



BACHELOR OF BUSINESS ADMINISTRATION

(RETAIL MANAGEMENT)

PROGRAMME CODE: RM

CHOICE BASED CREDIT SYSTEM (CBCS) &

LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)

SCHEME OF EXAMINATION & SYLLABUS

(w.e.f 2026 - 2027 onwards)

REGULATIONS 2026

SCHEME OF EXAMINATION

Sem	Part	Course Code	Course Title	Course Type	Hours/ Week	Credits	Examination				
							Duration in Hours	Maximum Marks			
								CA	ESE	TOTAL	
I	I	TAM2601A	Tamil Paper I	AEC	4	3	3	25	75	100	
		HIN2601A	Hindi Paper I								
		FRE2601A	French Paper I								
	II	ENG2601A	English Paper I	AEC	4	3	3	25	75	100	
	III	IB26C01	Core I : Business Management and Organisational Behaviour	DSC	5	3	3	25	75	100	
		BB26C02	Core II: Financial Accounting	DSC	5	3	3	25	75	100	
		RM26C03	Core III : Global Retail Principles and Operations	DSC	5	3	3	25	75	100	
		TH26A02	Generic Elective I : Business Mathematics and Statistics for Management	MDC	5	4	3	25	75	100	
	IV	NME26B1	Basic Tamil I	AEC	2	2	-	100*		100	
		NME26A1	Advanced Tamil I								
		NME26ES/ NME26WS	Introduction to Entrepreneurship / Introduction to Women's Studies	VAC							
	I - II	VI	NM26GAW	General Awareness	VAC	SS	-	-	-	-	-
	I - II		COM26SER	Community Services 30 Hours	VAC	-	-	-	-	-	-
I - V	26BONL1 26BONL2 26BONL3		Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-	
Semester I Total					30	21				700	
II	I	TAM2602A	Tamil Paper II	AEC	4	3	3	25	75	100	
		HIN2602A	Hindi Paper II								
		FRE2602A	French Paper II								
	II	ENG2602A	English Paper II	AEC	4	3	3	25	75	100	

BBA Retail Management – Scheme and Syllabus, 2026 Regulations

	III	BB26C04	Core IV: Operations Research	DSC	5	3	3	25	75	100
		RM26C05	Core V: Legal Framework for Business	DSC	5	3	3	25	75	100
		BB26C06	Core VI : Human Resource Management	DSC	5	3	3	25	75	100
		ES26A04	Generic Elective II : Managerial Economics (OR)	MDC	5	4	3	25	75	100
		IB26A01	Generic Elective II : Global Economics System							
	IV	NME26B2	Basic Tamil II	AEC	2 [€]	Gr.		100*	-	100 [€]
		NME26A2	Advanced Tamil II							
		NM26UHR	Universal Human Values and Human Rights	VAC	2	2	-	100*	-	100
	I - II	NM26GAW	General Awareness	VAC	SS	Gr.	-	100*		100 [€]
	I - II	COM26SER	Community Services 30 Hours	VAC	-	St.	-	-	-	-
	I - V	26BONL1 26BONL2 26BONL3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-
Semester II Total					30	21				700
III	I	TAM2603A	Tamil Paper III	AEC	4	3	3	25	75	100
		HIN2603A	Hindi Paper III							
		FRE2603A	French Paper III							
	II	ENG2603A	English Paper III	AEC	4	3	3	25	75	100
	III	RM26C07	Core VII : E-Retailing and Communication	DSC	7	5	3	25	75	100
		RM26C08	Core VIII: Retail Marketing *	DSC	5	4	3	25	75	100
		RM26CP1	Core Practical I: Retail Market Intelligence	DSC	2	1	3	25	75	100
		RM26A01	Generic Elective III : Sourcing Management (OR)	MDC	5	4	3	25	75	100

