



**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)**

**2023 – 2026 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 - 2023-26 BATCH**  
**SEMESTER –I – IV**

| Semester | Part | Subject Code                       | Title of the Paper   |          | Instruction per week | Instruction per sem | Tutorial (Hrs) | Duration of the | Exam Marks |     |     | Credits |
|----------|------|------------------------------------|--|----------|----------------------|---------------------|----------------|-----------------|------------|-----|-----|---------|
|          |      |                                    |  |          |                      |                     |                |                 | CIA        | ESE | TOT |         |
| I        | I    | TAM2301A/<br>FRE2301A/<br>HIN2301A | Tamil Paper I / Hindi Paper I /<br>French Paper I              | L        | 4                    | 58                  | 2              | 3               | 25         | 75  | 100 | 3       |
| I        | II   | ENG2301                            | English Paper I  | E        | 4                    | 58                  | 2              | 3               | 25         | 75  | 100 | 3       |
| I        | III  | IB23C01                            | Core 1: Business Management<br>and<br>Organisational Behaviour | CC       | 5                    | 73                  | 2              | 3               | 25         | 75  | 100 | 3       |
| I        | III  | BB23C02                            | Core 2: Financial Accounting                                   | CC       | 5                    | 73                  | 2              | 3               | 25         | 75  | 100 | 3       |
| I        | III  | RM23C03                            | Core 3: Retail Principles and<br>Operations                    | CC       | 5                    | 73                  | 2              | 3               | 25         | 75  | 100 | 3       |
| I        | III  | TH23A02                            | Allied:<br>Mathematics for<br>Management- I                    | GE       | 5                    | 73                  | 2              | 3               | 25         | 75  | 100 | 4       |
| I        | IV   | NME23B1/<br>NME23A1/               | BasicTamil-1/ AdvancedTamil -<br>1 /                           | AE<br>CC | 2                    | 28                  | 2              | -               | 100        | -   | 100 | 2       |
|          |      | NME23WS                            | Introduction to Women Studies                                  |          | 2                    | 30                  | -              | -               |            |     |     |         |
| II       | I    | TAM2302A/<br>FRE2302A/<br>HIN2302A | Tamil Paper II / Hindi Paper II<br>/ French Paper II           | L        | 4                    | 58                  | 2              | 3               | 25         | 75  | 100 | 3       |
| II       | II   | ENG2302                            | English Paper II   | E        | 4                    | 58                  | 2              | 3               | 25         | 75  | 100 | 3       |
| II       | III  | RM23C04                            | Core 4 : Mercantile Law  | CC       | 5                    | 73                  | 2              | 3               | 25         | 75  | 100 | 3       |

|            |     |                                    |  |          |   |       |     |   |     |    |     |       |
|------------|-----|------------------------------------|--|----------|---|-------|-----|---|-----|----|-----|-------|
| II         | III | RM23C05                            | Core 5: E-Retailing & Communication  | CC       | 5 | 73    | 2   | 3 | 25  | 75 | 100 | 3     |
| II         | III | BB23C06                            | Core 6: Human Resource Management  | CC       | 5 | 73    | 2   | 3 | 25  | 75 | 100 | 3     |
| II         | III | TH23A24/<br>IB23A01                | Allied - 2 Mathematics for Management - II/Problem Solving & Decision - Making | GE       | 5 | 73    | 2   | 3 | 25  | 75 | 100 | 4     |
| II         | IV  | NME23B2/<br>NME23A2                | Basic Tamil II/<br>Advanced Tamil II (Outside Regula Classhour)                | AEC      | - | -     | -   | - | 100 | -  | 100 | Grade |
| II         | V   | 23PECM1                            | Professional English   | AEC      | 2 | 25    | 5   | - | 100 | -  | 100 | 2     |
|            |     |                                    | Online Course  |          |   |       |     |   |     |    |     | -     |
| II         | VI  | NM23GAW                            | General Awareness (self-study)   |          | - | -     | -   | - | 100 | -  | 100 | Grade |
| III        | I   | TAM2303A/<br>FRE2303A/<br>HIN2303A | Language Paper III-<br>Tamil/Hindi/French Paper III                            | L        | 4 | 58    | 2   | 3 | 25  | 75 | 100 | 3     |
| III        | II  | ENG2303A                           | English Paper III  | E        | 4 | 58    | 2   | 3 | 25  | 75 | 100 | 3     |
| III        | III | RM23C07                            | Core VII: Retailing in Global Era  | CC       | 7 | 103   | 2   | 3 | 25  | 75 | 100 | 5     |
| III        | III | BB23C08                            | *Core VIII: Marketing Management   | CC       | 5 | 73    | 2   | 3 | 25  | 75 | 100 | 4     |
| III        | III | RM23A01/<br>IB23A01                | Allied-1: Fundamentals of Economics/ International Economics                   | GE       | 5 | 73    | 2   | 3 | 25  | 75 | 100 | 4     |
| III/<br>IV | III | CS23SBGP/<br>RM23SB01              | GEN-AI/<br>Skill Based Subject -Retail Analytics Paper (Theory)                | SEC      | 3 | 44/41 | 1/4 | - | 100 | -  | 100 | 3     |
| III        | IV  | NM23DTG                            | Design Thinking  | AEC      | 2 | 30    |     | - | 100 | -  | 100 | 2     |
| III        | IV  | NM22UHR                            | Universal Human Values and Human Rights #                                      | AE<br>CC | - | -     | -   | - | 100 | -  | 100 | Grade |
| I-<br>V    | VI  | 16BONL1<br>16BONL2                 | Online Course 1<br>Online Course 2   | ACC      | - | -     | -   | - | -   | -  | -   | -     |

|            |     |                                    |   |      |    |           |         |   |     |    |     |    |
|------------|-----|------------------------------------|---|------|----|-----------|---------|---|-----|----|-----|----|
| 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  | ENG2304A                           | English Paper IV                                    | E    | 4  | 58        | 2       | 3 | 25  | 75 | 100 | 3  |
|            | III | BB23C09                            | Financial Management                                | CC   | 6  | 88        | 2       | 3 | 25  | 75 | 100 | 5  |
|            | III | RM23C10                            | Sustainable Business                                | CC   | 6  | 88        | 2       | 3 | 25  | 75 | 100 | 4  |
|            | III | IB23A02/<br>RM23A02                | Taxation /<br>Sourcing<br>Management                | GE   | 5  | 73        | 2       | 3 | 25  | 75 | 100 | 4  |
| III/<br>IV | III | CS23SBGP/<br>RM23SB01              | GEN-AI /<br>Retail Analytics                        | SEC  | 3  | 45/<br>43 | -<br>/2 | - | 100 | -  | 100 | 3  |
| IV         | IV  | NM23EII                            | Entrepreneurship<br>and Innovation<br>(IgniteX )    | AECC | 2  | 30        | -       | - | 100 | -  | 100 | 2  |
|            | IV  | NM23EVS                            | Environmental<br>Studies                            | AECC | SS | -         | -       | - | 100 | -  | 100 | Gr |
|            | IV  | COCOACT                            | Co-Curricular<br>Activities                         | GC   | -  | -         | -       | - | 100 | -  | 100 | 1  |
|            | IV  | COM15SER                           | Community Service-<br>30 Hours                      | GC   | -  | -         | -       | - | -   | -  | -   | -  |
| I-V        | VI  | 16BONL1<br>16BONL2                 | Online Course 1<br>Online Course 2                  | ACC  | -  | -         | -       | - | -   | -  | -   | -  |

CC–Core Course

CA–Continuous Assessment

GC–Generic Elective

ESE–End Semester Examination

ACC–Additional Credit Course

SEC – Skill Enhancement Course

GC - General Courses

SS – Self Study

AECC - Ability Enhancement Compulsory Course

The following is the assessment pattern for 2023-26 batch

### **CA Pattern (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**

### **UG-Accounts Courses-(First3Units)**

CA Question from each unit comprising of

One question with a weightage of 2Marks :2 x 3 = 6

One question with a weightage of 5Marks :5 x 3 =15

One question with a weightage of 8Marks :8 x 3 = 24

(Internal Choice at the same CLO level)

**Total : 45 Marks**

**ESE Pattern - Theory**

Section A–5x 2=10

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

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

**Total 75 Marks****ESE Question Paper Pattern: (for Problem Paper) 5x15=75Marks**

Question from each unit comprising of One question with a weightage of 2 Marks : 2 x5=10

One question with a weightage of 5Marks :5x5=25

One question with a weightage of 8 Marks (Internal Choice at the same CLO level) :8x5=40

Total :75Marks

**Skill Based Theory courses**

Test I : 30 Marks (Conducted for 50 marks and converted to 30 Marks)

Test II : 50 Marks

Assignment : 10 Marks

Seminar : 10 Marks

**Total : 100 Marks****I & II Year UG**

|                     |                 |   |
|---------------------|-----------------|---|
| CIA Test            | 5               | Conducted for 45 marks after 50 days                                    |
| Model Exam          | 7               | Conducted for 75 marks(Q.P.<br>Pattern(2m,5m,8m) - (Each Unit 15 Marks) |
| Sem/Ass/Quiz        | 5               |   |
| Class Participation | 5               |   |
| Attendance          | 3               | 91%-100% -3 Marks, 81%-90% -2 Marks,<br>75%-80 %-1 Mark                 |
| <b>Total</b>        | <b>25 Marks</b> |   |

**Assessment pattern for Environmental Studies**

Quiz : 50 marks  
 Assignment : 25 marks  
 Project/ Case study : 25 marks  
**Total : 100 marks**

**Assessment Pattern for Entrepreneurship and Innovation (Ignite X):**

| Components                            | Marks |
|---------------------------------------|-------|
| 3 Quizzes (25 questions in each quiz) | 50    |
| 30 Venture Activities (Assignment)    | 30    |
| Milestone 3 (Pitch deck presentation) | 20    |
| Total                                 | 100   |

**BACHELOR OF BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**  
**CHOICE BASED CREDIT SYSTEM (CBCS)**  
**LEARNING OUTCOME BASED CURRICULAR FRAMEWORK (LOCF)**  
**SCHEME & SYLLABUS OF EXAMINATION**  
**2023 -2026 BATCH**  
**SEMESTER- V**

| Semester | 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 |         |
| V        | III  | BB23C11             | Cost and Management Accounting  | CC          | 5                      | 73            | 2              | 3                       | 25                | 75  | 100   | 4       |
|          | III  | BB23C12             | Management Information System   | CC          | 5                      | 73            | 2              | 3                       | 25                | 75  | 100   | 4       |
|          | III  | RM23C13             | Location Planning & Mall Management                                       | CC          | 5                      | 73            | 2              | 3                       | 25                | 75  | 100   | 4       |
|          | III  | BB23E01/<br>IB23E01 | Research Methods for Management / Total Quality Management                | DSE         | 5                      | 73            | 2              | 3                       | 25                | 75  | 100   | 4       |
|          | III  | RM23E01/<br>BB23E03 | Retail Selling and Merchandise Management/ Financial Markets and Services | DSE         | 5                      | 73            | 2              | 3                       | 25                | 75  | 100   | 4       |
|          | IV   | BB23SBP1            | AI Tools for Management Research  | SEC         | 3                      | 41            | 4              | -                       | 100               | -   | 100   | 3       |
|          | III  | RM23AC1/<br>RM23AC2 | Retail Team Management and Leadership/ Consumer Psychology in Retailing   | ACC         | SS                     | -             | -              | 3                       | 25                | 75  | 100   | 5       |
|          | IV   | NM21CS1             | Cyber Security I  | AECC        | 2                      | 30            | -              | -                       | 100               | -   | 100   | Gr      |
|          | IV   | RM23INST            | Field Work/Institutional Training   | DSE         | -                      | -             | -              | -                       | 100               | -   | 100   | 2       |
|          | VI   | RM23COM             | Comprehensive Examination   | GC          | -                      | -             | -              | -                       | 100               | -   | 100   | Gr.     |
| I - IV   | VI   | COM15SER            | Community Services 30 Hours   | GC          |                        |               |                |                         |                   |     |       |         |
| I-V      | VI   | 16BONL1             | Online Course   | ACC         | -                      | -             | -              | -                       | -                 | -   | -     | -       |
|          |      | 16BONL2             | Online Course   |             |                        |               |                |                         |                   |     |       |         |

CC : Core Courses  
DSE: Discipline Specific Elective  
SEC: Skill Enhancement Course  
SS: Self Study  
Gr : Grade  
AECC - Ability Enhancement Compulsory Course

CA : Continuous Assessment  
ESE: End Semester Examination  
ALC: Advanced Learner Course  
ACC: Additional Credit Course  
GC: General Courses

| <b>COURSE NUMBER</b> | <b>COURSE NAME</b>                                      | <b>CATEGORY</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|----------------------|---|-----------------|-----------|----------|----------|---------------|
| <b>IB23C01</b>       | <b>BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR</b> | <b>Core</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           | M           |

S- Strong, M- Medium

## **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\***.



## 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 –Factors influencing personality. **\*Perception : Concept, 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.

