------------------------------------------|--------------------------------|---------------------|----------------------|
| 1.    | S.P. Jain, K.L. Narang, Simmi Agrawal, Monika Sehgal | Cost and Management Accounting | Kalyani Publisher   | Revised 2025, 18 Edn |
| 2.    | M N Arora                                            | Cost and Management Accounting | Sultan Chand & Sons | Revised 2024, 11 Edn |
| 3.    | Shashi. K. Gupta, R.K.Sharma & Neeti Gupta.          | Cost and Management Accounting | Kalyani Publishers  | Revised 2022, 15 Edn |
| 4.    | Gupta MP, GuptaAjay                                  | Cost and Management Accounting | Sultan Chand & Sons | Revised 2024, 2 Edn  |

**Books for Reference**

| S. No | Authors                                                         | Title                                 | Publishers          | Year & Edition |
|-------|-----------------------------------------------------------------|---------------------------------------|---------------------|----------------|
| 1.    | Narang K.L. Jain S.P                                            | Practical Problems in Cost Accounting | S. Chand & Company  | 2023, 19 Edn   |
| 2.    | Shashi K. Gupta, R.K. Sharma & Neeti Gupta                      | Management Accounting                 | Kalyani Publishers  | 2023, 15 Edn   |
| 3.    | Maheshwari S.N, CA Sharad K. Maheshwari, Dr Suneel K Maheshwari | Principles of Management Accounting   | Sultan Chand & Sons | 2021, 18 Edn   |

**Reference Links**

NPTEL Web Links:

01. Management Accounting – Cost Sheet, Budgets, Managerial Applications <https://nptel.ac.in/courses/110107127>

02. Cost Accounting – Cost Classification, Marginal Costing, CVP Analysis <https://nptel.ac.in/courses/110101132>

**Web-Links:**

**1. AI in Accounting:**

- <https://futurefirm.co/ai-in-accounting/>
- <https://www.netsuite.com/portal/resource/articles/accounting/ai-in-accounting.shtml>
- <https://karbonhq.com/resources/ai-in-accounting/>

**2. ESG & Carbon Reporting:**

- <https://www.ibm.com/think/topics/carbon-accounting>
- <https://portal.cemasys.com/blog/carbon-accounting-management/blog-carbon-accounting-standards/>
- <https://www.wolterskluwer.com/en/expert-insights/esg-carbon-emissions>

**Pedagogy**

- Chalk & Talk, lecture, Seminar, PPT, Activity-Based.

| <b>COURSE CODE</b> | <b>COURSE TITLE</b>                  | <b>CATEGORY</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|--------------------|--------------------------------------|-----------------|-----------|----------|----------|---------------|
| <b>BB24C12</b>     | <b>MANAGEMENT INFORMATION SYSTEM</b> | <b>THEORY</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>4</b>      |

#### **Preamble**

- To provide foundational knowledge on management information systems in organizations.
- To explain how MIS supports decision-making and competitive advantage.
- To outline the process of system analysis, design, and implementation.
- To introduce key technologies like AI, cloud, IoT, and telecommunications in MIS.
- To understand functional subsystems and global applications of MIS.

#### **Prerequisites**

- Basic understanding of computer applications and information systems used in business environments, along with an interest in how technology supports managerial decision-making and organizational operations.

#### **Course Learning Outcomes**

On the successful completion of the course, students will be able to:

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                                                                                                                                                  | <b>Knowledge Level</b> |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| <b>CLO1</b>       | Identify the fundamental concepts, functions, levels, and challenges of Management Information Systems, including human-centered design, eco-friendly data centers, and AI-powered automation in business.            | <b>K1</b>              |
| <b>CLO2</b>       | Recognize and outline the processes involved in systems analysis, design, and implementation, covering database models, business process automation, open-source tools, and AI-based software testing and evaluation. | <b>K2</b>              |
| <b>CLO3</b>       | Apply modern technologies such as AI & ML in MIS, predictive analytics in ERP, Internet of Things (IoT), and multi-cloud or hybrid cloud computing models to enhance business performance and competitive advantage.  | <b>K3</b>              |
| <b>CLO4</b>       | Analyze and evaluate the uses of information and information systems for effective decision-making, integrating AI-powered decision support systems, expert systems, and Knowledge Management in Ancient India.       | <b>K4</b>              |

#### **Mapping with Programme Learning Outcomes**

| <b>CLOs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CLO1</b> | S           | S           | S           | S           | S           |
| <b>CLO2</b> | S           | S           | S           | S           | M           |
| <b>CLO3</b> | S           | S           | S           | M           | L           |
| <b>CLO4</b> | S           | S           | M           | S           | L           |

S-Strong; M-Medium; L-Low

## **MANAGEMENT INFORMATION SYSTEM – BB24C12 - 73 Hrs**

### **UNIT I**

**(14 Hours)**

Managing Information Systems in Organisations: Introduction – Objectives – Foundations - Levels – Features - Real world systems – Computers and Information – Classification of Computer – Input Devices -Output Devices – Storage Devices - Batch and Online Processing. Human Centered Design in Information Systems - Types of Decisions: Strategic - Operational – Tactical - Information System Resources - Competitive Advantage – MIS Structure - Managing Challenges in Information Systems - Business Process Re-engineering - Creating Agile and Virtual Company.

### **UNIT II**

**(15 Hours)**

Information System to Build in Organisations: System Development Life Cycle - System Analysis Design and Development -Steps in Implementation – Data Base Management System – Concept – Database Models : Hierarchical - Network - Relational - Business Process Automation - Software Types: System Software - Application Software - Middleware - Groupware - Software Testing - Role of AI in Software Testing & Evaluation - Software Licensing - Open-Source Software -Software Evaluation - Maintenance – Client Server Architecture.

### **UNIT III**

**(14 Hours)**

Decision Making and Technologies: Introduction - Decision Support System - Business Process Outsourcing - Components – GDSS – Structured - Semi-Structured and Unstructured decisions - What if analysis - Sensitivity Analysis - Goal-seeking - Analysis and Optimizing Analysis - Expert Systems in Decision Making - Knowledge Management Systems - Executive Intelligence Systems - Eco- friendly Data centres - Enterprise Portal and Decision Support - Artificial Intelligence Technologies – AI & ML in MIS - Fuzzy Logic – Ethical issues in DSS.

### **UNIT IV**

**(16 Hours)**

Managing in the Internet Era-Industry 4.0 Technologies: ERP - Concept- Evolution - Integration - Steps - Gap Analysis - ERP Options: Make or Buy – Phases - Benefits and Limitations - Vendors in Market. Cloud Computing: History - Deployment Models - Characteristics - Phases - Architecture - Infrastructure - Models - Public - Private - Hybrid - Community - Multi-cloud and Hybrid Cloud Strategies - PaaS - IaaS - SaaS - NaaS - Benefits - Issues - Cloud Computing Management - Cloud technologies. Internet of Things (IoT): Introduction to IoT - Architecture of IoT - Technologies for IoT - Applications of IoT. Robotics Process Automation: Introduction and Applications in Industry.

### **UNIT V**

**(14 Hours)**

Application Systems in Business: Manufacturing - Inventory - Marketing - Order Processing - Accounting - Finance - Accounts Payables - Accounts Receivables - Personnel - AI-driven HR Analytics & Payroll Automation. Electronic Commerce: E-commerce Technology – Business over the Internet -Telecommunication revolution - Electronic Data Interchange (EDI) - Online Payment Technology - Mobile Commerce - Mobile based application - E-Commerce - Portals - Search Engines.