BBA Retail Management – Scheme and Syllabus, 2026 Regulations

		IB26A02	Generic Elective III : Business Taxation							
	IV	NM26DRM	Disaster Risk Reduction and Management*	SEC	3	3	-	100*	-	100
		NM26HAW	Health and Wellness [€]	VAC	-	1	-	100*	-	100
I - V	VI	26BONL1 26BONL2 26BONL3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-
Semester III Total					30	24				800
IV	I	TAM2604A	Tamil Paper IV	AEC	4	3	3	25	75	100
		HIN2604A	Hindi Paper IV							
		FRE2604A	French Paper IV							
	II	ENG2604A	English Paper IV	AEC	4	3	3	25	75	100
	III	BB26C09	Core IX : Financial Management	DSC	6	5	3	25	75	100
		RM26C10	Core X: Omnichannel Retailing	DSC	6	4	3	25	75	100
		RM26A03	Generic Elective IV : Retail Business Models (OR)	MDC	5	4	3	25	75	100
		RM26A04	Generic Elective IV : Metaverse Retail and Virtual Shopping							
	IV	RM26SEP1	Applied Retail Simulation	SEC	3	3	-	100*	-	100
		NM26EII	Entrepreneurship and Innovation (IgniteX)	VAC	2	2	-	100*	-	100
		NM26EVS	Environmental Studies	VAC	SS	Gr.	-	100*	-	100 [€]
	V	26COACT	Co-Curricular Activities	VAC	-	1	-	100*	-	100
I - V	VI	26BONL1 26BONL2 26BONL3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-
Semester IV Total					30	25				800
		BB26C11	Core XI : Cost and Management Accounting	DSC	5	4	3	25	75	100

BBA Retail Management – Scheme and Syllabus, 2026 Regulations

V	III	BB26C12	Core XII : Management Information System	DSC	5	4	3	25	75	100
		BB26C13	Core XIII: Research Methods for Management	DSC	5	4	3	25	75	100
		RM26E01	Elective I : Retail Technology and Smart Stores (OR)	DSE	5	4	3	25	75	100
		IB26E02	Elective I : Total Quality Management							
		BB26E03	Elective II : Financial Market and Service (OR)	DSE	5	4	3	25	75	100
		RM26E02	Elective II : Retail Selling & Merchandise Management (OR)							
		RM26AC1	Advance Learner Course I : Retail Team Management and Leadership (OR)	ACC	SS	5^	3	25	75	100^
		RM26AC2	Advance Learner Course I : Luxury and Premium Retail Management							
	IV	RM26SEP2	Retail Marketing Analytics	SEC	3	3	-	100*	-	100
		NM26CS1	Cyber Security I	VAC	2	Gr.	-	100*	-	100 [€]
		RM26INST	Field work/ Institutional Training (21 Days)	VAC	-	2	-	100*	-	100
	VI	RM26COM	Comprehensive Examination	DSC	-	Gr.	-	100*	-	100 [€]
I - V	VI	26BONL1 26BONL2 26BONL3	Online Course I Online Course II Online Course III	ACC	-	Cr. ^ /St.	-	-	-	-
		Semester V Total			30	25				700
VI	III	IB26C14	Core XIV : Service Excellence and Marketing	DSC	5	4	3	25	75	100

BBA Retail Management – Scheme and Syllabus, 2026 Regulations

		RM26C15	Core XV: Location Planning & Mall Management	DSC	6	4	3	25	75	100
		BB26C16	Core XVI: Strategic Management	DSC	5	4	3	25	75	100
		RM26E03	Elective III : : Advertising and Public Relations (OR)	DSE	5	4	3	25	75	100
		RM26E04	Elective III : Consumer Behaviour							
		RM26PROJ	Project and Viva-voce	DSE	6	5	-	25	75	100
	IV	RM26SEP3	Phygital Retail Management	SEC	3	3	-	100*	-	100
	III	RM26AC3	Advance Learner Course II : ESG in Retailing (OR)	ACC	SS	5^	3	25	75	100^
		RM26AC4	Advance Learner Course II: Retail Expansion and Market Entry Strategies							
Semester VI Total					30	24				600
I - VI	Total					140 + Additional Credits				4300 + Marks for Additional Credit Courses

Hours of Instructions is inclusive of lectures, seminars, presentations, case-studies, etc

Course Code	Course Title	Hours			Credits
		Total	Lecture	Examination	
IB26C01	Core I: Business Management and Organizational Behaviour	78	73	5	3

Preamble

- Introduces fundamental concepts of principles of management and organizational behaviour in contemporary business environments.
- Provides an understanding of managerial functions such as planning, organizing, directing, and controlling, along with decision-making practices and ethical considerations.
- Explores the evolution of management thought, leadership styles, motivation theories, and organizational culture.
- Emphasizes modern developments such as Industry 4.0 and 5.0, AI in management, workplace well-being and change management.
- Integrates traditional and modern management perspectives, the course aims to develop managerial competence and effective organizational behaviour skills among students.

