

॥ सा विद्या या विमुक्तये ॥



# स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

“ज्ञानतीर्थ” परिसर, विष्णुपुरी, नांदेड - ४३१६०६ (महाराष्ट्र)

**SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY NANDED**

“Dnyanteerth”, Vishnupuri, Nanded - 431606 Maharashtra State (INDIA)

## ACADEMIC (1-BOARD OF STUDIES) SECTION

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वाणिज्य व व्यवस्थापन विद्याशाखेतील येणाऱ्या संलग्नित महाविद्यालयातील (सी. बी.सी.एस)पॅटर्नचा B.Voc Certificate Course/Diploma चा अभ्यासक्रमास शैक्षणिक वर्ष २०२०-२१ पासून लागू करण्याबाबत.

### प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, वाणिज्य व व्यवस्थापन विद्याशाखेच्या अभ्यासमंडळ बैठकीतील दिनांक १३.०७.२०२१ रोजीच्या शिफारशीनुसार व मा. विद्यापरिषदेच्या आधीन राहून युजीसीने मान्यता दिलेल्या B.Voc.(Retail Operations/Management/Information Technology/Auditing & Taxation/Hotel Catering Management/Senior Faculty/Entrepreneurship Development & Marketing/E-Commerce and Digital Marketing/Account Assistant Using Tally/Quality Control) First year (Sem. I)- Certificate Course , First (Sem. II) Diploma Course या अभ्यासक्रमास शैक्षणिक वर्ष २०२०-२१ पासून मान्यता देण्यात आली आहे.

सदरील परिपत्रक प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहे. तरी ही बाब सर्व संबंधितांच्या निदर्शनास आणून द्यावे, ही विनंती.

ज्ञानतीर्थ' परिसर,  
विष्णुपुरी, नांदेड - ४३१ ६०६.  
जा.क्र.: शैक्षणिक-०१ / परिपत्रक / बी.व्होक / डिप्लोमा / प्रमाणपत्र /  
२०२०-२१ / ९१  
दिनांक : २९.०७.२०२१.



आपली विश्वासू  
स्वाक्षरित / -  
**सहाकुलसचिव**  
शैक्षणिक (१-अभ्यासमंडळ) विभाग

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. अधिष्ठाता, वाणिज्य व व्यवस्थापन विद्याशाखा, प्रस्तुत विद्यापीठ.
- २) मा. सहयोगी अधिष्ठाता, वाणिज्य व व्यवस्थापन विद्याशाखा, प्रस्तुत विद्यापीठ.
- ३) मा. कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- ४) मा. संचालक, परीक्षा व मुल्यमापन मंडळ, यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- ५) मा. प्राचार्य, संबंधित वाणिज्य व व्यवस्थापन महाविद्यालय, प्रस्तुत विद्यापीठ.
- ६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ यांना देवून कळविण्यात येते की, सदरील परिपत्रक विद्यापीठाच्या संकेत स्थळावर प्रकाशित करावे.



# Swami Ramanand Teerth Marathwada University, Nanded

## Syllabus

UGC Sanctioned Vocational Course

**Curriculum based on the**

Choice Based Credit System (CBCS Pattern)

**w.e.f. 2020-21**

**Name of the Programme:**

**B. Voc.** (Retail Operations/Management/Information Technology/Auditing & Taxation/Hotel Catering Management/Senior Faculty/Entrepreneurship Development & Marketing/E-Commerce and Digital Marketing/Account Assistant Using Tally/Quality Control)

First Year (Sem. I)- Certificate Course

First Year (Sem. II)- Diploma Course

**Programme Code: B. Voc.**

**(RO/MGMT/IT/AT/HCM/SF/EDM/ECDM/AAT/QC)**

## **Examination Pattern**

### **Continuous Assessment:**

Core and Elective Subjects

1. Two Class Test of 10 Marks Each
2. Assignment / Tutorial / Seminar Presentation for 05 Marks in the

### **Particular Subject:**

End of Semester Examination (ESE)

1. Question No. 1 Compulsory for 20 Marks on any Topic
2. Question No. 2 to Question No. 4 Alternative type Questions carrying 15 Marks each
2. Question No. 5 will be short Notes on any two of the given Four for 10 Marks

## **Semester I (Certificate Course)**

### **Ability Enhancement Course**

#### **1. Compulsory English I (Communication Skill I):**

Syllabus as Per the Guidelines of Board of Humanities provided to all Disciplinary Studies

#### **2. Business Communication I:**

End of Semester (University Exam )	75 Marks
Practical (CA)	25 Marks
Total	100 Marks
Total Credit	04

Objectives:

- i) To Develop Communication Skills of Students
- ii) To help in personality development
- iii) To improve speaking, writing, and interview skills of students.

