



**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)**

2025 – 2028 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.



BACHELOR OF BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)
CHOICE BASED CREDIT SYSTEM (CBCS)
LEARNING OUTCOME BASED CURRICULAR FRAMEWORK (LOCF)
SCHEME & SYLLABUS OF EXAMINATION
2025- 2028 BATCH
SEMESTER- I

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	
I	I	TAM2501A/ HIN2501A/ FRE2501A	Tamil Paper I / Hindi Paper I / French Paper I	L	4	58	2	3	25	75	100	3
	II	ENG2501A	English Paper I	E	4	58	2	3	25	75	100	3
	III	IB25C01	Business Management and Organisational Behaviour	CC	5	73	2	3	25	75	100	3
	III	BB25C02	Financial Accounting	CC	5	73	2	3	25	75	100	3
	III	RM25C03	Global retail principles and operations	CC	5	73	2	3	25	75	100	3
	III	TH24A02	Mathematics for Management I	GE	5	73	2	3	25	75	100	4
	IV	NME25B1/ NME25A1	Basic Tamil I/ Advance Tamil I	AEC	2	28	2	-	100	-	100	2
	IV	NME23WS	Women Studies	AEC	2	30	-	-	100	-	100	
I - II	VI	NM25GAW	General Awareness	AECC	SS	-	-	-	100	-	100	Gr
I - II	VI	COM25SER	Community Services 30 Hours	GC	-	-	-	-	-	-	-	-
I - V	VI	24BONL1 24BONL2 24BONL3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-	-	-

L : Language
E : English
GE: Generic Elective
GC: General Course

AEC : Ability Enhancement Course
ACC : Additional Credit Course
AECC: Ability Enhancement Compulsory Course
CC: Core Courses

CA : Continuous Assessment
ESE : End Semester Examination
Gr : Grade

EXAMINATION SYSTEM

One Test for Continuous Assessment will be conducted on Pre-determined dates i.e., commencing on the 50th day from the date of reopening. The Model Exam will be conducted after completing 85th working days. Marks for ESE and CA with reference to the maximum for the courses will be as follows

CA Question Paper Pattern and Distribution of marks- Language and English

Section A	5 x 1(No Choice)	= 5 Marks
Section B	4 x 5 (4 out of 6)	= 20 Marks (250 words)
Section C	2 x 10(2 out of 3)	= 20Marks (500 Words)
Total		= 45 Marks

Core & Allied- Theory - (First 3 Units)

One question with a weightage of 2 Marks:	2 x 3 = 6 Marks
One question with a weightage of 5 Marks:	5 x 3 =15 Marks
(Internal Choice at the same CLO level)	
One question with a weightage of 8 Marks :	8 x 3 = 24 Marks
(Internal Choice at the same CLO level)	
Total	= 45 Marks

UG - Accounts Courses - (First 3 Units)

One question with a weightage of 2 Marks:	2 x 3 = 6 Marks
One question with a weightage of 5 Marks:	5 x 3 =15 Marks
One question with a weightage of 8 Marks	
(Internal Choice at the same CLO level) :	8 x 3 = 24 Marks
Total	= 45 Marks

Model & End Semester Examination – Question paper Pattern and Distribution of Marks - Language and English – UG

Section A	10 x 1(No Choice)	= 10 Marks
Section B	5 x 5 (5 out of 7)	= 25Marks (250 words)
Section C	4 x 10(2 out of 3)	= 40Marks (600- 700 Words)
Total		= 75 Marks

Core & Allied (Theory)

One question with a weightage of 2 Marks:	2 x 5 = 10 Marks
One question with a weightage of 5 Marks:	5 x 5 =25 Marks
(Internal Choice at the same CLO level)	
One question with a weightage of 8 Marks :	8 x 5 = 40 Marks
(Internal Choice at the same CLO level)	
Total	= 75 Marks

UG - Accounts Courses

One question with a weightage of 2 Marks:	2 x 5 = 10 Marks
One question with a weightage of 5 Marks:	5 x 5 = 25 Marks
One question with a weightage of 8 Marks :	8 x 5 = 40 Marks
(Internal Choice at the same CLO level)	
Total	= 75 Marks

Continuous Internal Assessment (CA)**Language, English, Core & Allied**

CIA Test	- 5 Marks (Conducted for 45 marks after 50 days)
Model Exam	- 7 Marks (Conducted for 75 marks - Q.P. Pattern (2,5,8 Marks) (Each Unit 15 Marks)
Sem/Ass/Quiz	- 5 Marks
Class Participation	- 5 Marks
Attendance	- 3 Marks (91-100% attendance: 3 Marks; 81-90% attendance: 2 Marks; 75-80% attendance: 1 Marks)

Total: 25 Marks

Advanced Tamil & Basic Tamil

CIA	: 25 Marks (Conducted for 50 marks after 50 Days)
Model	: 50 Marks Conducted for 75 marks after 50 Days)
Quiz	: 15 Marks
Assignment	: 10 Marks
Total	: 100 Marks

Women's Studies

- | | |
|---|-------------|
| • 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 |
| Total | - 100 Marks |