Prerequisite

Prior knowledge of business studies or commerce at the higher secondary level, including basic concepts of management, organizational structure and business environment.

Course Learning Outcomes (CLOs)

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

CLO No	Course Learning Outcome	Bloom's Level
CLO1	Recall fundamental concepts, definitions, and principles related to management, managerial functions, organizational behaviour, and workplace well-being.	K1
CLO2	Explain the evolution of management thought, organizational structures, decision-making models, leadership styles, motivation theories, and organizational culture with appropriate examples.	K2
CLO3	Apply managerial functions, decision-making techniques, coordination techniques, and motivation theories to solve practical organizational and managerial problems.	K3

CLO4	Analyze organizational behaviour, leadership effectiveness, personality factors, perception processes, and organizational change in contemporary business environments.	K4
CLO5	Evaluate managerial strategies, ethical practices, organizational climate, stress management approaches, and change management techniques for improving organizational performance.	K5
CLO6	Design effective management practices, leadership approaches, AI-based decision-making and workplace well-being initiatives.	K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create		

Unit-wise CLO Mapping

Unit	Coverage	Mapped CLOs
Unit I	Introduction to Management, Evolution of Management Thought, Industry 4.0 & 5.0, Planning	CLO1, CLO2, CLO3, CLO4, CLO5
Unit II	Organizing, Authority-Responsibility-Power, Decision-Making, AI in Decision Making, MBO, OKRs, Business Ethics	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6
Unit III	Directing, Coordination, Controlling and Control Techniques	CLO1, CLO2, CLO3, CLO4, CLO5
Unit IV	Organisational Behaviour, Personality, Perception, Leadership, Motivation Theories, Vedic Principles in Management	CLO1, CLO2, CLO3, CLO4, CLO5
Unit V	Organizational Culture and Climate, Organizational Change, Stress Management, Organizational Development, Workplace Well-Being	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6

Alignment of CLO with PLO

3 = High, 2 = Medium, 1 = Low, – = Not Applicable

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO 10
CLO1	3	2	1	1	1	1	1	1	1	1
CLO2	3	2	2	1	1	1	1	1	1	1
CLO3	2	3	2	2	1	1	1	2	1	1
CLO4	3	2	2	2	1	1	2	1	1	1
CLO5	2	2	1	3	1	1	2	2	1	1
CLO6	2	1	2	1	1	3	1	1	2	2

CORE I: BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR (IB26C01) (73hrs)

Unit I (14hrs)

Introduction to Management: Definition - Nature - Scope - Importance - Characteristics - Functions of Management - Managerial Hierarchy - Managerial Roles & Skills. Evolution of Thought: Classical Approach to Management - Neo-Classical Approach - Behavioural Approach. Industry 4.0 & 5.0- Meaning- Principles. Planning: Definition - Nature - Importance - Types - Strategic Planning Process.

Unit II (15hrs)

Organizing: Meaning - Definition - Types of Organisation - Organizational Structure. Authority, Responsibility & Power - Agile & Hybrid Organizational Structures in the Digital Era. Decision-Making: Types - Models and Techniques - AI in Decision-Making - AI-Enhanced & Data-Driven Decision Making with Ethical Governance -Management by Objective and Key Results (OKRs) - Management by Exception & Management by Wandering Around (MBWA)-Business Ethics.

Unit III (15hrs)

Directing: Definitions - Importance - Elements - Principles - Characteristics of Directing. Coordination: Need - Types - Techniques. Controlling: Definitions - Need of Controlling - Characteristics of Control - Steps in the Controlling Process - Resistance to Control - Design of Effective Control System - Types of Control - Control Techniques.

Unit IV (16hrs)

Organisational Behaviour (OB): Nature – Importance - Approaches to Organisational Behaviour - OB Model. Personality: Characteristics – Theories - Factors Influencing Personality. Perception: Meaning- Perceptual Process- Factors- Perceptual Distortions. Leadership: Meaning - Nature - Styles - Emotional Intelligence - Leadership in AI Era. Motivation: Need - Importance - Theories of Motivation (Maslow, Herzberg, McClelland). Vedic Principles in Management: Meaning - Scope - Ethical Leadership through Dharma.