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#### **Syllabus Content:**

Unit: I Introduction to Business Communication

Introduction, Definitions, Nature, objectives and Importance of communication Basic forms of communication process. Stages in communication Process, SWOC analysis.

Unit: II Corporate communication

Formal and Informal communication network. Barriers of Communication. Improving communication and solution to avoid Barriers, Group discussion, Seminar, Mock interview.

Unit: III Effective Business Communication

Definition of Effective Communication, Need of effective communication Principles of effective business communication.

#### Unit IV Effective oral communication

Principles of effective oral communication speech preparation, Guidelines of effective speech, the art of presentation, the essential features of an interview. Distinction between written and oral communication.

#### Unit V Modern Tele Communication

Tele conferencing, E-mailing, Faxes, Tele communication, Mobile Phone Conversation, Video conferencing.

#### Reference Books:

Business Communication – D.D.Singhal – Ramesh Book Depo. Jaipur

Business Communication – Varinder Kumar- Kalyani Publication Ludhiyana

## **A) Core Subject:**

### **1. Basics of Marketing:**

End of Semester (University Exam )	75 Marks
Practical (CA)	25 Marks
Total	100 Marks
Total Credit	04

Objectives:

1. To help students to understand the concept of marketing and its applications
2. To expose the students to the latest trends in marketing.

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### **Syllabus Content**

Unit I Introduction to Marketing: Meaning, Definition, Nature, Scope, Importance, difference between sales and marketing, The Holistic marketing, Target marketing.

Unit II Marketing Environment: Components of modern marketing information system, analysing the marketing environment- Micro and Macro.

Unit III Demand forecasting –need and techniques

Unit IV Consumer markets, Factors influencing consumer behaviour, buying decision process, analysing business markets- the procurement process

Unit V Market Segmentation: Bases for Market Segmentation, Market Targeting Strategies, designing and managing marketing channels, marketing mix.

**SUGGESTED READINGS:**

1. Philip Kotler - Marketing Management.
2. J.C. Gandhi - Marketing Management

## 2. Basics of Retailing:

End of Semester (University Exam )	75 Marks
Practical (CA)	25 Marks
Total	100 Marks
Total Credit	04

Objectives: To get known to the students about prevailing, past and future scenario of retailing in India.

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### Syllabus Content

Unit – I Introduction – Meaning, nature, scope, importance, growth and present size. Career options in retailing, Technology induction in retailing, future of retailing in India,

Unit – II Types of retailing: stores classified by owners, stores classified by merchandising categories. Retailing formats, cash and carry business; Retailing models- franchiser franchisee, directly owned; wheel of retailing and retailing life cycle; cooperation and conflict with other retailers.

Unit -III Retail planning- importance and process; developing retailing strategies: objectives, action plans, pricing strategies and location strategies, visual merchandising and displays

Unit – IV Retail Selling Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial, Handling Objections, Closing, Confirmations & Invitations.

Unit – V Retail Audits, Online Retailing, changing role of retailing in globalised world

#### SUGGESTED READINGS:

1. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi
2. Barry Berman, Joel R. Evans, Retail Management, Pearson Education

### 3. Computer Application in Retail Business:

End of Semester (University Exam )	75 Marks
Practical (CA)	25 Marks
Total	100 Marks
Total Credit	04

Objectives: To enhance the knowledge about the usage of the MIS in retail business

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#### **Syllabus Content**

Unit I Introduction: Managing in Information Age, Evolution of IT Management, Types of Information Systems, Internet Based Business Systems, Value Chain Reconstruction for E-Business, IT Management Challenges and Issues, Critical Success Factors for IT Managers.

Unit II Hardware Software and Communication: Computing Hierarchy, Input – Output, Technologies, Hardware Issues, System Architecture, Operating Systems, Network Operating Systems, Grid Computing, Mobile Computing, Ubiquitous Computing, Application Programming, Managing Application Development, Data Resources, Managing Data Resources, Problem of Change and Recovery.