**Text Books**

| S. No | Authors                | Title                          | Publishers                          | Year & Edition |
|-------|------------------------|--------------------------------|-------------------------------------|----------------|
| 1.    | James A O'Brien, et al | Management Information Systems | McGraw Hill Education (India) P Ltd | 2024, 19 Edn   |
| 2.    | Paige Baltzan          | Information Systems            | McGraw Hill Education (India) P Ltd | 2023, 7 Edn    |
| 3.    | Amanda Rose            | Management Information Systems | Vinod Publications                  | 2024, 1 Edn    |

**Books for References**

| S. No | Authors                               | Title                         | Publishers            | Year & Edition |
|-------|---------------------------------------|-------------------------------|-----------------------|----------------|
| 1.    | Dr. Suriti Gupta, Er. Dhananjay Gupta | Management Information System | SBPD Publishing House | 2024, 1 Edn    |
| 2.    | Laudon                                | MIS-Managing the digital firm | Pearson Publications  | 2024, 17 Edn   |
| 3.    | Kenneth C. Laudon<br>Jane P. Laudon   | Management Information System | Pearson Education     | 2022, 7 Edn    |

**Reference Links:**

| S. No | Units    | Topics                                                | Links                                                                                                                                                                                                                                         |
|-------|----------|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.    | Unit I   | Objectives, Foundations, Features                     | <a href="https://www.youtube.com/watch?v=pMm5TnupegI">https://www.youtube.com/watch?v=pMm5TnupegI</a>                                                                                                                                         |
| 2.    |          | Information System Resources                          | <a href="https://study.com/academy/lesson/video/information-systems-resources-networks-hardwaresoftware-data-people.html">https://study.com/academy/lesson/video/information-systems-resources-networks-hardwaresoftware-data-people.html</a> |
| 3.    | Unit II  | Data Base Management System, Concept, Database Models | <a href="https://www.youtube.com/watch?v=mj0hkR4Jtms">https://www.youtube.com/watch?v=mj0hkR4Jtms</a>                                                                                                                                         |
| 4.    | Unit III | Knowledge Management Systems                          | <a href="https://www.youtube.com/watch?v=Xy1t0uJf8I&amp;list=PL4719F414C9FBD659&amp;index=11">https://www.youtube.com/watch?v=Xy1t0uJf8I&amp;list=PL4719F414C9FBD659&amp;index=11</a>                                                         |
| 5.    | Unit IV  | Cloud Computing                                       | <a href="https://www.youtube.com/watch?v=RWgW-CgdIk0">https://www.youtube.com/watch?v=RWgW-CgdIk0</a>                                                                                                                                         |
| 6.    |          | PaaS – IaaS – SaaS – NaaS                             | <a href="https://www.youtube.com/watch?v=n7B4icXvs74">https://www.youtube.com/watch?v=n7B4icXvs74</a>                                                                                                                                         |
| 7.    | Unit V   | HR Payroll, Electronic Data Interchange               | <a href="https://www.youtube.com/watch?v=3QekBr0iLpY">https://www.youtube.com/watch?v=3QekBr0iLpY</a><br><a href="https://www.youtube.com/watch?v=StZXPRTJu38">https://www.youtube.com/watch?v=StZXPRTJu38</a>                                |

**Pedagogy**

- Chalk& Talk, lecture, Seminar, Power Point Presentation, Group Discussion and Case Study.

| <b>COURSE CODE</b> | <b>COURSE TITLE</b>                    | <b>CATEGORY</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|--------------------|----------------------------------------|-----------------|-----------|----------|----------|---------------|
| <b>BB24C13</b>     | <b>RESEARCH METHODS FOR MANAGEMENT</b> | <b>Theory</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>4</b>      |

### **Preamble**

- To understand the basic concepts of research.
- To deepen knowledge in all the components of data collection and analysis in research.
- To impart knowledge on interpretation and use the information provided by research in an effective manner.
- To effectively communicate research solution in the form of report for future use.

### **Prerequisites**

- Basic understanding of business concepts and elementary statistics. Familiarity with data interpretation and analytical thinking skills.

### **Course Learning Outcomes**

On the successful completion of the course, students will be able to:

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                                                                                              | <b>Knowledge Level</b> |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| <b>CLO1</b>       | Identify and understand key research concepts, research design, and the role of statistical measures in research.                                                 | <b>K1</b>              |
| <b>CLO2</b>       | Demonstrate the ability to design a research study by selecting appropriate sampling techniques, drafting a questionnaire and organizing data collection methods. | <b>K2</b>              |
| <b>CLO3</b>       | Apply statistical tools and AI-driven techniques to analyze and interpret research data for decision-making.                                                      | <b>K3</b>              |
| <b>CLO4</b>       | Evaluate research findings, effectively communicate insights through reports and visualizations, and uphold ethical research practices.                           | <b>K4</b>              |

### **Mapping with Programme Learning Outcomes**

| <b>CLOs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CLO1</b> | M           | S           | L           | M           | L           |
| <b>CLO2</b> | M           | S           | M           | S           | M           |
| <b>CLO3</b> | S           | S           | M           | S           | S           |
| <b>CLO4</b> | M           | S           | S           | M           | S           |

S-Strong; M-Medium; L-Low

## **RESEARCH METHODS FOR MANAGEMENT – BB24C13- 73 Hrs**

### **UNIT I (15 Hours)**

Meaning, Importance and Scope of Research – Concept of Theory: Empiricism – Deductive – Inductive - Criteria of good research – Qualities of Researcher – Methods of research – Defining and selecting a Research Problem - Research process – Growing importance of online research - Importance of Research in Management Decisions

### **UNIT II (15 Hours)**

Research Design – Components and Types - Formulation of Research Design – Characteristics of sound measurement tools - Sampling design – Population, sample size determination, Characteristics of good sample - Sampling Techniques - Sampling Errors and Non-Sampling Errors - Probability sampling and Non- probability Sampling – Criteria for selection of a sampling techniques.

### **UNIT III (15 Hours)**

Data - Quantitative and qualitative – Data Collection methods – Primary and Secondary sources – Survey Observation, Experimentation - details and evaluation - Designing of Questionnaire – Interview Schedule – Observation –Experimentation - details and evaluation – Pilot Study and Case Study. Measurement and Scaling Techniques.

### **UNIT IV (15 Hours)**

Statistical Measures for Data Analysis: Types of Hypothesis - Formulation and testing of Hypothesis – Statistical Techniques: t-test, Chi- Square Test, Correlation, One-way Anova (Simple problems only) – Introduction to SPSS - Cross tabs

### **UNIT V (13 Hours)**

Interpretation – Techniques of Interpretation – Norms for data presentation - using Index, Tables, Charts, Diagram - Visualizations and Infographics for Data Presentation - Report Writing – Steps, Layout and Types of Report, Appendix and Bibliography - Ethical Considerations in Research and Reporting -Plagiarism - Application of Arthashastra and Tirukkural in Research Ethics.

**Text Books:**

| S. No | Authors                   | Title                                     | Publishers                              | Year & Edition |
|-------|---------------------------|-------------------------------------------|-----------------------------------------|----------------|
| 1.    | C.R.Kothari & Gaurav Garg | Research Methodology Methods & Techniques | New Age International(P) Ltd Publishers | 2023, 5 Edn    |
| 2.    | HK Dangi & Shruti Dewen   | Business Research Methods                 | S Chand Publishing                      | 2024, 2 Edn    |

**Books for Reference:**

| S. No | Authors             | Title                     | Publishers         | Year & Edition |
|-------|---------------------|---------------------------|--------------------|----------------|
| 1.    | Ram Ahuja           | Research Methods          | Rawat Publications | 2022, 2 Edn    |
| 2.    | Pamela S. Schindler | Business Research Methods | Pearson Education  | 2021, 14 Edn   |