## 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.

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

### Text Books :

| Sl. No. | Author(s)   | Title of the Book                 | Publisher                        | Year of Publication |
|---------|---|-----------------------------------|----------------------------------|---------------------|
| 1.      | Lussier, R. N                                       | Management Fundamentals (1st ed.) | Cengage Learning                 | 2020                |
| 2.      | Stepten P. Robbins, Mary Coulter and Neharika Vohra | Management                        | Pearson Prentice Hall, New Delhi | 2020                |
| 3.      | Rao V.S.P.  | Management: Text & Cases          | Excel Books, New Delhi           | 2018                |
| 4.      | Charles W.L.Hill and Steven L Mcshare               | Principles of Management          | Tata McGraw Hill                 | 2019                |

**Reference Books:**

| <b>S. No.</b> | <b>Author(s)</b>                     | <b>Title of the Book</b>  | <b>Publisher</b>   | <b>Year of Publication</b> |
|---------------|--------------------------------------|---|--|----------------------------|
| 1.            | Koontz. (n.d.)                       | Principles of Management  | Tata McGraw Hill Education.  | 2021                       |
| 2.            | David S. Bright, Anastasia H. Cortes | Organisational Behaviour  | Open Stax, Rice University   | 2020                       |
| 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 | 2021                       |

**Blended Learning Topics:**

| 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=kNs8xbAUkIQ">https://www.youtube.com/watch?v=kNs8xbAUkIQ</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=uUHuzSIakM&amp;list=PLOzRYVm0a65cWsdYODPNF43wDy5mTqema">https://www.youtube.com/watch?v=uUHuzSIakM&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<br/>NUMBER<br/>BB23C02</b> | <b>COURSE NAME<br/>FINANCIAL ACCOUNTING</b> | <b>Category</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>Credit</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 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 importance of accounting and to gain a broad understanding of concepts, principles and terminology of financial accounting. | K1                     |
| CLO2.             | Recognize and familiarize kinds of accounts and use of various accounting tools.   | K2                     |
| CLO3.             | Associate the components of final accounts using double entry booking keeping.   | K3                     |
| CLO4.             | Analyse and perform fundamental accounting operations.   | K4                     |

### Mapping with Programme 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\*** - Accounting Concepts and conventions – Accounting Cycle – Accounting Equations - **\*Kinds of Accounts\*** - Journal, 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 (15 Hours)**

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)

**Text Book:**

| Sl. No. | Author(s)   | Title of the Book    | Publisher            | Year of Publication |
|---------|---|----------------------|----------------------|---------------------|
| 1       | S.P. Jain ,K.L. Narang, Simmi Agrawal & Monika Sehgal | Financial Accounting | Kalyani Publishers   | January 2020        |
| 2       | Reddy T.S & Murthy. A                                 | Financial Accounting | Margham Publications | 2021                |

**Reference Books:**

| Sl. No. | Author(s)   | Title of the Book            | Publisher                              | Year of Publication |
|---------|---|------------------------------|--|---------------------|
| 1       | S.N. Maheswari, <u>Suneel K. Maheshwari</u> , <u>Sharad K. Maheshwari</u> | Financial Accounting for BBA | Vikas Publishing House Private Limited | 2018                |
| 2       | Grewal T.S  | Double entry book keeping    | Sultan hand & Company                  | Reprint 2017        |

**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/ec19_cm04/preview">https://onlinecourses.swayam2.ac.in/ec19_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/what-on-accounting">https://www.coursera.org/learn/what-on-accounting</a>       | 12 hours   |

**Blended Learning Topics:**

| S.No | Unit | Topics  | 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 NUMBER</b> | <b>COURSE NAME</b>                      | <b>CATEGORY</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|----------------------|---|-----------------|-----------|----------|----------|---------------|
| <b>RM23C03</b>       | <b>RETAIL PRINCIPLES AND OPERATIONS</b> | <b>Core</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           | M           |
| CLO4.       | S           | S           | S           | S           | S           |

S- Strong , M - Medium

## 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\***.

## 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.

## 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.

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

### Text Books:

| Sl. No. | Author(s)                     | Title of the Book                       | Publisher  | Year of Publication |
|---------|-------------------------------|---|--|---------------------|
| 1.      | Swapna Pradhan                | Retailing Management- Text & cases      | Tata McGraw-Hill Education Private Limited       | 2021                |
| 2.      | Barry Berman and Joel R Evans | Retail Management, A strategic Approach | Prentice Hall of India, 12 <sup>th</sup> Edition | 2020                |

### Reference Books:

| Sl. No. | Author(s)                                 | Title of the Book                                      | Publisher                 | Year of Publication |
|---------|---|--|---------------------------|---------------------|
| 1       | Gibson G Vedamani                         | Retail Management – Functional Principles and Practice | Jaico Publishing House,   | 2020                |
| 2       | Michael Levy, Barton A Weitz, Ajay Pandit | Retail Management                                      | The McGraw-Hill companies | 2019                |
| 3       | James R Ogden and Denise Togden           | Integrated Retail Management                           | Biztantra                 | 2021                |



**Blended Learning Topics:**

| S.NO | Unit | Topic  | 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 NUMBER</b> | <b>COURSE NAME</b>    | <b>Category</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>Credit</b> |
|----------------------|-----------------------|-----------------|-----------|----------|----------|---------------|
| <b>RM23C04</b>       | <b>MERCANTILE LAW</b> | <b>CORE</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 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 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           | S           | S           |

S- Strong; M-Medium

## **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.

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

Discharge of Contracts – **\*Breach of Contract\*** – Remedies of Breach of Contract – Quasi Contract - 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.

Negotiable Instruments Act 1881 – Meaning of negotiable instruments – type of 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 – winding up.

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

Consumer Protection Act 1986 – Objectives – Rights of Consumers – Consumer Protection Council – Consumer Redressal agencies – Complaint Procedure – Remedies to consumers. **\*Role of Online Dispute Resolution (ODR) for Commercial Disputes\***.

The Right to Information Act 2005 – 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\***.

#### **Text Books:**

| <b>Sl. No.</b> | <b>Author(s)</b>                                     | <b>Title of the Book</b>  | <b>Publisher</b>                 | <b>Year of Publication</b> |
|----------------|--|---|----------------------------------|----------------------------|
| 1.             | Emma Jones, Francine Ryan, Anna Thanaraj, Terry Wong | Digital Lawyering Technology and Legal Practice in the 21 <sup>st</sup> Century | Routledge                        | 2022                       |
| 2.             | Kapoor, N.D  | Elements of Mercantile Law  | Sultan Chand and Sons, New Delhi | 2021                       |
| 3.             | P.C.Tulsian  | Business Law  | Tata McGraw-Hill                 | 2020                       |

**Reference Books:**

| Sl. No. | Author(s)                         | Title of the Book                         | Publisher                 | Year of Publication |
|---------|-----------------------------------|---|---------------------------|---------------------|
| 1.      | Akhileshwar Pathak                | Legal Aspects of Business                 | Tata McGraw Hill          | 2021                |
| 2.      | Dr. G. K. Kapoor & Sanjay Dhamija | Company Law and Practice                  | Taxmann Publications      | 2020                |
| 3.      | Dr. Niraj Kumar                   | Handbook on Right to Information Act 2005 | Bharat Law house Pvt.Ltd, | 2021                |

**Blended Learning Links:**

| S. No | Unit | Topic  | Blended Learning 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     | II   | Breach of Contract   | <a href="https://www.miga.org/product/breach-contract">https://www.miga.org/product/breach-contract</a>   |
| 4     | II   | Duties of Bailor and Bailee                                      | <a href="https://www.youtube.com/watch?v=fHqmWCctn6c">https://www.youtube.com/watch?v=fHqmWCctn6c</a>   |
| 5     | III  | Conditions and Warranties  | <a href="https://www.youtube.com/watch?v=TCVa_Sj23mk">https://www.youtube.com/watch?v=TCVa_Sj23mk</a>   |
| 6     | III  | Promissory Note  | <a href="https://www.youtube.com/watch?v=5k79PntBDNk">https://www.youtube.com/watch?v=5k79PntBDNk</a>   |
| 7     | 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> |
| 8     | IV   | Role of Directors  | <a href="https://www.youtube.com/watch?v=tbHGmRuyIf0">https://www.youtube.com/watch?v=tbHGmRuyIf0</a>   |
| 9     | 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>   |
| 10    | 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>   |

| <b>COURSE NUMBER</b> | <b>COURSE NAME</b>                     | <b>CATEGORY</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|----------------------|--|-----------------|-----------|----------|----------|---------------|
| <b>RM23C05</b>       | <b>E – RETAILING AND COMMUNICATION</b> | <b>CORE</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           | M           |
| <b>CLO3</b> | S           | S           | M           | S           | L           |
| <b>CLO4</b> | S           | S           | S           | M           | S           |

S-Strong; M-Medium; L- Low

## **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.

## 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\***.

## 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.

## 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\***.

## 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\***.

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

### Text Books:

| Sl.No | Authors(s)                          | Title of the Book  | Publisher             | Year of Publication |
|-------|-------------------------------------|--|-----------------------|---------------------|
| 1     | D.P. Sharma                         | E-retailing Principles and Practice                      | Himalaya Publications | 2022                |
| 2     | E-Retailing                         | Charles Dennis   | Routledge             | 2021                |
| 3     | Caroll & Broadhead                  | How to Become a Successful E- Commerce Merchant          | Dearborn publishers   | 2020                |
| 4     | Manfred Krafft, Murali, K. Mantrala | Retailing in the 21st Century: Current and Future Trends | Springer              | 2021                |

**Reference Books:**

| Sl.No | Authors(s)         | Title of the Book   | Publisher        | Year of Publication |
|-------|--------------------|---|------------------|---------------------|
| 1     | Anne Marie Doherty | Retail Marketing: A Branding, Merchandising, and Sales Approach | Springer         | 2022                |
| 2     | Trevor Paul Ginn   | How to grow your E-Commerce Business                            | Tata McGraw Hill | 2022                |
| 3     | Levy & Weitz       | Retailing Management  | Tata McGraw Hill | 2021                |

**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    | III  | CRM Implementation                          | <a href="https://www.youtube.com/watch?v=6CTuO-iis5Q">https://www.youtube.com/watch?v=6CTuO-iis5Q</a>   |
| 6    | III  | Personalization                             | <a href="https://www.youtube.com/watch?v=2JhVHYc7yf0">https://www.youtube.com/watch?v=2JhVHYc7yf0</a>   |
| 7    | 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> |
| 8    | 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>                                   |
| 9    | V    | Point-of-Sale Communication                 | <a href="https://www.youtube.com/watch?v=2Ktk8WMRFpE">https://www.youtube.com/watch?v=2Ktk8WMRFpE</a>   |
| 10   | V    | Role of AI in Retail Communication.         | <a href="https://www.youtube.com/watch?v=GQjuEygcS3A">https://www.youtube.com/watch?v=GQjuEygcS3A</a>   |

| COURSE<br>NUMBER-<br>BB23C06 | COURSE NAME<br>HUMAN RESOURCE<br>MANAGEMENT | Category | L  | T | P | Credit |
|------------------------------|---|----------|----|---|---|--------|
|                              |   | CORE     | 73 | 2 | - | 3      |

### 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 Outcomes

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

| CLO Number | CLO Statement  | Knowledge Level |
|------------|--|-----------------|
| 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 Outcomes

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

S-Strong; M-Medium; L-Low

### SYLLABUS



### UNIT – 1 (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\***, 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 – 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\*** – 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 - **\*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, 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

**Note: \* & Bold are blended learning topics and the links are listed below.**

### Text Books

| Sl. No. | Author(s)                   | Title of the Book                       | Publisher                 | Year of Publication |
|---------|-----------------------------|---|---------------------------|---------------------|
| 1.      | K. Aswathappa & Sadhna Dash | Human Resource Management, Text & Cases | Mcgraw Hill, 10th Edition | 2023                |
| 2.      | Pravin Durai                | Human Resource Management               | Pearson Publishers        | 2020                |

**Reference Books:**

| S.No. | Author(s)                  | Title of the Book         | Publisher                        | Year of Publication |
|-------|----------------------------|---------------------------|----------------------------------|---------------------|
| 1     | Rahul Kumar Das            | Human Resource Management | Notion Press                     | 2022                |
| 2.    | Gary Dessler & Biju Varkey | Human Resource Management | Pearson Publishers               | 2020                |
| 3.    | V.S.P. Rao.                | Human Resource Management | Cengage Learning India Pvt. Ltd. | 2020                |

**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=KoDiuL6NqgQ&amp;t=1s">https://www.youtube.com/watch?v=KoDiuL6NqgQ&amp;t=1s</a> |

| COURSE NUMBER | COURSE NAME                       | CATEGORY | L  | T | P | CREDIT |
|---------------|-----------------------------------|----------|----|---|---|--------|
| IB23A01       | PROBLEM-SOLVING & DECISION MAKING | ALLIED   | 73 | 2 | - | 4      |

#### Preamble

1. To equip students with a deep understanding of problem-solving, its importance, and the steps and techniques involved, emphasizing its significance as a crucial skill in the Industry 4.0 era.
2. To introduce students to the concept of critical thinking and its role in decision-making
3. To familiarize students with various decision-making models and techniques.
4. To provide insights into the impact of technology on decision-making.

#### Course Learning Outcomes

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

| CLO Number | CLO Statement   | Knowledge Level |
|------------|---|-----------------|
| CLO1       | Gain strong problem-solving skills for tackling complex issues, recognizing the significance of problem-solving in Industry 4.0, and applying various techniques effectively.   | K1              |
| CLO2       | Develop critical thinking abilities to evaluate, analyze, and make informed decisions, especially in the workplace, with a focus on using virtual reality to enhance critical thinking, particularly for data analysis. | K2              |
| CLO3       | Acquire proficiency in decision-making, and understanding key models and techniques.  | K3              |
| CLO4       | Analyse the impact of technology on decision-making, also, gain insights into ethical and sustainability considerations.  | 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    | S    | S    | S    | S    |
| CLO4 | S    | S    | M    | S    | S    |

S-Strong; M-Medium

#### SYLLABUS

##### UNIT – I ( 14 Hours)

Introduction to Problem Solving: Concept, Definition, Importance of Problem Solving; **\*Steps in Problem Solving\***, Process and various techniques used in Problem Solving; Types, Various skills required in solving the problem, **\*Methods used in solving the problem\***, Problem solving: a key skill in Industry 4.0.

## UNIT – II ( 15 Hours)

Introduction to Critical Thinking: Concept, Definitions, Significance of Critical Thinking; **\*Critical Thinking Process\***, Elements of Critical Thinking; Use of Critical Thinking at the Workplace, Role of Virtual Reality in Developing Critical Thinking Skills, **\*Developing Critical Thinking Skills for Data Analysis\***.

## UNIT – III ( 15 Hours)

Decision-Making Models and Techniques: Rational Decision-Making Model and the Bounded Rationality Model, Introduction to tools like Decision Trees and **\*Multi-Criteria Decision Analysis (MCDA)\***, Application of Artificial Intelligence and **\*Machine Learning in optimizing decision-making processes\***.

## UNIT – IV ( 15 Hours)

Decision making and Current Scenarios: Impact of Technology in Decision making; Challenges before Marketing Managers in the Decision-making process; **\*Critical Thinking and Problem-Solving skills for the 21st century\***; Role of Decision-making strategies at the global level; Recent trends in the Critical Thinking process; **\*Challenges before Marketing Managers in the area of Problem solving\***.

## UNIT – V ( 14 Hours)

Ethical and Sustainable Decision-Making: The ethical dimension of decision-making, including ethical dilemmas and moral reasoning, Strategies for incorporating sustainability principles into decision-making processes, **\*Real-world examples of organizations making socially responsible and sustainable decisions\***.