Unit III IT Applications: Enterprise Resource Planning, Enterprise System, Expert System, Decision Support System, Neural Networks, Executive Information System,

Unit IV Customer Relationship Management System, Supply Chain Management Systems, Knowledge Management, Data Warehousing, Data Mining, Virtual Reality, E-Business and Alternatives, E-Business Expectations and Customer Satisfaction.

Unit V Retail Information Systems: Approaches to EPOS, Auto Identification, Data Capture and Product Marking, Payments System at POS, Smart Cards, EPOS Products and Supplier, Managing Retail through Technology, Approaches to EPOS.

#### **SUGGESTED READINGS:**

1. Garroll W. Frenzel Johne. Frenzel, Management of Information Technology, Thomson Course Technology, Boston, 2004.
2. Henry C. Lucas. Jr, Information Technology – Strategic Decision Making for Managers, John Wiley & Sons (Asia) Pvt. Ltd., Singapore, 2005.



## 4. Fundamentals of Accounting:

End of Semester (University Exam )	75 Marks
Practical (CA)	25 Marks
Total	100 Marks
Total Credit	04

Objective: This paper is aimed at providing comprehensive knowledge of maintenance of accounts under different agreements.

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### Syllabus Content

UNIT I Meaning and Scope of Accounting: Nature of, Basis of Accounting, Accounting Process from Recording of Business Transaction to Preparation of Trial balance,

Unit II Fundamentals of Book-keeping: Accounting Principles, Concepts and Conventions, Journal, Ledger, Subsidiary Books, Apportionment of Capital and Revenue Expenditure;

Unit III Significance and Methods of Inventory Valuation and inventory management, Final Accounts of Sole Trader with adjustments

UNIT IV Preparation of Bank Reconciliation Statement, Errors and their Rectification, Depreciation Accounting,

UNIT V Hire Purchase, instalment payment system, accounting Ratios, Budgetary Control

### SUGGESTED READINGS:

1. Gupta R.L., Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
2. Grewal T.S. and M.C. Shukla, Advanced Accounting Vol. I, S. Chand & Sons, New Delhi

## **B) Elective (Any One of the following):**

### **1 Business Environment**

End of Semester (University Exam )	75 Marks
Practical (CA)	25 Marks
Total	100 Marks
Total Credit	04

Objective: The course will enable the students to understand, assimilate and apply the various dimensions of business and its associated affairs in the socio economic, socio cultural and socio political ambience.

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### **Syllabus Content**

UNIT - I Business Environment - Introduction, Concept of Business, Levels of the Business Environment, Understanding the Environment, Economic Environment of Business, The Global Economic Environment, Economic Policies, Business and Economic Policies, Socio Cultural Environment, Business and Society, Business and Culture , Indian Business Culture, Culture and Organizational Behavior.

UNIT - II Introduction to Political Environment, Political Environment and the Economic system, Types of Political Systems, Indian Constitution and Business, Changing Profile of Indian Economy ,

UNIT - III Business Risks Posed by the Indian Political System, Economic Systems, Financial Environment: Introduction, An Overview of the Financial System, Components of Financial System, Financial Institutions and their Roles, Financial Institutions in India, Role of Foreign Direct Investment

UNIT - IV Introduction to Legal Environment, Laws Impacting Industry in India, Intellectual Property Rights, Major Regulations Pertaining to Business, Regulatory Role of Government, Promotional Role of Government, Participatory Role of Government, Conciliatory and Judicial Role of Government.

UNIT - V Impact of India's Industrial Policy on Economic Reforms, New Economic Policy, Globalization. India, WTO and Trading Blocs, Levels of Economic Integration/Trading Blocs, Effects of Economic Integration, Major Regional Trading Blocs, Commodity Agreement, World Trade Organization, WTO and India, Corporate Social Responsibility: Introduction, Meaning and Definition, Need for social responsibility of business, Social responsibility of business towards different groups, Barriers to social responsibility, Social responsibility of business in India, Public, Private, Joint and Cooperative Sectors.

Books Recommended:

Business Environment; By T. R. Jain, Mukesh Trehan, Ranju Trehan, VK Global Publications.

Business Environment; By Vishwajeet Prasad, Gyan Publishing House.

Business Environment; By Saleem, Pearson Education India.