**Reference Links:**

| S.No | Unit | Topic                                                            | Links                                                                                                                       |
|------|------|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| 1    | I    | Importance of Research in Management Decisions                   | <a href="https://archive.nptel.ac.in/courses/110/107/110107080/">https://archive.nptel.ac.in/courses/110/107/110107080/</a> |
| 2    | II   | Research Design – Components and Types                           | <a href="https://www.youtube.com/watch?v=LpmGSioXxdo">https://www.youtube.com/watch?v=LpmGSioXxdo</a>                       |
| 3    | II   | Criteria for selection of a sampling technique                   | <a href="https://www.youtube.com/watch?v=rPHk7AkQepI">https://www.youtube.com/watch?v=rPHk7AkQepI</a>                       |
| 4    | III  | Interview Schedule – Observation – Pilot Study and Case Study    | <a href="https://archive.nptel.ac.in/courses/110/107/110107080/">https://archive.nptel.ac.in/courses/110/107/110107080/</a> |
| 5    | III  | Data Processing: Editing, Coding, Classification and Tabulation  | <a href="https://www.youtube.com/watch?v=_lQXLT4evdo">https://www.youtube.com/watch?v=_lQXLT4evdo</a>                       |
| 6    | IV   | Introduction to SPSS                                             | <a href="https://www.youtube.com/watch?v=_zFBUfZEBWQ">https://www.youtube.com/watch?v=_zFBUfZEBWQ</a>                       |
| 7    | V    | Interpretation – Techniques of Interpretation and Report Writing | <a href="https://www.youtube.com/watch?v=k5DJotTayhA">https://www.youtube.com/watch?v=k5DJotTayhA</a>                       |

**Pedagogy**

- Chalk& Talk, lecture, Seminar, Power Point Presentation, Group Discussion and Case Study.

| <b>COURSE CODE</b> | <b>COURSE TITLE</b>                          | <b>Category</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>Credit</b> |
|--------------------|----------------------------------------------|-----------------|-----------|----------|----------|---------------|
| <b>RM24E01</b>     | <b>LOCATION PLANNING AND MALL MANAGEMENT</b> | <b>Theory</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>4</b>      |

### **Preamble**

1. To provide students with a comprehensive understanding of retail location planning, mall design and the strategic selection of sites for retail stores, shopping malls and commercial spaces.
2. To equip students with analytical and managerial skills in site analysis, feasibility studies, merchandising strategies, mall operations, tenant management and retail environment planning.
3. To introduce the role of emerging technologies such as Artificial Intelligence, Augmented Reality, Virtual Reality and data analytics in optimizing retail location decisions and mall management.
4. To promote awareness of sustainability practices, ethical standards, regulatory frameworks and Indian Knowledge Systems in traditional trade and modern retail management.

### **Course Learning Outcomes**

On the successful completion of the course, students will be able to

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                                                                                                                    | <b>Knowledge Level</b> |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| <b>CLO1</b>       | Understand the importance of location planning, site selection, and role of emerging technologies such as AI, AR, VR and IoT in retail and mall management.                             | <b>K1</b>              |
| <b>CLO2</b>       | Explain the significance of mall management, tenant mix, leasing and layout design.                                                                                                     | <b>K2</b>              |
| <b>CLO3</b>       | Apply the financial and operational aspects of mall management, sustainability practices, customer experience enhancement and ethical concerns in AI-enabled retail environments.       | <b>K3</b>              |
| <b>CLO4</b>       | Analyze the concepts of location analysis, AI and IKS-based commerce principles to develop an effective retail business strategy and crisis management for effective retail operations. | <b>K4</b>              |

### **Mapping with Programme Learning Outcomes**

| <b>CLOs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| CLO1        | S           | S           | M           | M           | M           |
| CLO2        | S           | S           | S           | M           | M           |
| CLO3        | M           | S           | S           | S           | M           |
| CLO4        | L           | S           | S           | S           | S           |

S-Strong, M - Medium, L-Low

## **LOCATION PLANNING AND MALL MANAGEMENT – RM24E01-73 Hrs**

### **UNIT – I (15 Hours)**

Localization of Retail Stores: Setting up Retail Organisation - Importance - Trends - Challenges - Merchandising Strategies - Factors Affecting the Location of Retail - Impact of Local Culture on Retail Preferences - Utilizing Data Analytics for Site Selection and Localization.

### **UNIT – II (14 Hours)**

Retail Environment Evolution: Historical Perspectives on Store Layout Design - Techniques for Product Display and Presentation - Creating Focal Points and Visual Interest - Introduction to Planograms - Parking - Traffic Flow Analysis - Space Problem at Retail Centers - Controlling Costs and Reducing Inventories Loss - Exteriors, Interiors. AI-driven Security - Chatbots for Customer Service Regulations and Ethics Standard in Indian Government.

### **UNIT – III (14 Hours)**

Mall Design Principles: Layout Planning, Accessibility, Zoning - Tenant Mix and Anchor Tenants - Importance and Selection Strategies; Legal Considerations: Land Acquisition, Licensing and Compliance - Sustainability in Mall Design: Green Buildings, Energy - Efficient Infrastructure- AI in Mall Management: AI - Based Footfall Predictions, Space Optimization and Energy Management - Smart Mall Concepts and Integration of Internet of Things (IoT) in Mall Infrastructure.

### **UNIT – IV (15 Hours)**

Mall Operations: Store Allocation - Lease Negotiation and Agreements - Tenant Mix and Positioning Strategies - Tenant Relations and Conflict Resolution - Maintenance and Repairs - Sustainable Practices in Facilities Management - Security and Safety Procedures and Regulations - Operational Activities - Footfalls Measurement - Common Area Management - AI-Based Risk Management: Fraud Detection, Financial Forecasting- Reasons for Mall Failures - Crisis Management and Business Continuity Planning in Mall Operations.

### **UNIT – V (15 Hours)**

Technology in Location Planning and Mall Management: Enhancing Retail Store Localization through Augmented Reality Technologies - Optimizing Store Layout Design Using Virtual Reality Simulation - Implementing Artificial Intelligence for Data - Driven Decision Making in Mall Management. Sustainable Practices in Mall Operations: Recycling, Energy Efficient Practices - Ethical Considerations and Data Privacy Issues in AI.

**Text Books**

| S.No. | Author(s)       | Title                                 | Publisher           | Year & Edition |
|-------|-----------------|---------------------------------------|---------------------|----------------|
| 1     | John R. White   | Retail Location Planning              | Routledge           | 2023,<br>1 Edn |
| 2     | R. Shukla       | Indian Knowledge Systems and Business | Wiley               | 2023,<br>1 Edn |
| 3     | K.R. Chatterjee | Mall Management: Theory and Practice  | Himalaya Publishing | 2022,<br>1 Edn |
| 4     | David Gilbert   | Retail Marketing Management           | Pearson             | 2021,<br>2Edn  |

**Books for Reference**

| S.No. | Author(s)          | Title                                             | Publisher               | Year & Edition               |
|-------|--------------------|---------------------------------------------------|-------------------------|------------------------------|
| 1     | R. Balasubramanian | Ancient Indian Economic Thought                   | Oxford University Press | 2022,<br>1 Edn               |
| 2     | Mark Pilkington    | Retail Therapy: Why the Retail Industry is Broken | Bloomsbury              | 2021,<br>1 Edn               |
| 3     | Paco Underhill     | Why We Buy: The Science of Shopping               | Simon & Schuster        | 2020,<br>3 <sup>rd</sup> Edn |
| 4     | Chris Ryan         | Retail and Shopping Mall Marketing                | Springer                | 2019,<br>1 Edn               |