Unit V**(13hrs)**

Organizational culture and climate: Concept - Factors affecting organizational climate – Importance. Organizational change: Importance – Stability Vs Change – Proactive Vs Reaction change – The change process – Resistance to change – Managing change. Stress: Work Stressors – Prevention and Management of Stress – Balancing Work and Life. Organizational Development: Characteristics - Objectives. Workplace Well-Being: Mindfulness & Mental Health Management.

*** Course Alignment with SDGs: 8****Text Books**

S.No.	Authors	Title	Publisher	Year & Edition
1	Sonia Umair	Human Perspectives of Industry 4.0 Organizations	CRC Press	2026, 1 Edn
2	Stephen P. Robbins & Timothy A. Judge	Organizational Behavior	Pearson	2026, 20 Edn
3	Angelo Kinicki, Denise Breau Soignet	Management: A Practical Introduction	Tata McGraw Hill	2024, 15 Edn
4	Chandrani Singh and Aditi Khatri	Principles and Practices of Management and Organizational Behavior	Sage Publication	2023, 6 Edn

Reference Books

S.No.	Authors	Title	Publisher	Year & Edition
1	Dr. Munmun Mohanty & Dr. N.M. Khandelwal	Management Practices and Thoughts in Ancient India	Himalaya Publishing House	2024, 1 Edn
2	L.M Prasad	Principles and Practice of Management	Sultan Chand	2023, 10 Edn
3	Charles W.L.Hill and Steven L Mcshare	Principles of Management	Tata McGraw Hill	2022, 7 Edn

Course Code	Course Title	Hours			Credits
		Total	Lecture	Examination	
BB26C02	Core II : Financial Accounting	75	73	2	3

Preamble

- Financial Accounting equips students with foundational knowledge and practical skills required for systematic recording, classification and summarization of business transactions.
- The course introduces accounting principles, concepts and conventions along with the complete accounting cycle.
- It develops competence in preparing books of accounts, trial balance and financial statements with adjustments.
- The course also covers depreciation, bills of exchange and company accounts.
- Analytical skills are enhanced through financial statement analysis while emphasizing ethical reporting and emerging trends such as digital assets.

Prerequisite

Basic numerical ability and familiarity with simple business transactions and elementary accounting concepts.

Course Learning Outcomes (CLOs)

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

CLO No	Course Learning Outcome	Bloom's Level
CLO1	Recall accounting principles, concepts, types of accounts, accounting procedures and components of financial statements across business transactions.	K1
CLO2	Explain accounting processes including journalizing, ledger posting, trial balance preparation, rectification of errors, depreciation and financial statements.	K2
CLO3	Apply accounting principles and procedures to record transactions and prepare books of accounts, trial balance, bank reconciliation statement and financial statements.	K3
CLO4	Analyze accounting data including errors, depreciation methods and financial statements to interpret business performance.	K4
CLO5	Evaluate financial statements using analytical tools such as comparative, common-size and trend analysis along with ethical considerations.	K5
CLO6	Prepare and present complete financial statements for business entities incorporating adjustments, structured formats and reporting standards.	K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create		

Unit-wise CLO Mapping

Unit	Coverage	Mapped CLOs
Unit I	Accounting concepts, GAAP, accounting cycle, journal, ledger, subsidiary books, AI & IKS	CLO1, CLO2, CLO3
Unit II	Trial balance, rectification of errors, suspense account, BRS	CLO1, CLO2, CLO3, CLO4
Unit III	Capital & revenue expenditure, final accounts with adjustments	CLO1, CLO2, CLO3, CLO4, CLO6
Unit IV	Depreciation, bills of exchange	CLO1, CLO2, CLO3, CLO4
Unit V	Company accounts, financial analysis, ethics, digital assets	CLO1, CLO2, CLO4, CLO5, CLO6

Alignment of CLO with PLO

3 = High, 2 = Medium, 1 = Low, – = Not Applicable

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
CLO1	3	2	2	1	1	1	1	2	1	1
CLO2	3	2	2	2	1	1	1	2	1	1
CLO3	3	2	3	2	1	1	1	2	1	2
CLO4	2	1	2	3	1	1	1	3	1	1
CLO5	2	1	2	2	1	1	2	2	1	1
CLO6	1	2	2	2	2	1	3	1	1	2