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

(Case studies for Internal Evaluation only)

### **Text Books:**

| Sl.No | Authors(s)                                     | Title of the Book  | Publisher             | Year of Publication |
|-------|--|--|-----------------------|---------------------|
| 1     | Barnaby Hum                                    | Critical Thinking & Problem Solving  | Asia Publish Holdings | 2023                |
| 2     | John Adair                                     | Decision Making and Problem Solving: Break Through Barriers and Banish Uncertainty at Work | Kogan Page            | 2022                |
| 3     | Basavaraju H R,<br>Dr. Melanie<br>Lourens, Dr. | Decision Making and Problem Solving  | Book Rivers           | 2022                |

|  |  |  |  |  |
|--|--|--|--|--|
|  | Ashvine Kumar,<br>Dr. Alpana<br>Sharma |  |  |  |
|--|--|--|--|--|

#### Reference Books:

| Sl.No | Authors(s)        | Title of the Book   | Publisher     | Year of Publication |
|-------|-------------------|---|---------------|---------------------|
| 1     | Albert Rutherford | Tools of Systems Thinkers: Learn Advanced Deduction, Decision-Making, and Problem-Solving Skills with Mental Models and System Maps | Vdz           | 2021                |
| 2     | Pamela Hughes     | Beginners Guide to Critical Thinking and Problem Solving  | Jc Publishing | 2020                |

#### Blended Learning Links:

| S.No | Unit | Topic  | Blended Learning Links  |
|------|------|--|---|
| 1    | I    | Steps in Problem Solving   | <a href="https://alison.com/course/art-of-creative-problem-solving">https://alison.com/course/art-of-creative-problem-solving</a>   |
| 2    | I    | Methods used in solving the problem  | <a href="https://alison.com/course/turn-your-thinking-around-new-approaches-to-problem-solving">https://alison.com/course/turn-your-thinking-around-new-approaches-to-problem-solving</a> |
| 3    | II   | Critical Thinking Process  | <a href="https://www.udemy.com/course/critical-thinking-course/">https://www.udemy.com/course/critical-thinking-course/</a>   |
| 4    | II   | Developing Critical Thinking Skills for Data Analysis                                      | <a href="https://www.youtube.com/watch?v=Cm5ukdquISE">https://www.youtube.com/watch?v=Cm5ukdquISE</a>   |
| 5    | III  | Multi-Criteria Decision Analysis (MCDA)  | <a href="https://www.youtube.com/watch?v=7OoKJHvsUbo">https://www.youtube.com/watch?v=7OoKJHvsUbo</a>   |
| 6    | III  | Machine Learning in optimizing decision-making processes                                   | <a href="https://www.youtube.com/watch?v=JhImME2UgXQ">https://www.youtube.com/watch?v=JhImME2UgXQ</a>   |
| 7    | IV   | Critical Thinking and Problem-Solving skills for the 21st century                          | <a href="https://www.youtube.com/watch?v=2s6PIrXwt7M">https://www.youtube.com/watch?v=2s6PIrXwt7M</a>   |
| 8    | IV   | Challenges before Marketing Managers in the area of Problem solving                        | <a href="https://www.youtube.com/watch?v=Mx-xpx8tMSU">https://www.youtube.com/watch?v=Mx-xpx8tMSU</a>   |
| 9    | V    | Real-world examples of organizations making socially responsible and sustainable decisions | <a href="https://www.youtube.com/watch?v=ydPNQ7nTHyE">https://www.youtube.com/watch?v=ydPNQ7nTHyE</a>   |

| <b>COURSE<br/>NUMBER<br/>23PECM1</b> | <b>COURSE NAME</b>  | <b>Category</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>Credit</b> |
|--------------------------------------|---|-----------------|-----------|----------|----------|---------------|
|                                      | <b>Professional English for Commerce and<br/>Management</b> | <b>AEC</b>      | <b>25</b> | <b>5</b> |          | <b>2</b>      |
|                                      | <b>(Class: I B.Com &amp; BBA; SEMESTER – II)</b>            |                 |           |          |          |               |

### Objectives:

1. To develop the language skills of students by offering adequate practice in professional contexts.
2. To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year commerce and management students
3. To focus on developing students' knowledge of domain specific registers and the required language skills.
4. To develop strategic competence that will help in efficient communication
5. To sharpen students' critical thinking skills and make students culturally aware of the target situation.

### Course Outcomes

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

| <b>CLO<br/>Number</b> | <b>CLO<br/>Statement</b>   | <b>Knowledge<br/>Level</b> |
|-----------------------|--|----------------------------|
| CLO1                  | Recognise their own ability to improve their own competence in using the language                        | K1                         |
| CLO2                  | Use language for speaking with confidence in an intelligible and acceptable manner                       | K2                         |
| CLO3                  | Read independently unfamiliar texts with comprehension and understand the importance of reading for life | K3                         |
| CLO4                  | Understand the importance of writing in academic life  | K3                         |

(Outcomes based on guidelines in UGC LOCF – Generic Elective)

### Mapping with Programme 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           | S           | M           | M           |
| CLO4        | S           | S           | S           | S           | S           |

S- Strong, M- Medium, L- Low

## **PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT (25 Hours)**

### **UNIT 1: COMMUNICATION 5 hours**

**Listening:** Listening to audio text and answering question Listening to Instructions

**Speaking:** \*Pair work and small group work\*

**Reading:** Comprehension passages –Differentiate between facts and opinion

**Writing:** \*Developing a story with pictures\*.

**Vocabulary:** Register specific – Incorporated into the LSRW tasks

### **UNIT 2: DESCRIPTION 5 hours**

**Listening:** Listening to process description – Drawing a flow chart.

**Speaking:** Role play (formal context)

**Reading:** \*Skimming/Scanning- Reading passages on products, equipment and gadgets\*.

**Writing:** Process Description –Compare and Contrast Paragraph-Sentence Definition and Extended definition- Free Writing.

**Vocabulary:** Register specific –Incorporated into the LSRW tasks.

### **UNIT 3: NEGOTIATION STRATEGIES 5 hours**

**Listening:** Listening to interviews of specialists / Inventors in fields (Subject specific)

**Speaking:** \*Brainstorming. (Mind mapping). Small group discussions (Subject- Specific) \*

**Reading:** Longer Reading text.

**Writing:** Essay Writing (250 words)

**Vocabulary:** Register specific – Incorporated into the LSRW tasks

### **UNIT 4: PRESENTATION SKILLS 5 hours**

**Listening:** Listening to lectures.

**Speaking:** Short talks.

**Reading:** Reading Comprehension passages

**Writing:** \*Writing Recommendations Interpreting Visuals inputs\*

**Vocabulary:** Register specific – Incorporated into the LSRW tasks

### **UNIT 5: CRITICAL THINKING SKILLS 5 hours**

**Listening:** Listening comprehension- Listening for information.

**Speaking:** Making presentations (with PPT- practice).

**Reading:** \*Comprehension passages –Note making\*.

(Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills)

**Writing:** Problem and Solution essay– Creative writing –Summary writing

**Vocabulary:** Register specific – Incorporated into the LSRW tasks

**Textbook:**

| S.No. | Authors   | Title of the Book                              | Publishers | Year of Publication |
|-------|---|--|------------|---------------------|
| 1     | TamilNadu State Council for Higher Education (TANSCH) | English for Commerce and Management Semester 1 | --         | --                  |

**Reference Books:**

| S.No. | Authors   | Title of the Book                 | Publishers       | Year of Publication |
|-------|---|-----------------------------------|------------------|---------------------|
| 1     | Sreedharan, Josh  | The Four Skills for Communication | Foundation books | 2016                |
| 2     | Pillai, G Radhakrishna, K<br>Rajeevan, P Bhaskaran Nair | Spoken English for you            | Emerald          | 1998                |
| 3     | Pillai, G Radhakrishna, K<br>Rajeevan, P Bhaskaran Nair | Written English for you           | Emerald          | 1998                |

**Blended Learning Links:**

| S.No | Units    | Topics   | Links   |
|------|----------|--|---|
| 1    | Unit I   | Pair work and small group work, Developing a story with pictures           | <a href="https://www.youtube.com/watch?v=9Jb1SgPFC9U">https://www.youtube.com/watch?v=9Jb1SgPFC9U</a> |
| 2    | Unit II  | Skimming/Scanning- Reading passages on products, equipment and gadgets     | <a href="https://www.youtube.com/watch?v=T6LZNhNTIq8">https://www.youtube.com/watch?v=T6LZNhNTIq8</a> |
| 3    | Unit III | Brainstorming. (Mind mapping). Small group discussions (Subject- Specific) | <a href="https://www.youtube.com/watch?v=-h8RpvqJKoI">https://www.youtube.com/watch?v=-h8RpvqJKoI</a> |
| 4    | Unit IV  | Writing Recommendations<br>Interpreting Visuals inputs                     | <a href="https://www.youtube.com/watch?v=9OXvTSEDI2Q">https://www.youtube.com/watch?v=9OXvTSEDI2Q</a> |
| 5    | Unit V   | Comprehension passages –Note making.                                       | <a href="https://www.youtube.com/watch?v=zn8mbYFAEa0">https://www.youtube.com/watch?v=zn8mbYFAEa0</a> |



**Evaluation pattern:** Internal 50 marks

ESE 50 marks

**NOTE 1:**

Internals 5 tests x 10 marks each

Test 1 : Listening

Test 2 : Speaking

Test 3 : Reading

Test 4 : Listening

Test 5 : Speaking

**ESE: Only Reading, Writing and Vocabulary components from all 5 units**

**Question Paper pattern for ESE**

Section A:  $5 \times 2 = 10$  marks

Section B:  $4/6 \times 5 = 20$  marks

Section C:  $2/3 \times 10 = 20$  marks Total = 50 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>RM23C07</b>     | <b>RETAILING IN GLOBAL ERA</b> | <b>Theory</b>   | <b>103</b> | <b>2</b> | <b>-</b> | <b>5</b>      |

### **Preamble**

- 1.To provide an in depth understanding of global retailing and opportunities for retailing in global era.
2. To equip students with the knowledge and skills to analyse consumer behaviour in global market place and retail marketing strategies.
3. To enable students to adopt technology and innovation in retail with Industry 5.0 and human centric retailing.
4. To prepare students for the evolving future trends of retailing by exploring role of AI, AR, VR, contactless payments and digital wallets worldwide.

### **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              | Demonstrate a comprehensive understanding of global retailing major trends shaping the global retail industry, challenges and opportunities for retailing in global era. | K1                     |
| CLO2              | Analyse consumer behaviour in global market place and apply global marketing strategies to enhance consumer engagement and loyalty through digital channels.             | K2                     |
| CLO3              | Develop and implement innovation and technology in retail such as e-commerce, mobile commerce and employ industry 5.0 for human centric retailing.                       | K3                     |
| CLO4              | Adapt to the dynamic landscape of future retail by exploring role of AI, AR,VR, contactless payments, digital wallets and data privacy.                                  | 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           | S           | S           | S           | S           |
| CLO4        | S           | S           | S           | L           | S           |

S-Strong; M-Medium; L - Low

## **SYLLABUS**

## UNIT – I (20Hours)

Introduction to Global Retailing – **\*Concept\*** – Scope – Globalization and its impact on retail markets – Key stakeholders in the global retail ecosystem - **\*Major trends shaping the global retail industry\*** – Challenges – Opportunities for retailing in Global Era.

## UNIT – II (21 Hours)

Understanding Consumer Behaviour in Global Market place – Cultural differences – Consumer preferences – **\*Consumer Segmentation\*** - Targeting – Market – Cross-cultural consumer behaviour analysis - Sales forecasting - Leveraging social media and Influencers in global retailing - **\*Enhancing consumer engagement and loyalty through digital channels\***.

## UNIT – III ( 21Hours)

Retail Marketing Strategies – Global retail branding – Positioning – **\*Multi-channel retailing strategies\*** – Omni-channel retailing strategies – Retail merchandising - Pricing strategies – **\*Global Supply Chain management strategies\*** – Emerging Technologies transforming supply chain management: IoT, blockchain, AI - Leveraging data analytics for supply chain optimization.

## UNIT – IV (21Hours)

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 market places: – Amazon, Alibaba, eBay, Shopify – **\*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 ( 20Hours)

Future Trends of Retail – **\*Role of AI in personalization\*** – AI driven marketing - pricing - supply chain optimization – Applications of AR and VR technologies in retail environments – **\*Adoption of Contactless payments and Digital wallets worldwide\*** – Data privacy and consumer trust.

**\*Highlighted Text offered in blended mode (Links Provided)**

(Case studies for Internal Evaluation only)

### Text Books:

| Sl. No. | Authors(s)   | Title of the Book                 | Publisher                | Year & Edition of Publication  |
|---------|--|-----------------------------------|--------------------------|--------------------------------|
| 1       | Michael Levy and Barton A. Weitz, Dhruv Grewal       | Retailing Management              | Mc Graw Hill             | 2023, 10 <sup>th</sup> Edition |
| 2.      | Teki Yaswanth Kumar<br>Prof N Kishore Babu           | Fundamentals of Retail Management | Shree Krishna Production | 2024, 1 <sup>st</sup> Edition  |
| 3       | Brenda Sternquist; Elizabeth B. Goldsmith, Fairchild | International Retailing           | Fairchild                | 2020, 3 <sup>rd</sup> Edition  |

**Reference Books:**

| Sl.No. | Authors(s)      | Title of the Book                    | Publisher           | Year & Edition of Publication  |
|--------|-----------------|--------------------------------------|---------------------|--------------------------------|
| 1      | Swapna Pradhan  | Retailing Management: Text and Cases | Mc Graw Hill        | 2020, 6 <sup>th</sup> Edition  |
| 2      | Barry Berman    | Retail Management                    | Pearson             | 2022, 13 <sup>th</sup> Edition |
| 3      | Pinki and Aryan | Retailing Management                 | Sankalp Publication | 2023, 1 <sup>st</sup> Edition  |