**Reference Links**

| S.No | Unit | Topic                                     | Links                                                                                                                       |
|------|------|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| 1    | I    | Setting Up Retail Organisation            | <a href="https://youtu.be/gBVhD71CJfo?si=JcHT3jsFgQBHFtbx">https://youtu.be/gBVhD71CJfo?si=JcHT3jsFgQBHFtbx</a>             |
| 2    |      | Merchandising Strategies                  | <a href="https://youtu.be/XHpgZ_xe7Yc">https://youtu.be/XHpgZ_xe7Yc</a>                                                     |
| 3    | II   | Store Layout Design                       | <a href="https://youtu.be/JOTC6u_n9A8">https://youtu.be/JOTC6u_n9A8</a>                                                     |
| 4    |      | AI in Retail Management                   | <a href="https://youtu.be/uTHOQB3rBI?si=jVxYY6f2_EyK2MsF">https://youtu.be/uTHOQB3rBI?si=jVxYY6f2_EyK2MsF</a>               |
| 5    | III  | Sustainable Materials and Green Buildings | <a href="https://archive.nptel.ac.in/courses/105/102/105102195/">https://archive.nptel.ac.in/courses/105/102/105102195/</a> |
| 6    |      | AI & Smart Mall Technologies)             | <a href="https://www.youtube.com/watch?v=3Hgs52s1IyI">https://www.youtube.com/watch?v=3Hgs52s1IyI</a>                       |
| 7    | IV   | Tenant Mix Strategies                     | <a href="https://youtu.be/0wAloNLnJBI?si=PIPh0JIW0C09C6VT">https://youtu.be/0wAloNLnJBI?si=PIPh0JIW0C09C6VT</a>             |
| 8    |      | Footfall Measurement                      | <a href="https://www.youtube.com/watch?v=Vn1-qM365gk">https://www.youtube.com/watch?v=Vn1-qM365gk</a>                       |
| 9    | V    | VR and AR in Retail                       | <a href="https://www.youtube.com/watch?v=6fEXuFb3ccY">https://www.youtube.com/watch?v=6fEXuFb3ccY</a>                       |
| 10   |      | Sustainability Practices                  | <a href="https://youtu.be/spv9AY8fJZw?si=KwB1lfh19eqLV92">https://youtu.be/spv9AY8fJZw?si=KwB1lfh19eqLV92</a>               |

**Pedagogy**

- Chalk and Talk, Lecture, Seminar, PPT, Group discussion, Activity and Case study.

| <b>COURSE CODE</b> | <b>COURSE TITLE</b>             | <b>CATEGORY</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|--------------------|---------------------------------|-----------------|-----------|----------|----------|---------------|
| <b>IB24E02</b>     | <b>TOTAL QUALITY MANAGEMENT</b> | <b>Theory</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>4</b>      |

### **Preamble**

1. To explain the basic concepts in Total Quality Management (TQM).
2. To impart to the students the latest techniques followed in maintaining quality in the competitive environment.
3. To explain specific tools and techniques for quality improvement.
4. To develop analytical skills for investigating and analyzing quality management issues in the industry
5. To explain the process of planning for quality.

### **Course Learning Outcomes**

On the successful completion of the course, students will be able to

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                              | <b>Knowledge Level</b> |
|-------------------|---------------------------------------------------------------------------------------------------|------------------------|
| <b>CLO1</b>       | Explain the fundamental concepts, principles and philosophies of Total Quality Management.        | <b>K1</b>              |
| <b>CLO2</b>       | Describe various tools and techniques used in quality management and statistical quality control. | <b>K2</b>              |
| <b>CLO3</b>       | Apply quality management principles and practices to improve organizational performance.          | <b>K3</b>              |
| <b>CLO4</b>       | Analyze the use of quality tools and techniques in manufacturing and service industries.          | <b>K4</b>              |

### **Mapping with Programme Learning Outcomes**

| <b>CLOs</b> | <b>PLO1</b> | <b>PL02</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CLO1</b> | S           | L           | S           | M           | S           |
| <b>CLO2</b> | S           | S           | L           | S           | S           |
| <b>CLO3</b> | S           | M           | S           | S           | S           |
| <b>CLO4</b> | S           | S           | S           | M           | S           |

S- Strong; M-Medium, L- Low

## **TOTAL QUALITY MANAGEMENT - IB24E02 - 73 Hrs**

### **UNIT – I**

**(15 Hours)**

Introduction to Quality: Meaning - Dimensions. Introduction to Total Quality Management: Meaning – Objectives - Importance of TQM in Business- Eight building blocks of TQM - The four P's of TQM- Implementing Blockchain Technology in Total Quality Management - Contemporary Trends in Quality Management - Quality in Vedic literature and scriptures.

### **UNIT - II**

**(15 Hours)**

Customer Satisfaction and TQM Principles: Customer focus – Principles - Employee Involvement - Benefits - Supplier partnership and selection - Performance Measurement - Strategies - Service Quality and SERVQUAL Model.

### **UNIT – III**

**(14 Hours)**

Continuous Quality Improvement (CQI) -Role of Senior Management in Maintaining Quality - Quality Statements -TQM Implementation- Barriers -Digital Transformation and Quality Management - Utilizing Artificial Intelligence for Predictive Quality Control - IoT Applications in Quality.

### **UNIT - IV**

**(15 Hours)**

Statistical Quality Control -Tools of Quality Control- Process Charts - Types and Benefits - Flow Diagram-Control Charts - Objectives - Types - Advantages -Six Sigma Concepts- Advantages- Sustainability Integration in Quality Management: A Green Approach - Green Quality Management

### **UNIT – V**

**(14 Hours)**

Benchmarking: Introduction - Definition - Reasons for Benchmarking - Process. Quality need for Quality System ISO 9000 quality standards - Introduction – Benefits - Quality Auditing: Techniques and Procedures - QS 9000 - ISO 14000- Benefits- TQM Implementation in Manufacturing and Service Sectors- Introduction to Software Quality - Cybersecurity and Data Quality Issues

**Text Books**

| S. No. | Authors                                                                                  | Title                    | Publisher         | Year & Edition |
|--------|------------------------------------------------------------------------------------------|--------------------------|-------------------|----------------|
| 1.     | Poornima M. Charantimath                                                                 | Total Quality Management | Pearson Education | 2022, 4 Edn    |
| 2.     | Dale H. Besterfield, Carol Besterfield-Michna, Glen Besterfield & Mary Besterfield-Sacre | Total Quality Management | Pearson Education | 2024, 4 Edn    |

**Books for Reference**

| S. No. | Authors                                               | Title                                                                | Publisher             | Year & Edition |
|--------|-------------------------------------------------------|----------------------------------------------------------------------|-----------------------|----------------|
| 1.     | Subburaj Ramasamy                                     | Total Quality Management                                             | McGraw Hill Education | 2020, 3 Edn    |
| 2.     | John S. Oakland, Robert J. Oakland, Michael A. Turner | Total Quality Management and Operational Excellence: Text with Cases | Routledge             | 2021, 5 Edn    |

**Reference Links**

| S.No | Unit | Topic                                                   | Links                                                                                                                                                                                                               |
|------|------|---------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | I    | Objectives and Importance of TQM in Business            | <a href="https://onlinecourses.nptel.ac.in/noc20_mg34/preview?utm_source=chatgpt.com">https://onlinecourses.nptel.ac.in/noc20_mg34/preview?utm_source=chatgpt.com</a>                                               |
| 2    | I    | The four P's of TQM                                     | <a href="https://petroknowledge.com/courses/total-quality-management-1?utm_source=chatgpt.com">https://petroknowledge.com/courses/total-quality-management-1?utm_source=chatgpt.com</a>                             |
| 3    | II   | TQM principles                                          | <a href="https://youtu.be/yWIAOfs04go">https://youtu.be/yWIAOfs04go</a>                                                                                                                                             |
| 4    | III  | Role of Senior management in maintaining quality        | <a href="https://youtu.be/XxH3duLOIEg">https://youtu.be/XxH3duLOIEg</a>                                                                                                                                             |
| 5    | III  | TQM implementation                                      | <a href="https://www.classcentral.com/course/swayam-total-quality-management-i-17825?utm_source=chatgpt.com">https://www.classcentral.com/course/swayam-total-quality-management-i-17825?utm_source=chatgpt.com</a> |
| 6    | IV   | Tools of quality control-process                        | <a href="https://youtu.be/B4KPUCVioT0">https://youtu.be/B4KPUCVioT0</a>                                                                                                                                             |
| 7    | IV   | Six sigma concepts                                      | <a href="https://www.coursera.org/courses?query=six%20sigma&amp;utm_source=chatgpt.Com">https://www.coursera.org/courses?query=six%20sigma&amp;utm_source=chatgpt.Com</a>                                           |
| 8    | V    | ISO 9000 quality standards                              | <a href="https://www.dau.edu/courses/eng-0720-0?utm_source=chatgpt.com">https://www.dau.edu/courses/eng-0720-0?utm_source=chatgpt.com</a>                                                                           |
| 9    | V    | TQM Implementation in manufacturing and service sectors | <a href="https://youtu.be/-osbn2yDJhE">https://youtu.be/-osbn2yDJhE</a>                                                                                                                                             |