## 2 Business Organization and Management:

End of Semester (University Exam )	75 Marks
Practical (CA)	25 Marks
Total	100 Marks
Total Credit	04

Objectives: This paper will impart conceptual knowledge of different forms of Business Organizations

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### Syllabus Content

Unit I Basic Concepts: Business Organization and its Scope – Business, Profession, employment, Industry, Trade, Types of Trade and Aids to Trade, Types of Industries Forms of Business Organizations: Sole Trader – Characteristics, Merits and Demerits of Sole Trader, Joint Hindu Family: Karta, Merits and Demerits.

Unit II Partnership: Characteristics, Merits and Demerits, Partnership Deed, Types of Partners, Rights and Duties of Partners. Joint Stock Company: Characteristics, Merits and Demerits, Kinds of Companies, Promoters

Unit III Incorporation of Joint Stock Company: Procedure and Incorporation of Joint Stock Company, Memorandum of Association, Articles of Association, Prospectus.

Unit IV Co-Operative Societies: Characteristics, Types of Co-Operative Societies, Merits and Demerits

Unit-V Management: Introduction, concept, nature, process and significance, Planning: concept, types and process, Organizing: concept, nature, process and significance Staffing: concept, nature and scope.

#### SUGGESTED READINGS:

1. L.M. Prasad: Organisational Behaviour
2. Koontz& O'Donnel: Principles of Management

## D) Skill Enhancement Course:

### Store Operations

Practical (CA)	25 Marks
ESE	25 Marks
Total	50Marks
Total Credit	02

Objectives: This explains the different operating processes and their significance in running retail operations smoothly. It also helps develop necessary skills for planning, monitoring and controlling merchandise in a retail store.

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UNIT I Managing Retail Operations •What are Store Operations • Productivity & Operating Efficiency

UNIT II Most Common Mistakes of Retailers •Controls Essential for successful operations • Measuring Performance • Stock Turn

UNIT III Franchising • Store Appearance & House Keeping • Functions of a Store Manager

UNIT IV Promotion, Planning and Execution Retail Operations Suggested Instructional Methodology Store visits have to be organized to get them acquainted them with day to day operations of a store

#### SUGGESTED READINGS:

1. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi
2. Barry Berman, Joel R. Evans, Retail Management, Pearson Education

## **Semester II (Diploma Course)**

### **A) Ability Enhancement Course:**

#### 1. Compulsory English II (Communication Skill II)

Syllabus as Per the Guidelines of Board of Humanities provided to all Disciplinary Studies

#### 2. Business Communication II:

End of Semester (University Exam )	75 Marks
Practical (CA)	25 Marks
Total	100 Marks
Total Credit	04

Objectives

- 1 To Develop Communication Skills of Students
- 2 To help in personality development
- 3 To improve speaking, learning, and interview skills of students.

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### Syllabus Content:

Unit I Application for employment

Contents of application for the employment points to be considered while drafting an application, types of application, the write resume, Application on prescribed format, Application format, personal record sheet.

Unit: II Communication Skills

Listening Skill: Principles of Effective listening, factors affecting listening skills. Interviewing Skills - Appearing an interview, conducting interviews. Speaking skills - Principles of effective speaking.

Unit III Business Letters

Meaning of business letters, types, importance, Principles of good business letters, function of business letters, Physical appearance of a business letter.

Unit: IV Writing Skills

Drafting of business letters,: Sales letter, office memorandum, Enquiry letter, Request letter.

#### Unit V Import Export Trade Correspondence

Procedure of Import business, prices in foreign business, Export trade correspondence, procedure of export business.

#### Reference Books

Business Communication – D.D.Singhal – Ramesh Book Depo. Jaipur

Business Communication – Varinder Kumar- Kalyani Publication Ludhiyana

Communication Skill- DR P L Pardeshi –Nirali Publication Pune

Essential of Business Communication – Rajendrapal – sultan chand& son

New Delhi

Business Communication – Dr. Chaya Sukhdane, Dr.Shrinivas Joshi.

## **B) Core Subject:**

### 1. Basic Mathematics and Statistics:

End of Semester (University Exam )	75 Marks
Practical (CA)	25 Marks
Total	100 Marks
Total Credit	04

Objectives: After learning the contents of this paper, student should be able to perform mathematical, logical calculations required for decision making in day today retail business.