**Blended Learning Links**

| S.No. | Topic  | Blended Learning Links  |
|-------|--|---|
| 1     | Global retailing concept   | <a href="https://www.youtube.com/watch?v=1Z4gKHSG4GI">https://www.youtube.com/watch?v=1Z4gKHSG4GI</a>   |
| 2     | Major trends shaping the global retail industry                    | <a href="https://www.youtube.com/watch?v=RZyoz2poYuk">https://www.youtube.com/watch?v=RZyoz2poYuk</a>   |
| 3     | Consumer Segmentation  | <a href="https://www.youtube.com/watch?v=zPJtDohab-g">https://www.youtube.com/watch?v=zPJtDohab-g</a>   |
| 4     | Enhancing consumer engagement and loyalty through digital channels | <a href="https://www.sap.com/assetdetail/2021/09/9032cb58-fa7d-0010-bca6-c68f7e60039b.html">https://www.sap.com/assetdetail/2021/09/9032cb58-fa7d-0010-bca6-c68f7e60039b.html</a>               |
| 5     | Multi-channel retailing strategies                                 | <a href="https://www.youtube.com/watch?v=Uv8bs2f49Ns">https://www.youtube.com/watch?v=Uv8bs2f49Ns</a>   |
| 6     | Global Supply Chain management strategies                          | <a href="https://www.youtube.com/watch?v=_8c7O8bcmhs">https://www.youtube.com/watch?v=_8c7O8bcmhs</a>   |
| 7     | E-commerce and digital retailing trends                            | <a href="https://ellogic.co/blog/ecommerce-future-trends-you-should-definitely-watch/">https://ellogic.co/blog/ecommerce-future-trends-you-should-definitely-watch/</a>                         |
| 8     | Mobile commerce trends in different regions                        | <a href="https://ellogic.co/blog/what-is-mobile-commerce-and-why-you-should-invest-in-it-in-2022/">https://ellogic.co/blog/what-is-mobile-commerce-and-why-you-should-invest-in-it-in-2022/</a> |
| 9     | Role of AI in personalization                                      | <a href="https://www.youtube.com/watch?v=OFIRx3M_4CI">https://www.youtube.com/watch?v=OFIRx3M_4CI</a>   |
| 10    | Adoption of Contactless payments and Digital wallets worldwide     | <a href="https://www.youtube.com/watch?v=AhwiE30Uj7E">https://www.youtube.com/watch?v=AhwiE30Uj7E</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>BB23C08</b>     | <b>MARKETING MANAGEMENT</b> | <b>Theory</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>3</b>      |

**Preamble:**

- To provide fundamentals of marketing and marketing environment in business world.
- To assess the importance of product and brand perspective
- To assess the pricing strategies, marketing segmentation and positioning to attain competitive advantage
- To analyse, select marketing channels and promotion aspects
- 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              | Recognize and recall the concepts in marketing, functions And marketing environment.   | K1                     |
| CLO2              | Understand the implications of product management, pricing strategies, distribution channels, branding, packaging, and segmentation in effectively marketing goods and services. | K2                     |
| CLO3              | Apply the acquired knowledge of marketing concepts and Market information to conduct market research, critically assessing the evolving market landscapes.                       | K3                     |
| CLO4              | Analyze marketing strategies and apply contemporary developments in marketing to facilitate informed Marketing 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           | S           | S           | S           |
| CLO2        | S           | S           | S           | S           | S           |
| CLO3        | S           | S           | S           | M           | M           |
| CLO4        | M           | S           | S           | M           | M           |

S-Strong; M-Medium

## **SYLLABUS**

### **UNIT–I (15Hours)**

Introduction to Marketing: Meaning, Definition and Nature of Marketing- Objectives and Characteristics - Marketing Functions-Factors -Marketing Environment–Micro and Macro - Buyer Behavior- Factors - Buyer decision-making process and decision-making roles - Consumer vs Organizational buyers - Buyer behavior and Marketing strategies-Future Ready Marketing.

### **UNIT–II (15Hours)**

Product: Introduction, Characteristics and Product Policy - Product Classification and Levels-Productmix–ProductPersonalizationandCustomization-NewProductDevelopment- Product Life Cycle - Adoption process - Rate of adoption in new products. Branding, Packaging & Labelling- Definition, Need and Importance

### **UNIT–III (14Hours)**

Pricing: Introduction – Objectives - Factors - Methods and - Pricing strategies and Price adjustment strategy Market Segmentation – Targeting and Positioning - Introduction - Importance–Steps–Elements–Strategies.

### **UNIT–IV (14Hours)**

Channel of Distribution: Introduction - Objectives- Functions- Types- Level- Selection - Factors -Intermediaries- Channel Management decisions – Omni channel distribution. MarketingResearch-Objectives-Elements-MarketingInformation-Intelligence– Importanceandrolein informed decision making

### **UNIT–V (15 Hours)**

Recent Developments in Marketing: 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 Integration in Marketing-Social, Ethical and Legal Aspects of Marketing

Case study (internal valuation only)

#### **Textbooks:**

| <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            | Philip Kotler, Kevinlane Keller, Alexander Chernev, Jagdish N.Sheth & G.Shainesh | Marketing Management-Indian Case Studies Included | Pearson Publishers, | 2022 , 16 <sup>th</sup> Edition          |
| 2            | Greg Marshall and Mark Johnston  | Marketing Management                              | McGraw-Hill,        | 2023, 4 <sup>th</sup> Edition            |
| 3            | Rajan Saxena   | Marketing Management                              | McGraw-Hill,        | 2019, 6 <sup>th</sup> Edition            |

**Reference Books:**

| Sl. No. | Author(s)                   | Title of the Book                                       | Publisher                        | Year & Edition of Publication |
|---------|-----------------------------|---|----------------------------------|-------------------------------|
| 1       | Neeru Kapoor                | Principles of Marketing                                 | Prentice Hall India,             | 2022, 2 <sup>nd</sup> Edition |
| 2       | Ramasamy and S. Nama kumari | Marketing Management: Indian Context Global Perspective | Sage Publications India Pvt Ltd; | 2018, 6 <sup>th</sup> edition |

**Coursera Links:**

|           |   |
|-----------|---|
| Unit1 to5 | <a href="https://www.coursera.org/learn/wharton-marketing">https://www.coursera.org/learn/wharton-marketing</a>   |
|           | <a href="https://www.coursera.org/learn/marketing-customers">https://www.coursera.org/learn/marketing-customers</a>   |
|           | <a href="https://www.coursera.org/learn/fundamentals-of-marketing-strategy">https://www.coursera.org/learn/fundamentals-of-marketing-strategy</a>   |
|           | <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>                           |
|           | <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> |
|           | <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>   |
|           | <a href="https://www.coursera.org/specializations/marketing-strategy#courses">https://www.coursera.org/specializations/marketing-strategy#courses</a>   |
|           | <a href="https://www.coursera.org/learn/brand-management#modules">https://www.coursera.org/learn/brand-management#modules</a>   |
|           | <a href="https://www.coursera.org/learn/positioning">https://www.coursera.org/learn/positioning</a>   |
|           | <a href="https://www.coursera.org/learn/marketingchannelfunctions">https://www.coursera.org/learn/marketingchannelfunctions</a>   |
|           | <a href="https://www.coursera.org/learn/uva-darden-artificial-intelligence-marketing">https://www.coursera.org/learn/uva-darden-artificial-intelligence-marketing</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>RM23A01</b>      | <b>FUNDAMENTALS OF ECONOMICS</b> | <b>Theory</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>4</b>      |

#### **Preamble**

1. To familiarize the students with elementary concepts of Economics.
2. To acquaint the students with tools and techniques those are useful in their profession in Managerial Decision Making which will enhance their employability.
3. To gain understanding of some Macroeconomic concepts to improve their ability to understand the business climate.

#### **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              | Identify and describe the Production function, pricing cost minimization techniques and relevant theories.  | K2                     |
| CLO3              | Describe the scope of Economics, Economies of Scale, Equilibrium and Balance of Payments.   | K3                     |
| CLO4              | Critically evaluate the basic demand and supply model to determine an equilibrium price and quantity, changes to equilibrium price and quantity, and their impact on resource allocation. | 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           | S           |
| CLO4        | S           | M           | S           | S           | S           |

S- Strong; M-Medium

#### **SYLLABUS**

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

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



## UNIT - II (15 Hours)

Production- Importance of Production-Factors of Production- Production function- **\*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 Hours)

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 Hours)

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 Hours)

National Income- Concepts- measurement – **\*Problems- Uses– Leveraging Big Data Analytics and Machine Learning Techniques to measure National Income- Inflation- Types\***- Causes and Control – **\*Trade Cycle – Stages of trade cycle-Balance of Payments\***-Inflation-Tracking Inflation- Measuring Changes in the Cost of Living- Current trends in inflation in India.

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

### Text book:

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

### Reference Books:

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

**Blended Learning Topics:**

| S. No | Unit | Topic  | Link  |
|-------|------|--|---|
| 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- Law of Variable Proportions | <a href="https://archive.nptel.ac.in/courses/110/101/110101149/">https://archive.nptel.ac.in/courses/110/101/110101149/</a> |
| 3.    | II   | Law of Supply- Elasticity 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.    | III  | Pricing under Oligopoly – Pricing under Duopoly-The Four Step Process                | <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.    | IV   | 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.    | V    | 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> |

| <b>COURSE CODE-</b> | <b>COURSE NAME -</b>        | <b>Category</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>Credit</b> |
|---------------------|-----------------------------|-----------------|-----------|----------|----------|---------------|
| <b>RM23SB01</b>     | <b>SBS-RETAIL ANALYTICS</b> | <b>Theory</b>   | <b>41</b> | <b>4</b> | <b>-</b> | <b>3</b>      |

### **Preamble**

1. To achieve and establish vital understanding of retail analytics in business.
2. To institute the concept and applications of retail analytics in business environment.
3. To exhibit knowledge of basics in R-programming.

### **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              | Recall and identify the importance of retail analytics, data collection and generation in retail business. | K1                     |
| CLO2              | Explain data integration and modeling techniques.  | K2                     |
| CLO3              | Apply retail analytics concepts and data analysis in R programming.  | K3                     |
| CLO4              | Analyze programming basics in Array, Vectors and Matrices.   | 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           | M           |
| CLO3        | S           | S           | M           | S           | S           |
| CLO4        | S           | S           | S           | S           | S           |

S- Strong; M-Medium

### **SYLLABUS**

### **UNIT – I (8 Hours)**

Introduction to Retail Analytics: Meaning of Retail Analytics – Benefits of retail analytics- Concept of product terminology – Types of retail analytics – Retail channel and formats-Commonly deployed analytics in retail.

### **UNIT – II (8 Hours)**

Data: Data Collection - Data Management- Big Data Management–Challenges- Data Generation Sources - Typical RSCA Process - Data in RSCA - Analytical Techniques in RSCA context - Data Analytics & Decision-Making Models - Applications of IoT in Retail.

### **UNIT - III (8 Hours)**

Retail Analytics Applications: Business Intelligence – Sales forecasting – Methods- Demand forecasting – Unified advanced retail analytics - Retail analytics techniques- Trends and statistics of retail analytics.

### **UNIT – IV (9 Hours)**

R programming basics- Environment setup with R Studio, R Commands, Variables and Data Types, Control Structures, Array, Matrix, Vectors, Factors, Functions, R packages.

### **UNIT – V (8 Hours)**

Basics of R Syntax - organize and modify data in R using data frames - Prepare data for analysis in R - Basics of joining tables together in R.

#### **Text Book:**

| <b>S. No</b> | <b>Author</b>  | <b>Book name</b>   | <b>Publisher</b> | <b>Year &amp; Edition of Publication</b> |
|--------------|----------------|--------------------|------------------|--|
| 1.           | Hadley Wickham | R for Data Science | O'Reily Media,   | 2023,<br>2 <sup>nd</sup> Edition         |

#### **Reference Books:**

| <b>S. No</b> | <b>Author</b>              | <b>Book name</b>               | <b>Publisher</b> | <b>Year &amp; Edition of Publication</b> |
|--------------|----------------------------|--------------------------------|------------------|--|
| 1.           | Emmett Cox                 | Retail Analytics               | Wiley            | 2021<br>2 <sup>nd</sup> Edition          |
| 2.           | Haydn Thomas<br>- Demonoid | Business Analysis Fundamentals | Pearson          | 2020, 3 <sup>rd</sup> Edition            |

| Course Code | Course Name    | Category  | L | T | P  | Credit |
|-------------|----------------|-----------|---|---|----|--------|
| CS23SBGP    | SBS I - Gen-AI | Practical | - | 1 | 44 | 3      |

### Preamble

The objective of this course is to understand the breadth and depth of Generative Artificial Intelligence (Gen AI) and to impart knowledge on its ethical implications, practical applications, and emerging trends.

### 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 and ethical considerations of Generative AI.  | K2              |
| CLO2       | Apply AI principles in practical settings using basic AI tools and platforms  | K3              |
| CLO3       | Develop advanced skills in specialized AI applications such as text analysis, natural language processing, and image recognition. | K3              |
| CLO4       | Explore emerging trends in AI, integrating advanced AI tools into diverse professional practices.                                 | K4              |

### Mapping with Programme Learning Outcomes

| CLOs | PO1 | PO2 | PO3 | PO4 | PO5 |
|------|-----|-----|-----|-----|-----|
| CLO1 | S   | S   | S   | S   | M   |
| CLO2 | S   | S   | S   | S   | S   |
| CLO3 | S   | S   | M   | S   | S   |
| CLO4 | S   | M   | S   | M   | S   |

**S- Strong; M-Medium;**

### SBS I: Gen-AI - CS23SBGP

**(44 Hrs)**

#### Unit 1: Introduction to Gen AI

**(9 hours)**

Understanding Gen AI: Definition and scope of Gen AI - Overview of its applications in various fields - Introduction to essential skills needed for Gen AI. Ethical Considerations: Discussion on ethical guidelines and responsible use of AI - Understanding the impact of AI on society and individuals.

#### Hands-on Activity: Exploring AI Tools

- Working with appropriate content creation Gen-AI tools to engage with ChatGPT to explore various subjects, simulate interviews, or create imaginative written content.

- Working with appropriate writing and rephrasing Gen-AI tools to drafting essays on designated topics and refining the content with improved clarity, coherence, and correctness.

## **Unit 2: Basic AI Concept (8 hours)**

Introduction to AI: Basic concepts and terminology of artificial intelligence - Examples of AI in everyday life - Real-world examples of AI applications in different domains. Machine Learning Basics: Understanding the principles of machine learning - Overview of supervised and unsupervised learning.

### **Hands-on Activity: Simple AI Projects**

- Working with appropriate educational content creation Gen-AI tools to generate quizzes and flashcards based on classroom material.
- Working with appropriate language learning Gen-AI tools to practice and enhance language skills through interactive exercises and games across multiple languages.

## **Unit 3: AI in Practice (9 hours)**

Text Analysis and Natural Language Processing (NLP): Introduction to NLP concepts and techniques - Hands-on exercises analyzing text data and extracting insights. Image Recognition and Processing: Basics of image recognition algorithms and techniques - AI Tools for Text and Image Processing

### **Hands-on Activity: Text and Image Projects**

- Working with appropriate image processing Gen-AI tools to experiment with AI-generated images.
- Working with appropriate object recognition Gen-AI tools to identify various objects such as text, images, products, plants, animals, artworks, barcodes, and QR codes.