**Pedagogy**

- Chalk& Talk, lecture, Seminar, PPT, Group Discussion, Activity and Mini project.

| <b>COURSE CODE</b> | <b>COURSE TITLE</b>                   | <b>CATEGORY</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|--------------------|---------------------------------------|-----------------|-----------|----------|----------|---------------|
| <b>BB24E03</b>     | <b>FINANCIAL MARKETS AND SERVICES</b> | <b>THEORY</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>4</b>      |

#### **Preamble**

1. To provide comprehensive knowledge on the structure, functioning, instruments, and regulatory frameworks governing financial markets and services.
2. To develop an understanding of innovations like ESG investing, blockchain, and AI applications, and their impact on global and Indian financial systems.
3. To enhance application skills by enabling students to utilize various financial services like mutual funds, venture capital, and credit ratings in practical decision-making.
4. To build analytical ability to assess market risks, technological advancements, and sustainability challenges, and formulate responsible financial strategies.

#### **Prerequisites**

Students should understand business law, types of organizations, the Indian legal system, share capital, corporate governance, and ethics. Familiarity with digital platforms and e- governance aids in online registration and compliance.

#### **Course Learning Outcomes**

On the successful completion of the course, students will be able to:

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                                                                                                                                                                                                         | <b>Knowledge Level</b> |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| <b>CLO1</b>       | List the structure, nature, stages, tools, financial markets, services, regulatory bodies, and blockchain concepts of the Indian and global financial systems.                                                                                                               | <b>K1</b>              |
| <b>CLO2</b>       | Explain the functions of capital markets, SEBI, NSE, depositories (NSDL, CDSL), and the importance of ESG investing, green finance, algorithmic and high-frequency trading, and their effects on Indian and global financial systems.                                        | <b>K2</b>              |
| <b>CLO3</b>       | Apply knowledge of financial services, such as mutual funds (NAV, SIP), merchant banking, P2P lending, venture capital, credit ratings, and securitization, to solve business and financial issues in accordance with SEBI and RBI regulations.                              | <b>K3</b>              |
| <b>CLO4</b>       | Analyze derivatives (forwards, futures, options, swaps), commodity market mechanisms, and the use of AI and ML in stock analysis. Critically assess market risks (currency, interest rate, equity, commodity) to recommend responsible mitigation and investment strategies. | <b>K4</b>              |

#### **Mapping with Programme Learning Outcomes**

| <b>CLOs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CLO1</b> | M           | M           | L           | L           | M           |
| <b>CLO2</b> | S           | S           | M           | M           | S           |
| <b>CLO3</b> | S           | S           | M           | S           | M           |
| <b>CLO4</b> | S           | S           | S           | M           | S           |

S-Strong; M-Medium; L-Low

## **FINANCIAL MARKETS AND SERVICES – BB24E03 - 73 Hrs**

### **UNIT – I**

**(14 Hours)**

Financial System – Nature – Role – Structure – Stages – An overview of the Indian Financial System – Financial Markets – Services – Instruments – Financial services – Concept - Objectives – Functions – Features – Growth – Problems - Financial Inclusion and Digital Literacy Initiatives - Global financial system - Blockchain in Financial Systems - Introduction - Key features - Applications in finance – Challenges.

### **UNIT – II**

**(15 Hours)**

Capital Market – functions – New Issues Market – functions – intermediaries - Stock Market - role – functions– listing– registration of broker - types of brokers – method of trading – speculators – speculative transactions – DEMAT - settlement – Depositories – NSDL – CDSL – NSE – SEBI – Nifty Index - Financial risk - An Overview, Evolution, Environment - Types: Market Risk, Credit Risk, Liquidity Risk, Operational Risk - Green Finance - Instruments - Benefits & Challenges - ESG Investing – Significance in Capital Market - Ratings and Reporting - Algorithmic and High-Frequency Trading (HFT) – Mechanism – Risks – Advantages – SEBI Regulations.

### **UNIT – III**

**(15 Hours)**

Merchant Banking –functions – SEBI regulations, Mutual funds – features – structure – types – benefits–RBI regulations – measurement – mutual funds in India - SEBI Digital Mutual Fund Mandates - AI Applications for share market in India – selection of fund – Net Asset Value method - Systematic Investment Plans (SIP) and Robo-Advisory Platforms - P2P Lending Platforms - RBI's NBFC-P2P guidelines — Major platforms in India (LenDenClub, Faircent, Lendbox) — Risk management and credit scoring

### **UNIT – IV**

**(15 Hours)**

Credit rating – features – symbols – validity – functions – benefits – process – credit rating agencies – limitations – ESG Scores in Credit Rating – problems in credit rating - Venture capital – Characteristics – evolution process – stages – advantages – forms – venture capital in India and abroad – Private Equity vs. Venture Capital – Securitization of debt – structure – securing assets – role of institutions – benefits, conditions – securitization in India and abroad

### **UNIT – V**

**(14 Hours)**

Derivatives – kinds – forwards – types – benefits– options – features – types – benefits - futures - swaps – benefits - growth of derivatives in India and abroad - AI & ML for Stock Market analysis - Commodities market – types – features - exchange platform – clearing and settlement – different forms of risk (currency, interest rate, equity, commodity) Gold ETF – features – working – growth – problem.

**Text Books**

| S. No | Authors                                 | Title                              | Publishers        | Year & Edition |
|-------|-----------------------------------------|------------------------------------|-------------------|----------------|
| 1.    | Gurusamy. S                             | Financial Markets and Institutions | Tata McGraw-Hill  | 2023, 5 Edn    |
| 2.    | Frederic S. Mishkin & Stanley G. Eakins | Financial Markets and Institutions | Pearson Education | 2024, 10 Edn   |

**Books for Reference**

| S. No | Authors                                  | Title                          | Publishers                | Year & Edition |
|-------|------------------------------------------|--------------------------------|---------------------------|----------------|
| 1.    | Bharati V. Pathak                        | Indian Financial System        | Pearson India             | 2024, 6 Edn    |
| 2.    | E. Gordon & K. Natarajan                 | Financial Markets and Services | Himalaya Publishing House | 2024, 6 Edn    |
| 3.    | Zvi Bodie, Alex Kane, and Alan J. Marcus | Investments                    | McGraw-Hill               | 2024, 13 Edn   |
| 4.    | Dr.S.Poornima                            | Financial Markets and Services | Bonfring Publications     | 2015, 1 Edn    |

**Reference Links**

| S. No | Topics                                                                                                            | Hours & Modules          | Web Link                                                                                                    |
|-------|-------------------------------------------------------------------------------------------------------------------|--------------------------|-------------------------------------------------------------------------------------------------------------|
| 1     | Introduction to the Financial System and Commercial Banking                                                       | Unit:1,2,3,5<br>12 Weeks | <a href="https://nptel.ac.in/courses/110/105/110105121/">https://nptel.ac.in/courses/110/105/110105121/</a> |
| 2     | Derivatives, Commodity Exchanges, and Commodity Contracts. Commodity Forward, Futures & Options. Risk Management. | Unit: 5 - 8 Weeks        | <a href="https://nptel.ac.in/courses/110/105/110105071/">https://nptel.ac.in/courses/110/105/110105071/</a> |

**Pedagogy**

- Chalk & Talk, Lecture, Seminar, PPT, Group Discussion, Case Study and Activity.

| <b>COURSE CODE</b> | <b>COURSE TITLE</b>                              | <b>Category</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>Credit</b> |
|--------------------|--------------------------------------------------|-----------------|-----------|----------|----------|---------------|
| <b>RM24E02</b>     | <b>RETAIL SELLING AND MERCHANDISE MANAGEMENT</b> | <b>Theory</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>4</b>      |

### **Preamble**

1. To provide a comprehensive understanding of retail selling techniques, STP (Segmentation, Targeting, Positioning), branding and communication mix in merchandise management and marketing foundations.
2. To equip students with skills in store layout, inventory planning, pricing strategies and physical distribution.
3. To introduce Artificial Intelligence (AI) in merchandising and Indian Knowledge Systems (IKS) in traditional retailing.