FINANCIAL ACCOUNTING - BB26C02 (73 Hrs)**UNIT - I (15 Hrs)**

Nature of Accounting - Objectives, Scope & Limitations – GAAP – Generally Accepted Accounting Principles – Accounting Concepts and Conventions – Accounting Equation – Double Entry System – Kinds of Accounts – Rules of Debit & Credit – Accounting Cycle – Journal – Ledger – Subsidiary Books: Purchase Book, Sales Book, Returns Book, Cash Book – Single Entry System

UNIT - II (14 Hrs)

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 Hrs)**

Depreciation – Introduction, Need - Methods: Straight line and Diminishing balance methods – Capital and Revenue expenditure - Preparation of Manufacturing – Trading and Profit and Loss Account – Balance Sheet - Treatment of adjustments

UNIT – IV**(15 Hrs)**

Hire Purchase System – Default and Repossession - Hire Purchase Trading Account - Instalment System - Bills of Exchange – entries in the books of drawer and acceptor

UNIT - V**(15 Hrs)**

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 - AI in Accounting – IKS in Accounting (Arthshastra & Bahi-Khata System) - Introduction to Digital Assets.

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

*** Course Alignment with SDGs: 4, 8, 12**

Text Books

S.No.	Authors	Title	Publisher	Year & Edition
1	P C Tulsian, Bharat Tulsian, Tushar Tulsian	Financial Accounting (Including GST & TALLY)	S Chand Publications	2 Edn & 2025
2	Gupta MP, Agarwal BM	Financial Accounting	S Chand Publications	1 Edn & 2023

Reference Books

S.No.	Authors	Title	Publisher	Year & Edition
1	S.N. Maheswari, Suneel K. Maheshwari, Sharad K. Maheshwari	Financial Accounting for BBA	Vikas Publishing House Private Limited	2023 7 Edn
2	S.P. Jain, K.L. Narang, Simmi Agrawal & Monika Sehgal	Financial Accounting	Kalyani Publishers	2022 12 Edn

Course Code	Course Title	Hours			Credits
		Total	Lecture	Examination	
RM26C03	Core III: Global Retail Principles and Operations	78	73	5	3

Preamble

- To provide fundamental knowledge of global retailing concepts, industry evolution, globalization impact, and key stakeholders in the retail ecosystem.
- To develop understanding of consumer behavior, cultural dynamics, retail environment factors, and policy influences such as FDI affecting retail markets.
- To equip students with analytical skills in retail operations, inventory management, sustainability practices, and operational decision-making.
- To familiarize learners with emerging trends in e-retailing, digital transformation, AI applications, retail analytics, and technological disruptions.
- To enable students to design innovative, technology-driven and sustainable retail strategies for competitive advantage in global markets.

Prerequisite

- A foundational understanding of basic business concepts and the commercial environment at the Higher Secondary level.

Course Learning Outcomes (CLOs)

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

CLO No	Course Learning Outcome	Bloom's Level
CLO1	Define and recall the fundamental concepts, principles, stakeholders and key terminologies related to global retailing and the retail ecosystem.	K1
CLO2	Explain the evolution of the retail industry, consumer behavior patterns and environmental factors influencing retail markets in the global context.	K2
CLO3	Apply retail management concepts and tools to understand retail environment, consumer targeting, and operational practices in retail organizations.	K3
CLO4	Analyze the impact of globalization, economic forces, technological developments and retail operations on the functioning of modern retail businesses.	K4

CLO5	Evaluate emerging retail strategies, technological innovations and inventory management practices used in global retail operations	K5
CLO6	Develop and propose innovative retail solutions and strategies by integrating technology, sustainability practices and consumer insights in the global retail environment.	K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create		

Unit-wise CLO Mapping

Unit	Coverage	Mapped CLOs
Unit I	Introduction to Global Retailing	CLO1, CLO2, CLO3, CLO4, CLO5
Unit II	Retail Industry & Consumer Behavior	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6
Unit III	Retail Environment – Micro and Macro Environmental Factors	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6
Unit IV	Retail Operations & Inventory Management	CLO1, CLO2, CLO3, CLO4, CLO5
Unit V	Emerging Trends and Future of Retail	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6