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
IB25C01	BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	Theory	73	2	-	3

Preamble

1. This course provides a foundational understanding of management principles, functions, and processes essential for effective organisational performance.
2. It covers classical and modern approaches to planning, organising, directing, and controlling, with a focus on real-world business applications.
3. Students will gain insights into organisational behaviour, decision-making, leadership, motivation, and change management in both traditional and contemporary contexts.
4. The course also introduces ethical leadership and values-based management through Vedic principles

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the fundamental concepts, nature, scope, and evolution of management, and explain the strategic planning process.	K1
CLO2	Identify and analyse various organisational structures, decision-making models, and modern techniques including AI applications in management.	K2
CLO3	Examine the principles and importance of directing and controlling functions, and apply effective control techniques in business scenarios.	K3
CLO4	Evaluate organisational behaviour concepts such as personality, perception, leadership, and motivation, and assess the impact of organisational change, culture, stress management, and Vedic principles in management.	K4

Mapping with Programme Learning Outcomes

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

S- Strong, M- Medium, L – Low

UNIT – I**14 Hrs**

Introduction to Management: Definition - Nature - Scope - Importance - Characteristics of Management - ***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**15 Hrs**

Organizing: Meaning - Definition - Types of Organisation - Organizational Structure. - Authority, Responsibility & Power. Decision-Making: Types of Decision-Making - AI in Decision-Making - Decision - Making Models and Techniques - ***Management by Objective and Key Results (OKRs)***, Management by Exception & Management by Wandering Around (MBWA).

UNIT – III**15 Hrs**

Directing: Definitions - Importance - ***Elements of Directing - Principles of Directing*** - Characteristics of Directing. 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**16 Hrs**

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 and Importance - ***Theories of Motivation*** (Maslow, Herzberg, McClelland). ***Vedic Principles in Management***: Meaning - Scope - Ethical Leadership through Dharma.

UNIT – V**13 Hrs**

Organizational culture and climate – 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.

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

Text Books

S. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	Angelo Kinicki, Denise Breaux Soignet	Management: A Practical Introduction	Tata McGraw Hill	2024, 15 th Edn
2	Sonia Umair	Human Perspectives of Industry 4.0 Organizations	CRC Press	2024, 1 st Edn

3	Robert Konopaske, John Ivancevich, and Michael Matteson	Organizational Behavior and Management	Tata McGraw Hill	2023, 12 th Edn
4	Chandrani Singh and Aditi Khatri	Principles and Practices of Management and Organizational Behavior	Sage Publication	2023, 6 th Edn

Reference Books

S. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	L.M Prasad	Principles and Practice of Management	Sultan Chand	2023, 10 th Edn
2	Charles W.L.Hill and Steven L Mcshare	Principles of Management	Tata McGraw Hill	2022, 7 th Edn
3	Dr Kannan Srinivasan	Insights Into Vedic Management	Independent Publish	2019, 18 th Edn

Blended Learning Links

S.No	Unit	Topic	Blended Link
1	I	Functions of Management	https://www.youtube.com/watch?app=desktop&v=qI16g9vjwI0
2		Managerial Hierarchy	https://www.youtube.com/watch?v=X_0LEIQbgwg
3	II	Management by Objective and Key Results (OKRs)	https://www.youtube.com/watch?v=v0GZoFpHCaE
4	III	Elements of Directing & Principles of Directing	https://www.youtube.com/watch?v=ByCNI3trTo
5	IV	Approaches to Organisational Behaviour	https://www.youtube.com/watch?v=QVEcL8nWyLc
6		Theories of Motivation	https://www.youtube.com/watch?v=woa2Qa8i80U
7		Vedic Principles in Management	https://www.youtube.com/watch?v=62_ee7exhao
8	V	Stress	https://www.youtube.com/watch?v=1XoSnaoLH7w

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion, Activity Based, Case Study

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BB25C02	FINANCIAL ACCOUNTING	Theory	73	2	-	3

Preamble

1. To understand the basic concepts, conventions 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 familiarize students with special systems like Hire Purchase and Bills of Exchange.
5. To effectively communicate financial results and position to stakeholders.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Recognize the fundamental concepts, principles, and significance of financial accounting.	K1
CLO2	Apply accounting tools and techniques to record, classify, and summarize financial transactions using the double-entry bookkeeping system.	K2
CLO3	Prepare and interpret financial statements by incorporating adjustments and adhering to accounting standards.	K3
CLO4	Analyze financial data, assess accounting operations, and evaluate financial reports for informed decision-making.	K4

Mapping with Programme Learning Outcomes

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

S-Strong; M-Medium, L- Low

UNIT – I **15 Hrs**
 Nature of Accounting - ***GAAP*** - Generally Accepted Accounting Principles - Accounting Concepts and conventions – Accounting Cycle – Accounting Equations - AI in Accounting – IKS in Accounting (Arthshastra & Bahi-Khata System) - ***Kinds of Accounts*** - Journal - Ledger - Subsidiary Books: Purchase Book - Sales Book - Returns Book - Cash Book.

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 - Installment 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*** - Introduction to Digital Assets.