## **Unit 4: AI for Productivity and Creativity (9 hours)**

AI-enhanced Productivity and creativity Tools: Overview of productivity and creativity tools enhanced with AI capabilities - Tips for integrating AI into daily tasks and workflows. AI and Jobs: Exploring how AI impacts jobs and industries - Discussion on opportunities and challenges - Exploration of AI-powered creative tools and applications.

### **Hands-on Activity: Productivity and Creativity**

- Working with appropriate content creation Gen-AI tools to generate interactive videos / blog posts / art / drawing / music and storytelling experience.
- Working with appropriate resume generation Gen-AI tools to create professional resumes efficiently.

## **Unit 5: Future of Gen AI and Final Project (9 hours)**

Emerging Trends in Gen AI - Applications of Generative AI - Ethical and Societal Impact of Gen AI - Future Directions and Challenges - Case Studies in Generative AI.

### **Hands-on Activity: Trends in Gen AI**

- Working with appropriate speech generation Gen-AI tools to customize synthetic speech for virtual assistance across different applications.

- Working with appropriate data analysis Gen-AI tools to perform data analysis, visualization, and predictive modeling tasks.
- Working with appropriate Gen-AI design tools to simplify the creation of visually appealing presentations.
- Working with appropriate website builder Gen-AI tools to develop professional websites with AI assistance.

### **Pedagogy**

Demonstration of AI Tools, Lectures and Case studies.

### **Evaluation pattern for Gen-AI**

|             |   |
|-------------|---|
| Quiz        | : 50 Marks (5 quizzes with each 10 marks)             |
| Case study  | : 25 Marks  |
| Online Exam | : 25 Marks (Departments to plan and conduct the exam) |
| Total       | : <b>100 Marks</b>                                    |

| <b>COURSE CODE</b> | <b>COURSE NAME</b>          | <b>Category</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>Credit</b> |
|--------------------|-----------------------------|-----------------|-----------|----------|----------|---------------|
| <b>BB23C09</b>     | <b>FINANCIAL MANAGEMENT</b> | <b>Theory</b>   | <b>88</b> | <b>2</b> | <b>-</b> | <b>5</b>      |

### **Preamble**

1. To understand the basic concepts, principles and objectives of financial management.
2. To deepen knowledge on all the components of the financial environment of business.
3. To equip necessary skills to take decisions on various financial matters.
4. To convey sufficient knowledge for organizing financial transaction effectively.

### **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 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.                        | <b>K1</b>              |
| <b>CLO2</b>       | Recognize how the time value of money, cost of capital, capital structures, capital budgeting, working capital, dividend and analytical decisions are used for financial management.   | <b>K2</b>              |
| <b>CLO3</b>       | Apply the financing decisions by implementing the tools such as time value of money, cost of capital, capital structures, capital budgeting and working capital management techniques for management of financial resources. | <b>K3</b>              |
| <b>CLO4</b>       | Analyze and apply the critical thinking skills for effective decision-making by using various financial management tools, techniques and analytics functions for efficient financial planning and forecasting.               | <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           | M           | L           | S           | S           |
| <b>CLO2</b> | S           | S           | M           | S           | S           |
| <b>CLO3</b> | S           | S           | S           | M           | S           |
| <b>CLO4</b> | S           | S           | S           | S           | L           |

**S-Strong; M-Medium; L-Low**



## SYLLABUS

### UNIT – I-Theory and Problems (18Hours)

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.

### UNIT – II-Theory and Problems (17 Hours)

Financing Decision: Introduction - **\*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 Hours)

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 Hours)

Capital Budgeting: Introduction - **\*Factors Affecting Capital Expenditure\*** -Methods of Appraisal-Pay Back – ARR – NPV – IRR- Profitability Index. (Simple problems).

### UNIT – V-Theory (18 Hours)

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. Introduction to Fintech – Fintech Techniques and Tools– Application and Future of Fintech.

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

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

### Text Books:

| Sl.No. | Author(s)                         | Title of the Book                          | Publisher            | Year & Edition                   |
|--------|-----------------------------------|--|----------------------|----------------------------------|
| 1.     | Sharma RK, Gupta SP & Neeti Gupta | Financial Management Theory and Practice   | Kalyani Publications | 2023<br>10 <sup>th</sup> Edition |
| 2      | S.N. Maheshwari                   | Financial Management Principles & Practice | Sultan Chand & Sons  | 2024<br>1 <sup>st</sup> Edition  |

**Reference Books:**

| Sl.No. | Author(s)                          | Title of the Book                      | Publisher                   | Year & Edition                   |
|--------|------------------------------------|--|-----------------------------|----------------------------------|
| 1.     | MY Khan & PK Jain                  | Financial Management                   | Tata McGraw Hill Publishing | 2018<br>8 <sup>th</sup> Edition  |
| 2.     | I.M. Pandey                        | Financial Management                   | Pearson Education           | 2022<br>5 <sup>th</sup> Edition  |
| 3.     | Prasanna Chandra                   | Financial Management Theory & Practice | McGraw Hill                 | 2022<br>11 <sup>th</sup> Edition |
| 4.     | Chandrahauns Chavan, Atul Patankar | Introduction to Fintech                | Pearson Education           | 2024<br>1 <sup>st</sup> Edition  |

**Blended Learning Links**

| Sl.No. | Unit       | Topic  | Links   |
|--------|------------|--|---|
| 1      | <b>I</b>   | Objectives of Financial 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      | <b>II</b>  | 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_1Q">https://www.youtube.com/watch?v=hJ3G5BCU_1Q</a>  |
| 4      | <b>III</b> | Factors Influencing 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 Dividend Policy                     | <a href="https://www.youtube.com/watch?v=4Z9AlZVYsEg">https://www.youtube.com/watch?v=4Z9AlZVYsEg</a>   |
| 6      | <b>IV</b>  | Factors affecting capital 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      | <b>V</b>   | Classification and Importance of Working Capital | <a href="https://youtu.be/_7vRfFkKb5k">https://youtu.be/_7vRfFkKb5k</a>   |
| 8      |            | Determinants of Working Capital                  | <a href="https://youtu.be/4KRUjhvwZ1M">https://youtu.be/4KRUjhvwZ1M</a>   |
| 9      |            | Objectives of Cash Management                    | <a href="https://www.youtube.com/watch?v=XUVhuqlg6G0">https://www.youtube.com/watch?v=XUVhuqlg6G0</a>   |

**Pedagogy:**

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

| <b>COURSE CODE</b> | <b>COURSE NAME</b>          | <b>CATEGORY</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|--------------------|-----------------------------|-----------------|-----------|----------|----------|---------------|
| <b>RM23C10</b>     | <b>SUSTAINABLE BUSINESS</b> | <b>Theory</b>   | <b>88</b> | <b>2</b> | <b>-</b> | <b>4</b>      |

### **Preamble**

1. To understand the concept of sustainable development and its relevance to the business environment.
2. To examine the strategies and challenges related to sustainable business
3. To develop the knowledge and skills necessary to integrate sustainability principles into business
4. To create a more sustainable and responsible business environment.

### **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 principles and concepts of sustainable business.   | K1                     |
| CLO2              | Review the impact of sustainable business practices on corporate social responsibility and long-term business performance.                | K2                     |
| CLO3              | Apply sustainable business strategies to address global sustainability challenges and ethical dilemmas in business operations             | K3                     |
| CLO4              | Analyze the role of sustainable marketing, supply chain management, and corporate governance in fostering sustainable business practices. | 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           | 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

## SYLLABUS

### UNIT – I (18 Hours)

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 – SDG: Introduction - Impact of Sustainable Development Goals on business practices- **\*Sustainable practices in Ancient Indian Business\***

### UNIT – II (18 Hours)

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 Hours)

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 Operations Management\***- Branding and Communication for Sustainable Business

### UNIT – IV (17 Hours)

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 Hours)

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

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

**Text Books:**

| Sl.No | Authors(s)   | Title of the Book  | Publisher                         | Year of Publication & Edition  |
|-------|--|--|-----------------------------------|--------------------------------|
| 1     | Helen Kopnina, Rory Padfield and Josephine Mylan   | Sustainable Business – Key issues (Third Edition)                      | Taylor & Francis                  | 2023 & 3 <sup>rd</sup> edition |
| 2     | Vladimir Obradović                                 | Sustainable Business Change Project Management Toward Circular Economy | Springer International Publishing | 2023 & 1 <sup>st</sup> edition |
| 3     | Rishi Raj Sharma, Tanveer Kaur, Amanjot Singh Syan | Sustainability Marketing New Directions and Practices                  | Emerald Publishing Limited        | 2021 & 1 <sup>st</sup> edition |

**Reference Books:**

| Sl.No | Authors(s)                 | Title of the Book  | Publisher      | Year of Publication & Edition    |
|-------|----------------------------|--|----------------|----------------------------------|
| 1     | Kevin Duncan, Sarah Duncan | The Sustainable Business Book Building a Resilient Modern Business | LID Publishing | 2023 and 1 <sup>st</sup> edition |
| 2     | Margaret Robertson         | Sustainability Principles and Practices                            | Routledge      | 2021 and 3 <sup>rd</sup> Edition |

**Blended Learning Links:**

| Sl.No | Authors(s)   | Title of the Book   |
|-------|--|---|
| 1     | What links business, ethics and sustainability     | <a href="https://www.youtube.com/watch?v=y1glNAGltw8">https://www.youtube.com/watch?v=y1glNAGltw8</a>                                   |
| 2     | Corporate Social Responsibility                    | <a href="https://www.youtube.com/watch?v=ZKUglISlgwI">https://www.youtube.com/watch?v=ZKUglISlgwI</a>                                   |
| 3     | Consumer Behavior and Ethical Consumption Patterns | <a href="https://www.youtube.com/watch?v=h1XuFc7LSWY">https://www.youtube.com/watch?v=h1XuFc7LSWY</a>                                   |
| 4     | Sustainability and Leadership                      | <a href="http://nitttrc.edu.in/nptel/courses/video/109105190/L47.html">http://nitttrc.edu.in/nptel/courses/video/109105190/L47.html</a> |
| 5     | Environmental Management System                    | <a href="http://surl.li/mvgmw">http://surl.li/mvgmw</a>   |
| 6     | 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>                                   |

**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>IB23A02</b>     | <b>TAXATION</b>    | <b>Theory</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>4</b>      |

### **Preamble**

1. To understand the basic concepts and definitions under the Income Tax Act, of 1961.
2. To Acquire knowledge about the Computation of Income under different heads of Income.
3. To provide taxation Compliance in the Digital Age
4. 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:

| <b>CLO Number</b> | <b>CLO Statement</b>  | <b>Knowledge Level</b> |
|-------------------|---|------------------------|
| 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**

| <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           | L           | S           |

S-Strong; M-Medium; L- Low

## SYLLABUS

### UNIT – I ( 14 Hours)

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 Hours)

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 Hours)

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

### UNIT – IV ( 15 Hours)

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 Hours)

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.)

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

**Text Books:**

| S.NO | Authors(s)   | Title of the Book                                     | Publisher                   | Year of Publication and Edition   |
|------|--|---|-----------------------------|-----------------------------------|
| 1    | V.P. Gaur, D.B. Narang, Puja Gaur, and Rajeev Puri | Income Tax Law & Practice Assessment Year 2024-25     | Kalyani Publishers          | 2024 and 52 <sup>nd</sup> edition |
| 2    | Prof. Preeti Rani Mittal, Dr. Anshika Bansal       | Income Tax – Law and Practice Assessment Year 2024-25 | Sultan Chand and Sons       | 2024 and 1 <sup>st</sup> edition  |
| 3    | Dr. H.C. Mehrotra, Prof. V.P. Agarwal              | Goods and Services Tax (G.S.T.) & Customs Duty        | Sahitya Bhawan Publications | 2023 and 11 <sup>th</sup> Edition |
| 4    | T. P. Mukerjee                                     | Commentary on the Customs Act, 1962                   | Delhi Law House             | 2022 and 17 <sup>th</sup> Edition |

**Reference Books:**

| S.NO | Authors(s)   | Title of the Book  | Publisher                     | Year of Publication 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 2024-25) | SBPD Publication              | 2024 and 25 <sup>th</sup> edition |
| 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> edition  |
| 3    | Ramamurthy. S  | Commentary on the Customs Act, 1962                          | Bloomsbury Professional India | 2022 and 1 <sup>st</sup> Edition  |

**Blended Learning Links:**

| S.No | Unit | Topic                               | Blended Learning 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:**

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



| <b>COURSE CODE</b> | <b>COURSE NAME</b>         | <b>CATEGORY</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|--------------------|----------------------------|-----------------|-----------|----------|----------|---------------|
| <b>RM23A02</b>     | <b>SOURCING MANAGEMENT</b> | <b>Theory</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>4</b>      |

### **Preamble**

1. To enable the students to understand the elementary concepts of sourcing and sourcing management.
2. To help the students develop the skills and knowledge in suppliers' selection, evaluation, price determination, and negotiation in sourcing.
3. To enlighten the students about global sourcing and its importance.
4. 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:

| <b>CLO Number</b> | <b>CLO Statement</b>   | <b>Knowledge Level</b> |
|-------------------|--|------------------------|
| 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**

| <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           | L           | S           |
| <b>CLO3</b> | S           | S           | M           | S           | S           |
| <b>CLO4</b> | S           | M           | S           | S           | S           |

S-Strong; M-Medium; L- Low

## SYLLABUS

### UNIT – I (14 Hours)

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

### UNIT – II (15 Hours)

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 Hours)

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 – **\* AI-Powered Negotiation Bots\***.