Alignment of CLO with PLO

3 = High, 2 = Medium, 1 = Low, – = Not Applicable

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
CLO1	3	1	2	2	1	2	1	1	1	1
CLO2	3	2	1	1	1	2	1	1	1	1
CLO3	3	3	3	1	1	3	1	1	1	1
CLO4	2	3	1	1	1	2	1	1	1	1
CLO5	3	2	2	1	1	2	2	2	1	1
CLO6	1	2	2	1	1	2	3	2	1	1

CORE III: GLOBAL RETAIL PRINCIPLES AND OPERATIONS - (RM26C03) (73 Hrs)

Unit I (14 hrs)

Introduction to Global Retailing: Definition - Concept - Scope - Globalization and its Impact on Retail Markets - Key Stakeholders in the Global Retail Ecosystem - Emerging trends in Global Retail Industry - Challenges - Opportunities. Contemporary Principles in Retailing.

Unit II (14 hrs)

Retail Industry & Consumer Behavior: Evolution of Retail Industry - Drivers of Retail change - Foreign Direct Investment in Retail – Challenges - Multi channel retailing - Artificial Intelligence (AI) in Retail Industry - Consumer Behavior in the Global Marketplace - Cultural Dynamics - Consumer Preferences - Consumer Targeting in Retail Industry.

Unit III (15 hrs)

Retail Environment : Basic Concepts - Micro Environment- Customer, Supplier, Competitor, Intermediary- Macro Environment of Retailing - Political - Government policies: Economic - Inflation - GDP - Income - Purchasing power - Social & Cultural - Demographics - Lifestyle - Urbanization. Environmental - Sustainability - Green practices - CSR- Impact on Retail Industry

Unit IV (15 hrs)

Retail Operations & Inventory Management: Operational Dimensions - Operations Management in Retailing - Operations Blueprint - Store Maintenance - Store Security - Insurance - Credit Management - Digitalisation - Outsourcing - Retail Inventory - Planning- Sourcing - Store keeping - Duties and Responsibilities of a Storekeeper - Factors underlying successful Storekeeping - Stores Ledger - Bin Card

Unit V (15 hrs)

Emerging Trends and Future of Retail : Emerging Trends in E-Retailing - Role of Technology in transforming Retail Operations - E-commerce and Digital Retailing Trends - Mobile Commerce Trends Retail Analytics - Franchising in Retailing, Retail Disruption - Technological Forces in Retail Environment - Role of AI in personalization - Self Service in Retailing - Adoption of Contactless Payments and Digital Wallets Worldwide - Applications of AR and VR Integration - IIOT- Blockchain

*** Course Alignment with SDGs: 8**

Text Books

S.No.	Authors	Title	Publisher	Year & Edition
1	Levy, Michael; Weitz, Barton A.; Grewal, Dhruv	Retailing Management	McGraw-Hill Education	2026, 11 Edn
2	Philip Kotler and Giuseppe Stigliano	Redefining Retail: 10 Guiding Principles for a Post-Digital World	Wiley	2024, 1 Edn
3	Swapna Pradhan	Retail Management - Text & Cases	McGraw-Hill Education	2024, 7 Edn

Reference Books

S.No.	Authors	Title	Publisher	Year & Edition
1	Gibson G Vedamani	Retail Management – Functional Principles and Practice	Jaico Publishing House	2023, 4 Edn
2	James R Ogden and Denise Togden	Integrated Retail Management	Textbook Media Press	2023, 4 Edn
3	Barry Berman , Joel R Evans and Patrali M. Chatterjee	Retail Management, A Strategic Approach	Pearson	202, 13 Edn

Related Online References

- Introduction to Retail Management by Harish Subramanian - Great Learning.
- Retail Management in the Digital Era by Indian Institute of Management Bangalore (SWAYAM)
- Diploma in Retail Management by Alison

Pedagogy

The course will be delivered using a combination of traditional and learner-centered teaching methods, including:

- Lecture - Chalk and Talk
- PowerPoint presentations
- E-content and digital learning resources
- Group discussions
- Assignments
- Quizzes
- Peer learning activities
- Student seminars