### **Course Learning Outcomes**

On the successful completion of the course, students will be able to

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                                              | <b>Knowledge Level</b> |
|-------------------|-------------------------------------------------------------------------------------------------------------------|------------------------|
| <b>CLO1</b>       | Understand the concepts of retail selling, consumer behavior, STP strategies and merchandise planning.            | <b>K1</b>              |
| <b>CLO2</b>       | Discuss the role of AI in inventory management, sales forecasting, dynamic pricing and digital retail operations. | <b>K2</b>              |
| <b>CLO3</b>       | Analyze the impact of AI-driven personalization, customer relationship management and sustainable merchandising.  | <b>K3</b>              |
| <b>CLO4</b>       | Apply modern retail and IKS-based traditional selling techniques to develop a competitive merchandising strategy. | <b>K4</b>              |

### **Mapping with Programme Learning Outcomes**

| <b>CLOs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| CLO1        | S           | L           | M           | S           | M           |
| CLO2        | L           | S           | M           | S           | S           |
| CLO3        | M           | S           | S           | M           | S           |
| CLO4        | S           | S           | M           | S           | M           |

S - Strong, M – Medium, L-Low

## **RETAIL SELLING AND MERCHANDISE MANAGEMENT - RM24E02 - 73 Hrs**

### **UNIT – I**

**(15 Hours)**

Introduction to Retail Selling: Concept, Evolution, Importance. Types of Retail Selling: Store-Based, Non-Store retailing, Direct Selling, E- Commerce- Retail Formats and Retail Institutions. Understanding Consumer Behavior: Buying Decision Process, Factors Influencing Purchase Decisions, Coordinating with Suppliers and Buyers. Sales Techniques: Personal Selling, Consultative Selling, Relationship Selling. IKS in Retail Selling: Traditional Indian Market Structures, Barter System, Local Trade Ethics.

### **UNIT – II**

**(14 Hours)**

Retail Pricing Strategies: Cost-Based, Value-Based - Dynamic Pricing: Real-Time Price Optimization and Competitive Pricing Strategies- Category Management: Product Mix, Brand Positioning, Consumer Preferences. Retail Sales Forecasting - Visual Merchandising: Store Layout, Signage, Product Display Techniques. Ethical Pricing: Ethical Retail Practices.

### **UNIT – III**

**(14 Hours)**

Retail Promotions: Discounts, Bundling, Seasonal Sales, Loyalty Programs. AI in Customer experience: AI-Powered Chatbots, Personalized Recommendations. Customer Relationship Management (CRM): Loyalty Programs, Retention Strategies. Retail Analytics: Data-Driven Decision-Making for Promotions and Customer Engagement.

### **UNIT – IV**

**(15 Hours)**

Concept of Merchandise Management: Role and Significance- Merchandise Planning Process: Forecasting Demand, Merchandise Budgeting, Merchandise Assortment Planning. Inventory Management: Stock Turnover, EOQ, Safety Stock, JIT- Procurement Strategies: Vendor Selection- Supplier Relationship Management - AI In Inventory & Supply Chain: AI-Driven Demand Prediction, Real-Time Stock Monitoring.

### **UNIT – V**

**(15 Hours)**

Digital Transformation in Retail Merchandising: AI-Driven Automation - AI in Future Retail: Predictive Analytics, Smart Retail Stores- Sustainable Retailing: Eco- Friendly Merchandising-Smart Supply Chains, Robotics and IoT in Merchandising- AI- Enabled Unified Commerce and Intelligent Retail Ecosystems.

**Text Books**

| S.No | Author(s)                  | Title                                   | Publisher             | Year & Edition |
|------|----------------------------|-----------------------------------------|-----------------------|----------------|
| 1    | Swapna Pradhan             | Retailing Management                    | McGraw Hill Education | 2024, 7 Edn    |
| 2    | Michael Levy, Barton Weitz | Retailing Management                    | McGraw Hill           | 2023, 11 Edn   |
| 3    | R. Shukla                  | Indian Knowledge Systems and Business   | Wiley                 | 2023, 1Edn     |
| 4    | Barry Berman, Joel Evans   | Retail Management: A Strategic Approach | Pearson               | 2021, 13 Edn   |

**Books for Reference**

| S.No | Author(s)          | Title                                             | Publisher               | Year & Edition |
|------|--------------------|---------------------------------------------------|-------------------------|----------------|
| 1    | R. Balasubramanian | Ancient Indian Economic Thought                   | Oxford University Press | 2022, 1 Edn    |
| 2    | Mark Pilkington    | Retail Therapy: Why the Retail Industry is Broken | Bloomsbury              | 2022, 2 Edn    |
| 3    | Paco Underhill     | Why We Buy: The Science of Shopping               | Simon & Schuster        | 2020, 1 Edn    |
| 4    | Chris Ryan         | Retail and Shopping Mall Marketing                | Springer                | 2019, 1 Edn    |

**Reference Links**

| S.No | Unit | Topic                                    | Links                                                                                                   |
|------|------|------------------------------------------|---------------------------------------------------------------------------------------------------------|
| 1    | I    | Types of Retail Selling                  | <a href="https://www.youtube.com/watch?v=g_Camne7uoU">https://www.youtube.com/watch?v=g_Camne7uoU</a>   |
| 2    |      | Understanding Consumer Behaviour         | <a href="https://www.youtube.com/watch?v=XowaDm1GEVkk">https://www.youtube.com/watch?v=XowaDm1GEVkk</a> |
| 3    | II   | Retail Pricing Strategies                | <a href="https://www.youtube.com/watch?v=YSf0DzHXGAk">https://www.youtube.com/watch?v=YSf0DzHXGAk</a>   |
| 4    |      | Visual Merchandising                     | <a href="https://www.youtube.com/watch?v=OV89T3FMILc">https://www.youtube.com/watch?v=OV89T3FMILc</a>   |
| 5    | III  | CRM                                      | <a href="https://www.youtube.com/watch?v=H6htt_I2Ddk">https://www.youtube.com/watch?v=H6htt_I2Ddk</a>   |
| 6    | IV   | Inventory Management                     | <a href="https://www.youtube.com/watch?v=0NOER-Lle-0">https://www.youtube.com/watch?v=0NOER-Lle-0</a>   |
| 7    |      | Merchandise Management and Planning      | <a href="https://www.youtube.com/watch?v=-pqaQJ36fV4">https://www.youtube.com/watch?v=-pqaQJ36fV4</a>   |
| 8    | V    | Key Components of Digital Transformation | <a href="https://www.youtube.com/watch?v=sVJc4ocGa6Y">https://www.youtube.com/watch?v=sVJc4ocGa6Y</a>   |

**Pedagogy**

- Chalk and Talk, Lecture, Seminar, PPT, Group discussion, Activity and Case study.

| <b>COURSE CODE</b> | <b>COURSE TITLE</b>                     | <b>CATEGORY</b>  | <b>L</b> | <b>T</b> | <b>P</b>  | <b>CREDIT</b> |
|--------------------|-----------------------------------------|------------------|----------|----------|-----------|---------------|
| <b>BB24SBP2</b>    | <b>AI TOOLS FOR MANAGEMENT RESEARCH</b> | <b>Practical</b> | <b>-</b> | <b>4</b> | <b>41</b> | <b>3</b>      |

### **Preamble**

- To introduce the fundamental concepts of Artificial Intelligence in management research.
- To explore AI tools for efficient data collection, analysis, and visualization.
- To understand the use of open-source libraries and platforms for academic research.
- To enhance skills in research writing, citation management, and infographic creation using AI tools.