### UNIT – IV (15 Hours)

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 Hours)

Role of Technology in Sourcing Management – Need – Importance – Benefits – Application of Technology: Supplier Portals – **\*Market Intelligence Tools\*** – Big Data – Integrating Market Intelligence with Supplier Portals -**\*Document Management**

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

#### Text Books:

| Sl.No | Authors(s)                       | Title of the Book                       | Publisher    | Year of Publication               |
|-------|----------------------------------|---|--------------|-----------------------------------|
| 1     | Ashley McDonough                 | Operations and Supply chain Management  | Vibrant      | 2020 and 1 <sup>st</sup> edition  |
| 2     | Kenneth Lyson & Brain Farrington | Procurement and Supply Chain Management | Pearson      | 2020 and 10 <sup>th</sup> edition |
| 3     | Selvan Athishtaraj V.            | Basics of Strategic Sourcing            | Notion Press | 2020 and 1 <sup>st</sup> edition  |

**Reference Books:**

| Sl.No | Authors(s)       | Title of the Book   | Publisher                | Year of Publication              |
|-------|------------------|---|--------------------------|----------------------------------|
| 1     | Jonathan O'Brien | Sustainable Procurement: A Practical Guide to Corporate Social Responsibility in the Supply Chain | Kogen Page               | 2023 and 1 <sup>st</sup> edition |
| 2     | Hans J. Dau      | Strategic Sourcing: Theory and Practice   | Mitchell Madison Group   | 2020 and 1 <sup>st</sup> edition |
| 3     | Cindy Brown      | Strategic Sourcing and CATEGORY Management  | Amazon Direct Publishing | 2023 and 1 <sup>st</sup> edition |

**Blended Learning Links**

| S.No | Unit | Topic  | 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>                         |
| 3    | II   | Supplier Evaluation Metrics  | <a href="https://www.youtube.com/watch?v=QI5PpY8xz3k">https://www.youtube.com/watch?v=QI5PpY8xz3k</a>   |
| 4    |      | 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>                         |
|      | III  | AI in Market and Cost Analysis                                     | <a href="https://www.youtube.com/watch?v=TLXn_GnArIk">https://www.youtube.com/watch?v=TLXn_GnArIk</a>   |
| 5    |      | AI-Powered Negotiation Bots  | <a href="https://www.youtube.com/watch?v=vXP7L8sduis">https://www.youtube.com/watch?v=vXP7L8sduis</a>   |
| 7    | IV   | Criteria for Selecting Countries and Suppliers for Global Sourcing | <a href="https://www.aerostarmfg.com/">https://www.aerostarmfg.com/</a>   |
| 8    |      | 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> |
| 9    | V    | Market Intelligence Tools  | <a href="https://www.crayon.co/market-intelligence">https://www.crayon.co/market-intelligence</a>   |
| 10   |      | 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.

| <b>COURSE CODE</b> | <b>COURSE NAME</b>      | <b>CATEGORY</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|--------------------|-------------------------|-----------------|-----------|----------|----------|---------------|
| <b>RM23SB01</b>    | <b>RETAIL ANALYTICS</b> | <b>Theory</b>   | <b>43</b> | <b>2</b> | <b>-</b> | <b>3</b>      |

### **Preamble**

1. To achieve and establish vital understanding of retail analytics in business.
2. To institute the concept and applications of retail analytics in business environment.
3. To exhibit knowledge of basics in R-programming.

### **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              | Recall and identify the importance of retail analytics, data collection and generation in retail business. | K1                     |
| CLO2              | Explain data integration and modeling techniques.  | K2                     |
| CLO3              | Apply retail analytics concepts and data analysis in R programming.  | K3                     |
| CLO4              | Analyze programming basics in Array, Vectors and Matrices.   | 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           | M           |
| CLO3        | S           | S           | M           | S           | S           |
| CLO4        | S           | S           | S           | S           | S           |

S- Strong; M-Medium

## **SYLLABUS**

### **UNIT – I (9 Hours)**

Introduction to Retail Analytics: Meaning of Retail Analytics – Benefits of retail analytics- Concept of product terminology – Types of retail analytics – Retail channel and formats- Commonly deployed analytics in retail.

### **UNIT – II (9 Hours)**

Data: Data Collection - Data Management- Big Data Management–Challenges- Data Generation Sources - Typical RSCA Process - Data in RSCA - Analytical Techniques in RSCA context - Data Analytics & Decision-Making Models - Applications of IoT in Retail.

### **UNIT - III (9 Hours)**

Retail Analytics Applications: Business Intelligence – Sales forecasting – Methods-Demand forecasting – Unified advanced retail analytics - Retail analytics techniques- Trends and statistics of retail analytics.

### **UNIT – IV (8 Hours)**

R programming basics- Environment setup with R Studio, R Commands, Variables and Data Types, Control Structures, Array, Matrix, Vectors, Factors, Functions, R packages.

### **UNIT – V (8 Hours)**

Basics of R Syntax - organize and modify data in R using data frames - Prepare data for analysis in R - Basics of joining tables together in R.

#### **Text Book:**

| <b>S. No</b> | <b>Author</b>  | <b>Book name</b>   | <b>Publisher</b> | <b>Year of Publication &amp; Edition</b> |
|--------------|----------------|--------------------|------------------|--|
| 1.           | Hadley Wickham | R for Data Science | O'Reily Media,   | 2023, 2 <sup>nd</sup> Edition            |

#### **Reference Books:**

| <b>S. No</b> | <b>Author</b>           | <b>Book name</b>               | <b>Publisher</b> | <b>Year of Publication &amp; Edition</b> |
|--------------|-------------------------|--------------------------------|------------------|--|
| 1.           | Emmett Cox              | Retail Analytics               | Wiley            | 2021, 2 <sup>nd</sup> Edition            |
| 2.           | Haydn Thomas - Demonoid | Business Analysis Fundamentals | Pearson          | 2020, 3 <sup>rd</sup> Edition            |

#### **Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, R Programming, Lab

| COURSE NUMBER | COURSE NAME                                | 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)

| <b>COURSE CODE</b> | <b>COURSE TITLE</b>                   | <b>Category</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Credit</b> |
|--------------------|---------------------------------------|-----------------|----------|----------|----------|---------------|
| <b>BB23C11</b>     | <b>COST AND MANAGEMENT ACCOUNTING</b> | <b>Theory</b>   | 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.

### 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              | 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 Outcomes

| <b>COs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|------------|-------------|-------------|-------------|-------------|-------------|
| 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



**UNIT – I** **14 Hrs**

**\*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.**

**UNIT – II** **15 Hrs**

**\*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 Hrs**

**\*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** **14 Hrs**

**\*Fund Flow Analysis – Meaning & Scope - Difference between Fund Flow Statement & Balance Sheet – Preparation of Fund Flow Statement.**

**UNIT – V** **14 Hrs**

**\*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 & Sustainable Accounting - Carbon Reporting: Overview, Importance, and Global Standards (Theory Only).**

**\* Highlighted Text offered in blended mode (Links Provided)**

- Theory and problems in the ratio of 20% and 80% respectively

### Textbooks

| S. No. | Author(s)  | Title of the Book              | Publisher           | Year & Edition             |
|--------|--|--------------------------------|---------------------|----------------------------|
| 1      | S.P. Jain, K.L. Narang, Simmi Agrawal, Monika Sehgal | Cost and Management Accounting | Kalyani Publisher   | 2025, 18 <sup>th</sup> Edn |
| 2      | M N Arora  | Cost and Management Accounting | Sultan Chand & Sons | 2024, 11 <sup>th</sup> Edn |
| 3      | Shashi. K. Gupta, R. K.Sharma & Neeti Gupta.         | Cost and Management Accounting | Kalyani Publishers  | 2022, 15 <sup>th</sup> Edn |
| 4      | Gupta MP, Gupta Ajay                                 | Cost and Management Accounting | Sultan Chand & Sons | 2024, 2 <sup>st</sup> Edn  |

### Reference Books

| S. No. | Author(s)   | Title of the Book                     | Publisher           | Year & Edition             |
|--------|---|---------------------------------------|---------------------|----------------------------|
| 1      | Narang K.L. Jain S.P  | Practical Problems in Cost Accounting | S. Chand & Company  | 2023, 19 <sup>th</sup> Edn |
| 2      | Shashi K. Gupta, R.K. Sharma & Neeti Gupta                      | Management Accounting                 | Kalyani Publishers  | 2023, 15 <sup>th</sup> Edn |
| 3      | Maheshwari S.N, CA Sharad K. Maheshwari, Dr Suneel K Maheshwari | Principles of Management Accounting   | Sultan Chand & Sons | 2021, 18 <sup>th</sup> Edn |

### Reference Links

#### NPTEL Web Links

1. Cost Accounting, Preparation of cost sheet, Management accounting, , Different types of Budgets & Marginal Costing :  
<https://nptel.ac.in/courses/110/107/110107127/>
2. Introduction to Cost Accounting Classification of CostsMarginal Costing, Cost Volume Profit Analysis : [NPTEL :: Management - NOC: Cost Accounting](https://archive.nptel.ac.in/courses/110/101/110101132/#)  
<https://archive.nptel.ac.in/courses/110/101/110101132/#>

## 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.greenbusinessbenchmark.com/archive/what-is-carbon-accounting>
- <https://portal.cemasys.com/blog/carbon-accounting-management/blog-carbon-accounting-standards/>
- <https://www.woltersklower.com/en/expert-insights/esg-carbon-emissions>

## Blended Learning Links

| S. No. | Unit | Topic  | Blended Learning Links   |
|--------|------|--|--|
| 1      | I    | Meaning- Definition – Scope                            | <a href="https://youtu.be/_z4-7xr6ur8">https://youtu.be/_z4-7xr6ur8</a>  |
| 2      |      | Cost concepts and Cost Classification                  | <a href="https://youtu.be/X3c4XOmP7AE">https://youtu.be/X3c4XOmP7AE</a>  |
| 3      |      | Preparation of Cost Sheet                              | <a href="https://youtu.be/PObHZkcPZN4">https://youtu.be/PObHZkcPZN4</a>  |
| 4      | II   | Inventory Control                                      | <a href="https://youtu.be/U44RQAzf4NI">https://youtu.be/U44RQAzf4NI</a>  |
| 5      |      | EOQ –Pricing of material issues                        | <a href="https://youtu.be/fFR1nYhF_iw">https://youtu.be/fFR1nYhF_iw</a>  |
| 6      | III  | Ratio analysis   | <a href="https://youtu.be/nY43DTjsKyo">https://youtu.be/nY43DTjsKyo</a><br><a href="https://youtu.be/y132ILD4Vvg">https://youtu.be/y132ILD4Vvg</a> |
| 7      |      | Preparation of balance sheet from ratios.              | <a href="https://youtu.be/Qw4HHMqX5I4">https://youtu.be/Qw4HHMqX5I4</a>  |
| 8      |      | Dupont Analysis  | <a href="https://youtu.be/hHuItcTJJcs">https://youtu.be/hHuItcTJJcs</a>  |
| 9      | IV   | Fund Flow analysis                                     | <a href="https://youtu.be/n8VKcJxkUeo">https://youtu.be/n8VKcJxkUeo</a><br><a href="https://youtu.be/JI1WC7JB2Qo">https://youtu.be/JI1WC7JB2Qo</a> |
| 10     | V    | Marginal Costing: Meaning-Importance                   | <a href="https://youtu.be/Ri1BQIACVpM">https://youtu.be/Ri1BQIACVpM</a>  |
| 11     |      | CVP analysis   | <a href="https://youtu.be/dtnbWUXOwgI">https://youtu.be/dtnbWUXOwgI</a>  |
| 12     |      | Budgets and Budgetary Control                          | <a href="https://youtu.be/P_aSB60mR1s">https://youtu.be/P_aSB60mR1s</a>  |
| 13     |      | Flexible Budget  | <a href="https://youtu.be/mWlaxOGD-f4">https://youtu.be/mWlaxOGD-f4</a>  |
| 14     |      | Introduction to ESG Reporting & Sustainable Accounting | <a href="https://youtu.be/SAvjVYHgt4c">https://youtu.be/SAvjVYHgt4c</a>  |

**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>BB23C12</b>     | <b>MANAGEMENT INFORMATION SYSTEM</b> | <b>Theory</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>4</b>      |

### **Preamble**

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

### **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 fundamental concepts, functions, levels, and challenges of Management Information Systems, including human-centered design, eco-friendly data centers, and AI-powered automation in business.            | K1                     |
| CLO2              | 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. | K2                     |
| CLO3              | 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.  | K3                     |
| CLO4              | 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.       | K4                     |

### **Mapping with Programme Learning Outcome**

| <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

## UNIT I 14 Hrs

Managing Information Systems in Organisations: Introduction- **\*Objectives- Foundations- Levels – Features\***- Real world systems - Human-Centered Design in Information Systems - Types of Decisions- Strategic - Operational – Tactical - **\*Information System Resources\***- Competitive Advantage - Managing Challenges in Information System - Business Process Re-engineering - Creating Agile and Virtual Company.

## UNIT II 15 Hrs

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\*** - 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.

## UNIT III 14 Hrs

Decision Making and Technologies: Introduction, - Decision Support System - 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.

## UNIT IV 16 Hours

Managing in 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 Hrs

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

**\* Highlighted Text offered in blended mode (Links Provided)**

### Text Books

| S. No | Author(s)              | Title of the Book              | Publisher                           | Year & Edition             |
|-------|------------------------|--------------------------------|-------------------------------------|----------------------------|
| 1     | James A O'Brien, et al | Management Information Systems | McGraw Hill Education (India) P Ltd | 2023, 19 <sup>th</sup> Edn |
| 2     | Paige Baltzan          | Information Systems            | McGraw Hill Education (India) P Ltd | 2023, 7 <sup>th</sup> Edn  |
| 3     | Amanda Rose            | Management Information Systems | Vinod Publications                  | 2024, 1 <sup>st</sup> Edn  |

### Reference Books

| S. No | Author(s)                             | Title of the Book             | Publisher             | Year & Edition             |
|-------|---------------------------------------|-------------------------------|-----------------------|----------------------------|
| 1     | Dr. Suriti Gupta, Er. Dhananjay Gupta | Management Information System | SBPD Publishing House | 2024, 1 <sup>st</sup> Edn  |
| 2     | Laudon                                | MIS-Managing the digital firm | Pearson Publications  | 2023, 17 <sup>th</sup> Edn |
| 3     | Kenneth C. Laudon<br>Jane P. Laudon   | Management Information System | Pearson Education     | 2022, 7 <sup>th</sup> Edn  |

### Blended Learning Links

| S. No | Units | Topics  | Blended Learning Links  |
|-------|-------|---|---|
| 1     | 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-hardware-software-data-people.html">https://study.com/academy/lesson/video/information-systems-resources-networks-hardware-software-data-people.html</a> |
| 3     | 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     | 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     | 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     | 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 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>RM23C13</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 insights into the strategic selection of locations for businesses, shopping malls, and retail spaces.
2. To equip students with skills in site analysis, feasibility studies, mall operations, and management strategies.
3. To introduce the role of Artificial Intelligence in optimizing retail spaces and Indian Knowledge Systems in traditional trade and commerce.

### **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 importance of location planning, site selection, and factors affecting location decisions.                    | K1                     |
| CLO 2             | Discuss the significance of mall management, tenant mix, leasing, and legal aspects of mall operations.                      | K2                     |
| CLO3              | Analyze the financial and operational aspects of mall management, marketing strategies, and customer experience enhancement. | K3                     |
| CLO4              | Apply concepts of location analysis, AI, and IKS-based commerce principles to develop an effective retail business strategy. | 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           | M           |
| CLO2        | S           | S           | M           | S           | S           |
| CLO3        | M           | S           | S           | M           | L           |
| CLO4        | L           | S           | S           | S           | S           |

S-Strong, M – Medium, L-Low

**UNIT – I** **15 Hrs**

Localization of Retail stores: **\*Setting up Retail Organisation\*** – Importance of Localisation in retail strategy – Trends and Challenges in retail Localisation – **\*Merchandising strategies for localised retail stores\*** – Factors affecting the location of Retail – Impact of local culture on retail preferences- utilizing data analytics for site selection and localisation

**UNIT – II** **14 Hrs**

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 Hrs**

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 prediction, Space optimization, and energy management.