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

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

Text books

S.No	Author(s)	Title of the Book	Publisher	Year & Edition
1	T.S. Reddy and A. Murthy	Financial Accounting	Margham Publications	2023, 7 th Edn
2	S.P. Jain ,K.L. Narang, Simmi Agrawal & Monika Sehgal	Financial Accounting	Kalyani Publishers	2023, 9 th Edn
3	M.P. Gupta and B.M. Agarwal	Financial Accounting	Sultan Chand Publications	2023, 1 st Edn

Reference Books

S.No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	S.N. Maheswari, Suneel K. Maheshwari, Sharad K. Maheshwari	Financial Accounting for BBA	Vikas Publishing House	2023, 3 rd Edn
2	P C Tulsian, Bharat Tulsian, Tushar Tulsian	Financial Accounting	Sultan Chand Publications	2023, 2 nd Edn

Blended Learning Links

S.No	Unit	Topics	Blended Learning Links
1	I	Accounting Principles	https://archive.nptel.ac.in/courses/110/106/110106147/
2		Kinds of Accounts	https://archive.nptel.ac.in/courses/110/106/110106147/
3	II	Objectives, Types of error	https://www.youtube.com/watch?v=zCZoqINp5P0
4	III	Treatment of Adjustments	https://www.youtube.com/watch?v=LzVZuBIsusU
5		Depreciation – Meaning, Need for depreciation	https://www.youtube.com/watch?v=fINkBABbqZU
6	V	Ethics in financial reporting.	https://onlinecourses.nptel.ac.in/noc25_mg24/preview

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion, Activity Based, Case Study.

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
RM25C03	GLOBAL RETAIL PRINCIPLES AND OPERATIONS	Theory	73	2	-	3

Preamble

1. To understand the international retail landscape in an era of digital transformation and globalisation.
2. To understand the evolution of the retail industry, FDI policies, multichannel retailing, and consumer behavior across cultures.
3. To provide insight into retail operations, inventory management, and technological advances in storekeeping.
4. To explore the transformative role of e-commerce, mobile commerce, and Industry 5.0 in global retail operations.
5. To analyze the emerging trends in e-retailing, franchising, personalization, and the integration of advanced technologies

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Define the key concepts in global retailing, retail operations, consumer behavior, and technological trends.	K1
CLO2	Explain the impact of globalization and innovative trends in retail ecosystems.	K2
CLO3	Apply knowledge of inventory systems, store operations, technology tools, and analytics to retail management practices.	K3
CLO4	Analyze emerging challenges, opportunities, digital disruptions, and cultural dynamics in global retail operations and strategies.	K4

Mapping with Programme Learning Outcomes

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

S- Strong, M – Medium, L - Low

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**15 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 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- IV**14 Hrs**

Technology and Innovation in Retail – Role of technology in transforming retail operations - ***E-commerce and digital retailing trends*** - Key drivers in global e-commerce markets - E-commerce platforms and marketplaces: – Mobile commerce trends in different regions – Mobile app localization and Optimization – Mobile payment system and cultural consideration – Industry 5.0 and Human centric retailing.

UNIT- V**15 Hrs**

Emerging Trends and Future of Retail : Emerging trends in e- Retailing- ***Retail Analytics*** - Franchising in Retailing, Retail Disruption- Technological forces in retail environment - -Role of AI in personalization - Self Service in retailing - Chatbot - Adoption of Contactless payments and Digital wallets worldwide- Applications of AR and VR integration.

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

Text Books

S. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	Philip Kotler and Giuseppe Stigliano	Redefining Retail: 10 Guiding Principles for a Post-Digital World	Wiley	2024, 1 st Edn
2.	Swapna Pradhan	Retail Management - Text & Cases	McGraw-Hill Education	2024, 7 th Edn

Reference Books

S. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	Gibson G Vedamani	Retail Management – Functional Principles and Practice	Jaico Publishing House,	2023, 4 th Edn
2	James R Ogden and Denise Togden	Integrated Retail Management	Textbook Media Press	2023, 4 th Edn
3	Barry Berman , Joel R Evans and Patrali M. Chatterjee	Retail Management, A Strategic Approach	Pearson	2021, 13 th Edn

Blended Learning Links

S.NO	Unit	Topics	Link
1	I	Introduction to Global Retailing	https://www.youtube.com/watch?v=Jzn8_C5Prk&list=PLos822zNwtUsVMal7XbxoCpZXVGPVRQTE&index=11&t=639s
2	II	AI in Retailing	https://www.youtube.com/watch?v=-Y-_jCpPCFHA
3	III	Inventory Management	https://www.youtube.com/watch?v=F-_sT3XVV27M
4	III	Introduction to Operations Management	https://www.coursera.org/learn/wharton-operations
5	IV	Digital Marketing and E-Commerce	https://www.coursera.org/professional-certificates/google-digital-marketing-ecommerce
6	V	Future in Retailing	https://www.youtube.com/watch?v=zAjVOGazc_q4
7	V	Emerging trends in e-Retailing	https://www.coursera.org/lecture/mafash/retail-trends-and-formats-DNj3l

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