### **Prerequisites**

- Basic knowledge of management and research methodology, along with fundamental computer skills, introductory statistics, and an interest in using AI tools for academic research.

### **Course Learning Outcomes**

On the successful completion of the course, students will be able to:

| <b>CLO Number</b> | <b>CLO Statement</b>                                                                      | <b>Knowledge Level</b> |
|-------------------|-------------------------------------------------------------------------------------------|------------------------|
| <b>CLO1</b>       | Identify basic AI tools used in management research                                       | <b>K1</b>              |
| <b>CLO2</b>       | Examine research problems using AI-driven data interpretation and presentation.           | <b>K2</b>              |
| <b>CLO3</b>       | Demonstrate the role of AI in data collection, literature review, and analysis.           | <b>K3</b>              |
| <b>CLO4</b>       | Analyze and apply AI-based platforms and techniques for report writing and visualization. | <b>K4</b>              |

### **Mapping with Programme Learning Outcomes**

| <b>CLOs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CLO1</b> | S           | S           | M           | M           | M           |
| <b>CLO2</b> | S           | S           | M           | M           | L           |
| <b>CLO3</b> | S           | S           | S           | M           | M           |
| <b>CLO4</b> | S           | S           | L           | S           | M           |

S-Strong; M-Medium; L-Low

## **AI TOOLS FOR MANAGEMENT RESEARCH – BB24SBP2 - 41 Hrs**

### **Unit 1: AI Tools for Ideation**

**(8 Hours)**

Ideating research problems using Prompt – Research Domains: HR, Marketing, Finance & General Management.

#### **Tools Introduced:**

- ChatGPT (OpenAI)/ Google Gemini – for ideation, Q&A, and content generation
- QuillBot – for paraphrasing

### **Unit 2: AI Tools for Identification of Research Gap & Literature Review (9 Hours)**

Literature Review Searches -- AI for Summarizing & Thematic Clustering– Building Knowledge Maps to Visualize Research Gaps - PRISMA Flow Diagram (Preferred Reporting Items for Systematic Reviews and Meta-Analyses).

#### **Tools Introduced:**

- Google Scholar – for searching scholarly articles
- Chattube/ Chatpdf/ Chatdoc – for document summarization & collaboration
- ResearchRabbit/ Connected Papers / Elicit/– for key paper discovery & citation tracking
- Lucidchart / Napkin AI – for creating knowledge maps

### **Unit 3: AI Assisted Survey Design, Sample Size & Data Collection**

**(8 Hours)**

AI Generated Unbiased Research Survey Questions – Fundamentals of Sample size Determination – Online Survey form Creation & Distribution.

#### **Tools Introduced:**

- Google Forms / Survey Monkey- for creating research forms
- Raosoft - Sample Size calculation
- Canva AI (Magic Write) – AI-powered content creation for surveys & communication

### **Unit 4: AI for Data Cleaning & Analysis**

**(8 Hours)**

Data Import – Data cleaning using spreadsheets –Apply Basic Statistical Test– Structured Result Reporting.

**Tools Introduced:**

- Google Sheets with GPT Add-ons (like GPT for Sheets) – for AI enhanced spreadsheets
- PSPP / jamovi –for statistical analysis

**Unit 5: AI Assisted Writing, Citation, Reference Management & Plagiarism Detection (8 Hours)**

Write & edit academic content with AI – Manage Citations & References- Plagiarism Checking & Ethical Consideration.

**Tools Introduced:**

- Grammarly – for AI-powered writing assistant – (grammar, clarity, Style)
- Mendeley / Zotero/ Endnote – for AI Assisted Citation & Reference Management
- QuillBot AI Detector / ZeroGPT / SmallSeo Tools -Plagiarism & AI Content Checker.

**Text Books**

| S. No | Authors                                     | Title                                                                                                                       | Publishers       | Year & Edition |
|-------|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|------------------|----------------|
| 1.    | Valentina Alto                              | Practical Generative AI: Unleash your prompt engineering potential with OpenAI technologies for productivity and creativity | Packt Publishing | 2025, 2 Edn    |
| 2.    | Anugamini Priya Srivastava, Sucheta Agarwal | Utilizing AI Tools in Academic Research Writing                                                                             | IGI Global       | 2024, 1 Edn    |

**Books for Reference**

| S. No | Authors                                   | Title                                                                   | Publishers       | Year & Edition |
|-------|-------------------------------------------|-------------------------------------------------------------------------|------------------|----------------|
| 1.    | Kathleen Sacco, Alison Norton, Kevin Arms | Navigating AI in Academic Libraries: Implications for Academic Research | IGI Global       | 1 Edn, 2024    |
| 2.    | Nitin Seth                                | Mastering the Data Paradox                                              | Penguin Business | 1 Edn, 2024    |

## **Web Links**

AI Tools for Research - Artificial Intelligence (Generative) Resources:

<https://guides.library.georgetown.edu/ai/tools>

1. ChatGPT and AI Tools Faculty Research Guide:

<https://libguides.tcc.edu/c.php?g=1313261&p=10209997>

2. Overview of AI for OA: University of South Florida Libraries:

<https://guides.lib.usf.edu/c.php?g=1394810&p=10316077>

3. Artificial Intelligence Tools for Detection, Research and Writing:

<https://guides.library.ttu.edu/artificialintelligencetools/aitools>

## **Pedagogy**

Practical Exercise

## **Course Designer**

1.Dr.B.Devi Priya

2.Dr.Deepana.P

| <b>COURSE CODE</b> | <b>COURSE TITLE</b>                          | <b>CATEGORY</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|--------------------|----------------------------------------------|-----------------|----------|----------|----------|---------------|
| <b>RM24AC1</b>     | <b>RETAIL TEAM MANAGEMENT AND LEADERSHIP</b> | <b>Theory</b>   | -        | -        | -        | <b>5</b>      |

### **Preamble**

- 1.To understand the concept of retail team management and leadership roles in retail organizations.
- 2.To provide knowledge on team building, teamwork and factors influencing team leadership in retail.
- 3.To enable students to understand the importance of effective communication, performance appraisal and employee management in retail teams.
- 4.To familiarize students with leadership skills, group dynamics and digital workforce management in the retail environment.

### **UNIT- I**

Retail Team Leader - An Overview - Job Role - Responsibilities - Qualities of a Retail Team Leader - Characteristics of a Successful Team - Building a Team - Functions of a Team - Types of Teams - Effective Communication and Teamwork - Develop Healthy Relationships with Colleagues - Plan and Organize Work Routine - Maintain Balance Between Work and Personal Priorities - Agile and Hybrid Retail Work Environment.

### **UNIT -II**

Skill Based Work Allocation - Resource Utilization Planning- Authority Clarification - Employee Motivation - Error Management - Technology and Data Driven Resource Management in Retail- Digital Workforce Management in Retail - Retail Workforce Analytics.

### **UNIT- III**

Performance Appraisal in Retail: Performance Measurement Standards - Developing Skillful Work Habits - Effective Speaking and Listening in Organizations - Diverse Methods of Employee Performance Appraisal. Developing Effective Team Communication - Strategies to make Communication Meaningful - Communication Etiquettes among Team Members - Different Communication Channels to Reach Customers - Importance of Feedback in Communication.