**UNIT – IV** **15 Hrs**

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

**UNIT – V** **15 Hrs**

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 Practises.

**Text Books**

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

**Reference Books**

| S.No . | Author(s)      | Title of the Book                   | Publisher        | Year & Edition            |
|--------|----------------|-------------------------------------|------------------|---------------------------|
| 1      | Paco Underhill | Why We Buy: The Science of Shopping | Simon & Schuster | 2020, 3 <sup>rd</sup> Edn |



|   |                    |   |                         |                           |
|---|--------------------|---|-------------------------|---------------------------|
| 2 | Chris Ryan         | Retail and Shopping Mall Marketing                | Springer                | 2019, 1 <sup>st</sup> Edn |
| 3 | Mark Pilkington    | Retail Therapy: Why the Retail Industry is Broken | Bloomsbury              | 2021, 1 <sup>st</sup> Edn |
| 4 | R. Balasubramanian | Ancient Indian Economic Thought                   | Oxford University Press | 2022, 1 <sup>st</sup> Edn |

### Blended Learning Links

| S.No | Unit | Topic                                     | Blended Learning 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/XHqpZ_xe7Yc">https://youtu.be/XHqpZ_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    |      | Land Acquisition                          | <a href="https://archive.nptel.ac.in/courses/124/107/124107158/">https://archive.nptel.ac.in/courses/124/107/124107158/</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://youtu.be/RYQo-oHdD-Y?si=8mbZiOD4fqIPcu4R">https://youtu.be/RYQo-oHdD-Y?si=8mbZiOD4fqIPcu4R</a>             |
| 9    | V    | VR and AR in Retail                       | <a href="https://youtu.be/HoxTWFFr4-s?si=lNO6ZXUOxvTH302g">https://youtu.be/HoxTWFFr4-s?si=lNO6ZXUOxvTH302g</a>             |
| 10   |      | Sustainability Practices                  | <a href="https://youtu.be/spv9AY8fJZw?si=KwB1lfh19eqLV9_2">https://youtu.be/spv9AY8fJZw?si=KwB1lfh19eqLV9_2</a>             |

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

| <b>COURSE CODE</b> | <b>COURSE TITLE</b>                    | <b>Category</b> | <b>L</b>  | <b>T</b> | <b>P</b> | <b>Credit</b> |
|--------------------|--|-----------------|-----------|----------|----------|---------------|
| <b>BB23E01</b>     | <b>RESEARCH METHODS FOR MANAGEMENT</b> | <b>Theory</b>   | <b>73</b> | <b>2</b> | <b>-</b> | <b>4</b>      |

### **Preamble**

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

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

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

| <b>COs</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

**UNIT – I** **15 Hrs**  
 Meaning, Importance and Scope of Research – Concept of Theory : Empiricism – Deductive – Inductive - Characteristics of good research – Methods of research – Defining and identifying a Research Problem - Research process – Research in Business - **\*Importance of Research in Management Decisions\***

**UNIT – II** **15 Hrs**  
**\*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 - Probability sampling and Non- probability Sampling – **\*Criteria for selection of a sampling technique\***

**UNIT – III** **15 Hrs**  
 Data - Quantitative and qualitative – Data Collection methods – Primary and Secondary Data – Designing of Questionnaire – **\*Interview Schedule – Observation – Experimentation - details and evaluation – Pilot Study and Case Study\***. Measurement and Scaling Techniques. **\*Data Processing: Editing, Coding, Classification and Tabulation\***

**UNIT – IV** **15 Hrs**  
 Statistical Measures for Data Analysis: Types of Hypothesis - Formulation and testing of Hypothesis – Statistical Techniques: Descriptive statistics, t-test, Chi- Square Test, Correlation and Regression analysis, One-way Anova (Simple problems only) – **\*Introduction to SPSS\*** - Cross tabs

**UNIT – V** **13 Hrs**  
**\*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.

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

- Mini project – Internal Evaluation only
- Theory and problems in the ratio of 80% and 20% respectively.

#### **Text Books**

| <b>S.No.</b> | <b>Author(s)</b>          | <b>Title of the Book</b>                  | <b>Publisher</b>                        | <b>Year &amp; Edition</b> |
|--------------|---------------------------|---|---|---------------------------|
| 1            | C.R.Kothari & Gaurav Garg | Research Methodology Methods & Techniques | New Age International(P) Ltd Publishers | 2023, 5 <sup>th</sup> Edn |
| 2            | HK Dangi & Shruti Dewen   | Business Research Methods                 | S Chand Publishing                      | 2024, 2 <sup>nd</sup> Edn |

## Reference Books

| S. No. | Author(s)           | Title of the Book         | Publisher          | Year & Edition             |
|--------|---------------------|---------------------------|--------------------|----------------------------|
| 1      | Ram Ahuja           | Research Methods          | Rawat Publications | 2022, 2 <sup>nd</sup> Edn  |
| 2      | Pamela S. Schindler | Business Research Methods | Pearson Education  | 2021, 14 <sup>th</sup> Edn |

## Blended Learning Links

| S.No | Unit | Topic  | Blended Learning 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    |      | 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    |      | 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, 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>IB23E01</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 the students with 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> |
|-------------------|--|------------------------|
| CLO1              | Develop an understanding on quality management philosophies and frameworks.                        | K1                     |
| CLO2              | Develop in-depth knowledge on various tools and techniques of quality management.                  | K2                     |
| CLO3              | Enable students to obtain a basic understanding of quality principles and practices.               | K3                     |
| CLO4              | Learn the applications of quality tools and techniques in both manufacturing and service industry. | K4                     |

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

| <b>CLO's</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

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

Introduction to quality-meaning of quality-dimensions of quality-introduction to total quality management- Meaning – **\*Objectives and Importance of TQM in Business\***- Eight building blocks of TQM-**\*The four P's of TQM\***- Implementing Blockchain Technology in Total Quality Management.- Quality in Vedic literature and scriptures

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

TQM need and importance-customer satisfaction- **\*Principles\***- Employee involvement- Benefits- Supplier partnership and selection-Performance measuring- Strategies followed.

**UNIT - III****14 Hrs**

Statistical quality control-Total quality control-Benefits-**\*Role of Senior management in maintaining quality\***-Quality statements-**\*TQM implementation\***- Barriers- Utilizing Artificial Intelligence for Predictive Quality Control .

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

**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.

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

Bench marking – Introduction-Definition-Reasons to bench marking-Process. Quality need for quality system **\*ISO 9000 quality standards\***- introduction –benefits-quality auditing- techniques and procedures Quality Auditing - QS 9000 - ISO 14000- Benefits- **\*TQM Implementation in manufacturing and service sectors\***- Introduction to software quality.

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

**Text Book**

| S. No | Author(s)                | Title of the Book        | Publisher         | Year & Edition            |
|-------|--------------------------|--------------------------|-------------------|---------------------------|
| 1     | Poornima M. Charantimath | Total Quality Management | Pearson Education | 2021, 4 <sup>th</sup> Edn |

**Reference Books**

| S. No | Author(s)         | Title of the Book        | Publisher   | Year & Edition            |
|-------|-------------------|--------------------------|-------------|---------------------------|
| 1     | Subburaj Ramasamy | Total Quality Management | McGraw Hill | 2020, 3 <sup>rd</sup> Edn |

|   |  |  |           |                           |
|---|--|--|-----------|---------------------------|
|   |  |  | Education |                           |
| 2 | John S. Oakland,<br>Robert J. Oakland,<br>Michael A.<br>Turner | Total Quality<br>Management and<br>Operational<br>Excellence: Text<br>with Cases | Routledge | 2021, 5 <sup>th</sup> Edn |

### Blended Learning Links

| S.No | Unit | Topic  | Blended Learning Links  |
|------|------|--|---|
| 1    | I    | Objectives and Importance of TQM in Business     | <a href="https://onlinecourses.nptel.ac.in/noc20_mg34/previ">https://onlinecourses.nptel.ac.in/noc20_mg34/previ</a>   |
| 2    |      | 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    |      | TQM Implementation                               | <a href="https://www.classcentral.com/course/swayamtotal-quality-management-i17825?utm_source=chatgpt.com">https://www.classcentral.com/course/swayamtotal-quality-management-i17825?utm_source=chatgpt.com</a> |
| 6    | IV   | Tools of Quality Control Process                 | <a href="https://youtu.be/B4KPUCVloT0">https://youtu.be/B4KPUCVloT0</a>   |
| 7    |      | Six Sigma Concepts                               | <a href="https://www.coursera.org/courses?query=six%20si">https://www.coursera.org/courses?query=six%20si</a>   |
| 8    | V    | ISO 9000 Quality Standards                       | <a href="https://www.dau.edu/courses/eng-07200?utm_source=chatgpt.com">https://www.dau.edu/courses/eng-07200?utm_source=chatgpt.com</a>   |
| 9    |      | TQM Implementation                               | <a href="https://youtu.be/-osbn2yDJhE">https://youtu.be/-osbn2yDJhE</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>RM23E01</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 and merchandise management.
2. To equip students with skills in store layout, inventory planning, and pricing strategies.
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> |
|-------------------|---|------------------------|
| CLO1              | Understand the concepts of retail selling, consumer behavior, and merchandise planning.                           | K1                     |
| CLO2              | Discuss the role of AI in inventory management, sales forecasting, and dynamic pricing.                           | K2                     |
| CLO3              | Analyze the impact of AI-driven personalization, customer relationship management, and sustainable merchandising. | K3                     |
| CLO4              | Apply modern retail and IKS-based traditional selling techniques to develop a competitive merchandising strategy. | 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           | M           |
| CLO2        | S           | S           | M           | S           | S           |
| CLO3        | M           | S           | S           | M           | S           |
| CLO4        | S           | S           | S           | S           | S           |

S-Strong, M – Medium, L-Low



**UNIT – I****15 Hrs**

Introduction to Retail Selling: Concept, evolution - importance- **\*Types of Retail Selling\***: Store-based, Non-store Retailing, Direct selling, E- commerce- **\*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 Hrs**

Retail Pricing Strategies: **\*Cost-based, value-based\***, Dynamic pricing- Real-time price optimization, competitive pricing strategies- Category Management: Product mix, brand positioning, consumer preferences- **\*Visual Merchandising\***: Store layout, signage, product display techniques-Ethical Pricing -Ethical retail practices.

**UNIT – III****14 Hrs**

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 Hrs**

Concept of Merchandise Management: Role and significance- **\*Merchandise Planning Process\***: Category management, forecasting demand- **\*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 Hrs**

**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.

**Text Books**

| S.No. | Author(s)                  | Title of the Book                       | Publisher   | Year & Edition             |
|-------|----------------------------|---|-------------|----------------------------|
| 1     | Michael Levy, Barton Weitz | Retailing Management                    | McGraw Hill | 2023, 11 <sup>th</sup> Edn |
| 2     | R. Shukla                  | Indian Knowledge Systems and Business   | Wiley       | 2023, 1 <sup>st</sup> Edn  |
| 3     | Barry Berman, Joel Evans   | Retail Management: A Strategic Approach | Pearson     | 2021, 13 <sup>th</sup> Edn |

|   |                |                      |                  |                           |
|---|----------------|----------------------|------------------|---------------------------|
| 4 | Swapna Pradhan | Retailing Management | Tata McGraw Hill | 2022, 7 <sup>th</sup> Edn |
|---|----------------|----------------------|------------------|---------------------------|

### Reference Books

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

### Blended Learning Links

| S.No | Unit | Topic                                    | Blended Learning Links  |
|------|------|--|---|
| 1    | I    | Types of Retail Selling                  | <a href="https://www.youtube.com/watch?v=exY42Qo3BI8">https://www.youtube.com/watch?v=exY42Qo3BI8</a> |
| 2    |      | Understanding Consumer Behaviour         | <a href="https://www.youtube.com/watch?v=33qmlpCSqDI">https://www.youtube.com/watch?v=33qmlpCSqDI</a> |
| 3    | II   | Retail Pricing Strategies                | <a href="https://www.youtube.com/watch?v=74gGwgsKFsY">https://www.youtube.com/watch?v=74gGwgsKFsY</a> |
| 4    |      | Visual Merchandising                     | <a href="https://www.youtube.com/watch?v=QttqxrNFFj0">https://www.youtube.com/watch?v=QttqxrNFFj0</a> |
| 5    | III  | CRM                                      | <a href="https://www.youtube.com/watch?v=-Arj98bABLU">https://www.youtube.com/watch?v=-Arj98bABLU</a> |
| 6    | IV   | Inventory Management                     | <a href="https://www.youtube.com/watch?v=aSRz6aFZ3IU">https://www.youtube.com/watch?v=aSRz6aFZ3IU</a> |
| 7    |      | Merchandise Management and Planning      | <a href="https://www.youtube.com/watch?v=eVE4tWtmiZc">https://www.youtube.com/watch?v=eVE4tWtmiZc</a> |
| 8    | V    | Key Components of Digital Transformation | <a href="https://www.youtube.com/watch?v=ObyvbMmliwY">https://www.youtube.com/watch?v=ObyvbMmliwY</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>BB23E03</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 knowledge of the fundamentals of the financial system.
2. To highlight the functions, methods of trading, and speculative transactions in the capital market
3. To provide knowledge on various financial services like merchant banking, mutual funds, credit rating, venture capital and securitization
4. To elaborate on the types of derivatives, risk, and types of commodity markets.