### **UNIT- IV**

Leadership and its Components: Types of Leadership - Inclusive Leadership - Influencing Skills - Inspiring a Shared Vision - Handling and Leading Challenges - Factors Affecting

Selection of Employees - Suitability of Situational Leadership in Retail - Essentials of Developing Rapport with Customers - Causes and Conflict Resolution Techniques - Focus on Team Development.

## UNIT- V

Retail Leaders Influence Groups: Recognizing and Influencing Group Dynamics - Building Powerful Retail Groups - Approaches to Group Decision-Making - Collaborative Leadership in Retail - Key Attributes of Effective Retail Groups - Procedures for Effective Meeting Management. Behaviors of High Trust Leaders: Motivation and Inspiration - Setting Goals - Enabling others to Act - Challenging the Process- Retail Leadership in Digital Age.

### Text Books

| S.No. | Author(s)          | Title of the Book                | Publisher             | Year & Edition |
|-------|--------------------|----------------------------------|-----------------------|----------------|
| 1     | Casey J. Bedgood   | Fit for the Leadership Challenge | Routledge Publication | 2022, 1 Edn    |
| 2     | Peter G. Northouse | Leadership: Theory and Practice  | Sage Publication      | 2021, 9 Edn    |

### Reference Books

| S.No. | Author(s)                                                               | Title of the Book                                                       | Publisher               | Year & Edition |
|-------|-------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------|----------------|
| 1     | Alison Crabb                                                            | Leading Leaders in Retail: The essential guide                          | Alison Crabb Consulting | 2024, 1 Edn    |
| 2     | James M. Kouzes, Barry Z. Posner                                        | The Leadership Challenge                                                | John Wiley & Sons       | 2021, 7 Edn    |
| 3     | Wesley Donahue                                                          | Building Leadership Competence                                          | Centrestar              | 2021, 2 Edn    |
| 4     | Karim R. Lakhani, Yael Grushka-Cockayne, Jin Hyun Paik, Steven Randazzo | Customer-Centric Design with Artificial Intelligence: Commonwealth Bank | Harvard Business School | 2021, 1 Edn    |

### Reference Links

| S.No | Topic                   | Unit | Web Link                                                                                              |
|------|-------------------------|------|-------------------------------------------------------------------------------------------------------|
| 1.   | Effective Communication | I    | <a href="https://nptel.ac.in/courses/110107159">https://nptel.ac.in/courses/110107159</a>             |
| 2.   | Handling and Leading    | IV   | <a href="https://www.youtube.com/watch?v=YbzHCczqjAE">https://www.youtube.com/watch?v=YbzHCczqjAE</a> |

### Pedagogy

Chalk & Talk, lecture, Seminar, PPT, Group Discussion, Activity and Case Study.

### Course Designers:

1. Dr. Geetha R
2. Dr. Preetha R

| <b>COURSE CODE</b> | <b>COURSE TITLE</b>                     | <b>Category</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Credit</b> |
|--------------------|-----------------------------------------|-----------------|----------|----------|----------|---------------|
| <b>RM24AC2</b>     | <b>CONSUMER PSYCHOLOGY IN RETAILING</b> | <b>Theory</b>   | -        | -        | -        | <b>5</b>      |

### **Preamble**

1. To introduce the core concepts of consumer psychology and its vital role in understanding retail buying behavior.
2. To emphasize psychological drivers such as perception, motivation, learning, involvement, personality and emotions in influencing retail purchase decisions.
3. To highlight the integration of Artificial Intelligence, diffusion of innovation and Indian Knowledge Systems in analyzing, predicting, and personalizing consumer experiences in digital and traditional retail.

### **UNIT – I**

Introduction to Consumer Psychology: Definition - Scope and Relevance to Retail - Difference between Consumer Behavior and Consumer Psychology - Psychological Drivers: Needs, Motives, Perception, Attitudes - Role of AI in Understanding Consumer Psychology through Data Analytics - IKS Influence on Consumer Decision - Making (Traditional Beliefs and Buying Patterns).

### **UNIT – II**

Perception, Learning and Motivation in Retail: Consumer Perception Process: Selective Attention, Distortion & Retention - Role of Learning in Consumer Decisions - Classical & Operant Conditioning - Cognitive Learning - Memory and Brand Recall - Types of Consumer Involvement - Impact of Motivation on In-store and Online Purchase - AI-Powered Personalization and Motivation Triggers in Digital Retail. IKS and Motivation: Cultural Values Influencing Consumer Motivation and Ritualistic Buying Practices.

### **UNIT – III**

Emotion, Personality, and Consumer Psychology: Role of Emotions in Retail Decision Making - Personality Traits and their Influence on Shopping Patterns - Theory of Self-Image - Role of Self- Consciousness - Lifestyle and Psychographics in Consumer Segmentation - Consumer Self-Concept and Brand Personality - Emotional Branding and Sensory Retailing - Case Studies on Emotional Triggers in Retail Environments. AI and Emotion Recognition: Leveraging AI to Understand Emotional Responses to Brands. IKS: Emotional and Ritualistic Consumer Psychology during Festivals and Celebrations.

### **UNIT – IV**

Social and Cultural Influences on Retail Buying: Reference Groups and Opinion Leaders - Family and Family Life Cycle - Social Class and Peer Influence - Cultural and Subcultural Impacts on Retail Preferences - Changing Indian Consumer Culture. Cross-Cultural Consumer Psychology in Global Retailing - AI and Cultural Insights: AI in Predicting Cultural Shifts in

Consumer Psychology. Role of Indian Knowledge Systems (IKS): Traditional Festive Buying, Rituals and Symbolism in Consumer Psychology - Influence of Traditions on Consumer Preferences (e.g., Ayurvedic Products, Handicrafts, Local Markets).

## UNIT – V

Neuromarketing and Digital Consumer Psychology: Introduction to Neuromarketing and its Tools (Eye Tracking, EEG, fMRI) - Influence of Website and App Design on Consumer Psychology - Diffusion of Innovation - Role of AI and Personalization in Consumer Experience - Social Media Psychology and Influencer Impact - Ethics in Consumer Data Usage and Behavioral Targeting. IKS in Digital Retail: Integrating Traditional Knowledge with E-commerce Platforms for Holistic Consumer Experience.

### Text Books

| Sl. No. | Author(s)                                  | Title of the Book                              | Publisher   | Year & Edition |
|---------|--------------------------------------------|------------------------------------------------|-------------|----------------|
| 1       | Michael.R.Solomon, Cristel Antonia Russell | Consumer Behavior: Buying, Having, and Being   | Pearson     | 2024, 14 Edn   |
| 2       | Leon G. Schiffman, Leslie Lazar Kanuk      | Consumer Behavior                              | Pearson     | 2023, 12 Edn   |
| 3       | Hawkins, D. I., & Mothersbaugh, D. L.      | Consumer Behavior: Building Marketing Strategy | McGraw Hill | 2021, 14 Edn   |

### Reference Book

| Sl. No. | Author(s)                                        | Title of the Book    | Publisher        | Year & Edition |
|---------|--------------------------------------------------|----------------------|------------------|----------------|
| 1       | Kotler, P., & Keller, K. L.                      | Marketing Management | Pearson          | 2025, 17 Edn   |
| 2       | Engel, J. F., Blackwell, R. D., & Miniard, P. W. | Consumer Behavior    | Cengage Learning | 2023, 12 Edn   |
| 3       | Solomon, M. R.                                   | Consumer Behavior    | Pearson          | 2024, 13 Edn   |

### Pedagogy

- Chalk &Talk, lecture, Seminar, PPT, Group Discussion, Activity and Case Study.

### Course Designer

1. Dr. Geetha R
2. Dr. Sathiya Priya K