### **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 define the structure, components, and functions of the Indian financial system   | K1                     |
| CLO2              | Understand the functions and regulations of primary and secondary markets and the process behind merchant banking, venture capital, and securitization.                                   | K2                     |
| CLO3              | Apply the schemes and evaluation methods of fund investment   | K3                     |
| CLO 4             | Analyse the pros and cons of credit rating and credit rating agencies, as well as the merits and demerits of derivatives trading, commodity markets, and risks in the derivatives market. | K4                     |

### **Mapping with Programme Learning Outcome**

| <b>CLOs</b> | <b>PLO1</b> | <b>PLO2</b> | <b>PLO3</b> | <b>PLO4</b> | <b>PLO5</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| CLO1        | S           | M           | L           | M           | L           |
| CLO2        | S           | S           | M           | S           | M           |
| CLO3        | M           | S           | M           | S           | M           |
| CLO 4       | M           | S           | S           | S           | S           |

S - Strong; M – Medium; L – Low

## UNIT - I

14 Hrs

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

16 Hrs

**\*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 – NSE - 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 Hrs

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

## UNIT - IV

16 Hrs

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 Hrs

**\*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.

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

### Text Books

| S. No | Author(s)                               | Title of the Book                  | Publisher                          | Year & Edition             |
|-------|---|------------------------------------|------------------------------------|----------------------------|
| 1     | Gurusamy.S,                             | Financial Markets and Institutions | Tata McGraw Hill Publishing co Ltd | 2023, 5 <sup>th</sup> Edn  |
| 2     | Frederic S. Mishkin & Stanley G. Eakins | Financial Markets and Institutions | Pearson Education                  | 2024, 10 <sup>th</sup> Edn |

### Reference Books

| S. No | Author(s)                                | Title of the Book              | Publisher                 | Year & Edition             |
|-------|--|--------------------------------|---------------------------|----------------------------|
| 1     | Bharati V. Pathak                        | Indian Financial System        | Pearson India             | 2024, 6 <sup>th</sup> Edn  |
| 2     | E. Gordon & K. Natarajan                 | Financial Markets and Services | Himalaya Publishing House | 2024, 6 <sup>th</sup> Edn  |
| 3     | Zvi Bodie, Alex Kane, and Alan J. Marcus | Investments                    | McGraw-Hill               | 2024, 13 <sup>th</sup> Edn |
| 4     | Dr.S.Poornima                            | Financial Markets and Services | Bonfring Publications     | 2015, 1 <sup>st</sup> Edn  |

### Reference Links

| S. No | Topic   | 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<br>8weeks         | <a href="https://nptel.ac.in/courses/110/105/110105071/">https://nptel.ac.in/courses/110/105/110105071/</a> |

### Blended Learning Links

| S.No | Unit | Topics                              | Blended Topic Links  |
|------|------|-------------------------------------|--|
| 1    | I    | Overview of Indian Financial System | <a href="https://www.youtube.com/watch?v=IHdy8u8RRjE">https://www.youtube.com/watch?v=IHdy8u8RRjE</a>  |
| 2    |      | Global financial system             | <a href="https://www.youtube.com/watch?v=OdB_fJAAcN8&amp;list=PLbMVo">https://www.youtube.com/watch?v=OdB_fJAAcN8&amp;list=PLbMVo</a>  |
| 3    | II   | Stock Market                        | <a href="https://www.youtube.com/watch?v=OrvaDq8oy3Q&amp;list=PLwdnzlV3ogoV-4hbV6DP3BjdmjuaQPjcr">https://www.youtube.com/watch?v=OrvaDq8oy3Q&amp;list=PLwdnzlV3ogoV-4hbV6DP3BjdmjuaQPjcr</a>  |
| 4    |      | Financial Risk                      | <a href="https://www.youtube.com/watch?v=5DGwoLGI12Q&amp;list=PLDfJoyVy2hk71YkWCfjK60cvUZe_hyXQW&amp;index=6">https://www.youtube.com/watch?v=5DGwoLGI12Q&amp;list=PLDfJoyVy2hk71YkWCfjK60cvUZe_hyXQW&amp;index=6</a><br><a href="https://www.youtube.com/watch?v=gXuS9Fr">https://www.youtube.com/watch?v=gXuS9Fr</a> |

|    |     |  |   |
|----|-----|--|---|
|    |     |  | n1WM&list=PLDfJoyVy2hk71YkWCfjK60c<br>vUZe_hy XQW&index=7   |
| 5  | III | RBI regulations                            | <a href="https://www.youtube.com/watch?v=GJdj_6B7sBk&amp;list=PLbRMhDVUMngcXR5rE7oKtbFwM3R9R BJUc&amp;index=18">https://www.youtube.com/watch?v=GJdj_6B7sBk&amp;list=PLbRMhDVUMngcXR5rE7oKtbFwM3R9R BJUc&amp;index=18</a> |
| 6  | IV  | credit rating agencies                     | <a href="https://www.youtube.com/watch?v=eNOpNc-u-tE">https://www.youtube.com/watch?v=eNOpNc-u-tE</a>   |
| 7  |     | Venture capital -<br>Characteristics       | <a href="https://archive.nptel.ac.in/courses/110/105/110105121/">https://archive.nptel.ac.in/courses/110/105/110105121/</a>   |
| 8  |     | Securitization of debt                     | <a href="https://www.youtube.com/watch?v=VZqbFoi8TSc">https://www.youtube.com/watch?v=VZqbFoi8TSc</a>   |
| 9  | V   | Commodities market–<br>types –<br>features | <a href="https://www.youtube.com/watch?v=udiQ7r5Y7H8">https://www.youtube.com/watch?v=udiQ7r5Y7H8</a>   |
| 10 |     | Gold ETF                                   | <a href="https://www.youtube.com/watch?v=eCI1NIPgdLk">https://www.youtube.com/watch?v=eCI1NIPgdLk</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>BB23SBP1</b>    | <b>AI TOOLS FOR MANAGEMENT RESEARCH</b> | <b>Practical</b> | <b>-</b> | <b>2</b> | <b>43</b> | <b>3</b>      |

### **Preamble**

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

### **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 basic AI tools used in management research                                       | K1                     |
| CLO2              | Examine research problems using AI- driven data interpretation and presentation           | K2                     |
| CLO3              | Demonstrate the role of AI in data collection, literature review and analysis.            | K3                     |
| CLO4              | Analyze and apply AI- based platforms and techniques for report writing and visualization | 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           | M           | M           |
| CLO2        | S           | S           | M           | M           | L           |
| CLO3        | S           | S           | S           | M           | M           |
| CLO4        | S           | S           | L           | S           | M           |

S-Strong; M-Medium; L-Low

### **Unit 1: AI Tools for Ideation** **9 Hrs**

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 Hrs**

Literature Review Searches -- AI for Summarizing & Thematic Clustering– Building Knowledge Maps to Visualize Research Gaps.

#### **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** **9 Hrs**

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** **9 Hrs**

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**

**9 Hrs**

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. | Author(s)                                   | Title of the Book   | Publisher        | Year & Edition             |
|--------|---|---|------------------|----------------------------|
| 1      | Valentina Alto                              | Practical Generative AI: Unleash your prompt engineering potential with OpenAI technologies for productivity and creativity | Packt Publishing | 2025, 2 <sup>nd</sup> Edn  |
| 2      | Anugamini Priya Srivastava, Sucheta Agarwal | Utilizing AI Tools in Academic Research Writing   | IGI Global       | 2024, 1 <sup>st</sup> Edn, |

### Reference Books

| S. No. | Author(s)                                 | Title of the Book   | Publisher        | Year & Edition            |
|--------|---|---|------------------|---------------------------|
| 1      | Kathleen Sacco, Alison Norton, Kevin Arms | Navigating AI in Academic Libraries: Implications for Academic Research | IGI Global       | 2024, 1 <sup>st</sup> Edn |
| 2      | Nitin Seth                                | Mastering the Data Paradox  | Penguin Business | 2024, 1 <sup>st</sup> Edn |

### Weblinks

1. **AI Tools for Research - Artificial Intelligence (Generative) Resources:**  
<https://guides.library.georgetown.edu/ai/tools>
2. **ChatGPT and AI Tools Faculty Research Guide :**  
<https://libguides.tcc.edu/c.php?g=1313261&p=10209997>
3. **Overview of AI for OA: University of South Florida Libraries :**  
<https://guides.lib.usf.edu/c.php?g=1394810&p=10316077>
4. **Artificial Intelligence Tools for Detection, Research and Writing:**  
<https://guides.library.ttu.edu/artificialintelligencetools/aitools>

### Evaluation Criteria

**Test I :** Problem Identification, Literature Review & Form Creation

**Test II :** Content, Data, Citation Management & Presentation

### Skill Based Subject (Practical) : 100 Marks

|                 |   |
|-----------------|---|
| Test I          | 30 Marks (Conducted for 50 Marks Converted to 30 Marks) |
| Test II         | 50 Marks  |
| Lab Performance | 10 Marks  |
| Regularity      | 10 Marks  |

| <b>COURSE CODE</b> | <b>COURSE TITLE</b>                          | <b>CATEGORY</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>CREDIT</b> |
|--------------------|--|-----------------|----------|----------|----------|---------------|
| <b>RM23AC1</b>     | <b>RETAIL TEAM MANAGEMENT AND LEADERSHIP</b> | <b>Theory</b>   | <b>-</b> | <b>-</b> | <b>-</b> | <b>5</b>      |

### Preamble

1. To understand the concept of team management and leadership role in retail.
2. To provide an understanding of factors influencing teamwork and team leadership.
3. To enable the students to understand the importance of team work, effective team communication and performance appraisal in retail.
4. To enlighten the students about the role of leadership in the development of an institution.

### 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 role of job, functions of team, importance of communication and leadership skills.   | K1                     |
| CLO2              | Describe the qualities of a team leader, allocation of work, employee selection and performance, leadership in Digital Era                      | K2                     |
| CLO3              | Discuss the building a team, classification of authority, different communication channels and group decision-making.                           | K3                     |
| CLO4              | Analyse the balance between work and personal priorities, methods of employee performance appraisal, causes and conflict resolution techniques. | 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.       | L           | S           | S           | S           | S           |
| CLO2.       | S           | L           | S           | S           | S           |
| CLO3.       | S           | S           | M           | S           | M           |
| CLO4.       | S           | S           | S           | L           | S           |

S- Strong, M – Medium, L -Low

### **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.

### **UNIT -II**

Allocate Work Based on Skills and Knowledge of team members - Plan Work to Make Optimum Use of Resources - Seek Clarifications with Senior Authority -Encouraging employees to work well and willingly - Handling subordinates mistakes.

### **UNIT- III**

Performance Appraisal in Retail - Monitoring standards for measuring employee performance - Developing skilful work habits - Basic rules of speaker and listener in organization - 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 - 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, what to look for in groups - Procedural considerations for effective meeting management. Behaviours of High Trust leaders: Motivation and Inspiration - Setting Goals - Enabling others to Act -Challenging the process- Retail Leadership in Digital age

### **Text Books**

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

## Reference Books

| S. No. | Author(s)   | Title of the Book   | Publisher                          | Year & Edition            |
|--------|---|---|------------------------------------|---------------------------|
| 1      | James M. Kouzes, Barry Z. Posner  | The Leadership Challenge  | John Wiley & Sons                  | 2021, 7 <sup>th</sup> Edn |
| 2      | Wesley Donahue  | Building Leadership Competence  | Centrestar                         | 2021, 2 <sup>nd</sup> Edn |
| 3      | Karim R. Lakhani, Yael Grushka-Cockayne, Jin Hyun Paik, Steven Randazzo | Customer-Centric Design with Artificial Intelligence: Commonwealth Bank | Harvard Business School            | 2021, 1 <sup>st</sup> Edn |
| 4      | Vandana Samba, S.Subbulakshmi   | Leadership and Team Building  | Iterative International Publishers | 2020, 1 <sup>st</sup> Edn |

## Reference Links

| S. No | Topic   | Hours & Modules          | Web link  |
|-------|---|--------------------------|---|
| 1     | Introduction to 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<br>8weeks         | <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, 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>RM23AC2</b>     | <b>CONSUMER PSYCHOLOGY IN RETAILING</b> | <b>Theory</b>   | <b>-</b> | <b>-</b> | <b>-</b> | <b>5</b>      |

### **Preamble**

1. To introduce the core concepts of consumer psychology and its vital role in understanding consumer behavior in retail settings.
2. To emphasize psychological drivers such as perception, motivation, learning, and emotions in influencing retail purchase decisions.
3. To highlight the integration of Artificial Intelligence for analyzing consumer behavior and personalizing retail experiences.

### **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 foundational concepts of consumer psychology and distinguish it from consumer behavior in the retail context.   | K1                     |
| CLO2              | Explain psychological drivers such as perception, learning, emotion, and motivation in shaping consumer buying behavior.   | K2                     |
| CLO3              | Analyze the impact of personality, social and cultural factors, and digital influences on consumer choices and segmentation strategies.  | K3                     |
| CLO4              | Evaluate the role of Artificial Intelligence and Indian Knowledge Systems in predicting, understanding, and influencing consumer behavior in modern and traditional retail 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           | S           | M           |
| <b>CLO2</b> | S           | S           | M           | S           | S           |
| <b>CLO3</b> | M           | S           | S           | M           | S           |
| <b>CLO4</b> | S           | S           | S           | S           | S           |

S-Strong, M – Medium, L-Low

**UNIT – I** **15 Hrs**

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** **15 Hrs**

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 - 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** **15 Hrs**

Emotion, Personality, and Consumer Psychology - Role of Emotions in Retail Decision Making - Personality Traits and Their Influence on Shopping Patterns - 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** **14 Hrs**

Social and Cultural Influences on Retail Buying - Reference Groups and Opinion Leaders - Family, Social Class, and Peer Influence - Cultural and Subcultural Impacts on Retail Preferences - Changing Indian Consumer Culture - Role of Indian Knowledge Systems (IKS): Traditional Festive Buying, Rituals, and Symbolism in Consumer Psychology - Cross-Cultural Consumer Psychology in Global Retailing - AI and Cultural Insights: How AI Can Predict Cultural Shifts in Consumer Psychology - IKS in Retail: Influence of Traditions on Consumer Preferences (e.g., Ayurvedic Products, Handicrafts, Local Markets).

**UNIT – V** **14 Hrs**

Neuromarketing and Digital Consumer Psychology - Introduction to Neuromarketing and its Tools (Eye Tracking, EEG, fMRI) - Influence of Website and App Design on Consumer Psychology - 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**

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

**Reference Books**

| <b>Sl. No.</b> | <b>Author(s)</b>                                 | <b>Title of the Book</b>     | <b>Publisher</b> | <b>Year &amp; Edition</b>  |
|----------------|--|------------------------------|------------------|----------------------------|
| 1              | Kotler, P., & Keller, K. L.                      | Marketing Management         | Pearson          | 2021, 15 <sup>th</sup> Edn |
| 2              | Engel, J. F., Blackwell, R. D., & Miniard, P. W. | Consumer Behavior            | Cengage Learning | 2017, 11 <sup>th</sup> Edn |
| 3              | Howard, J. A., & Sheth, J. N.                    | The Theory of Buyer Behavior | Wiley            | 2021, 2 <sup>nd</sup> Edn  |