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### Syllabus Content

Unit I Profit and Loss: Cost Price, Selling Price, Marked Price, Loss, Trade Discount and Cash Discount, Commission, Brokerage, Problems on these topics Interest:

Unit II Concept of Present Value, Simple Interest, Compound Interest, Amount at the End of Period, Equated Monthly Installment (EMI) by Reducing and Flat Interest System, Problems

Unit III Statistics: Meaning, Evolution, Scope, Limitations and Applications, Diagrammatic and graphical presentation of data, Measures of Central Tendency and Dispersion.

Unit IV Correlation: Meaning, Types, Karl Pearson coefficient of correlation, Rank Correlation, con current deviation method Linear Programming Problems: Graph of linear Equation, Graph of linear Inequality, Formulation of LPP, Solution by Graphical Method

UNIT V Index Number and Their uses in Business: Construction of Simple and Weighed Price, Quantity and Value Index Numbers, Test for an Ideal Index Number. Time series: components and secular trends.

#### SUGGESTED READINGS:

1. Gupta, S.P. & M.P. Gupta, Business Statistics
2. Gupta, C.B., An Introduction to Statistical Methods
3. Gupta, B.N., An Introduction to Modern Statistics



## 2. Customer Relationship Management:

End of Semester (University Exam )	75 Marks
Practical (CA)	25 Marks
Total	100 Marks
Total Credit	04

Objective: 1.This course will enable the students to learn the basics of Customer Relationship Management. 2. Understood Relationship Marketing Learnt Sales Force Automation.

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### Syllabus Content

UNIT I Customer Relationship Management: Meaning, Definition and Scope, Attracting and Retaining Customers. Building Loyalty, Types of Relationship Marketing, Customer Lifecycle.

UNIT II CRM: Overview and Evolution of the Concept, CRM and Relationship Marketing, CRM Strategy, Importance of Customer Divisibility in CRM, Customer Mental Process, Customer Satisfaction Index.

UNIT III Building Customer Value: Satisfaction and Loyalty, Total Customer Satisfaction, Cultivating Customer Relationship.

UNIT IV Sales Force Automation, Contact Management, CRM in India.

UNIT V Value Chain: Concept, Integration Business Management, Benchmarks and Metrics, Culture Change, Alignment with Customer Eco System, Vendor Selection.

#### SUGGESTED READINGS:

1. Relationship Marketing: S. Shajahan - Tata Mc Graw Hill.
2. CRM Paul Green Berg(1997) - Tata Mc Graw Hill,

### 3. Retail Management:

End of Semester (University Exam )	75 Marks
Practical (CA)	25 Marks
Total	100 Marks
Total Credit	04

Objective: This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of retail management.

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#### Syllabus Content

Unit I Management of retailing operations, Retailing Management: Functions, strategic retail management process and total performance model, Retail Communication Mix, Promotional Strategy, Retail Human Resources Management, Customer Service, The GAPs Model and Customer Relationship Management.

Unit II Information gathering in retailing: retail strategic planning and operation management, retail financial strategy.

Unit III Target market selection and retail location, store design and layout, visual merchandising and Displays.

Unit IV Logistics Framework: Concept, objectives, scope, Transportation, Warehousing, Inventory Management, packaging and unitization, communication and control.

Unit V Role of Information technology in Logistics, role of ecommerce in retailing, global retailing, legal and ethical issues in retailing, mall introduction and mall management.

#### SUGGESTED READINGS:

1. Levy IM. And Weitz B.A (2004), Retailing Management, 5th ed., Tata McGraw Hill.
2. Berman B. Evans J. R. (2004), Retail Management, 9th Edition, Pearson Education.

## 4. Business Economics:

End of Semester (University Exam )	75 Marks
Practical (CA)	25 Marks
Total	100 Marks
Total Credit	04

Objectives: This paper is to make the student understand how the business organizations work by applying economic principles in their Business Management.

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### Syllabus Content

Unit I Business Economics: Meaning, Nature and Scope, Law of Demand, Exceptions to Law of Demand, Change in demand, Elasticity of Demand: Types , measurement and determinants Law of Supply, elasticity of Supply.

Unit II Theory of Consumer Behaviour: Utility Analysis and Indifference Curve Analysis, Derivation of demand curves,

Unit III Theory of Cost, Type of Costs, Short and Long Run Costs, Revenue, Break-even point,

Unit IV Theory of Production- Returns to Factor and Returns to Scale

Unit V Markets: Perfect competitions, Monopoly, Monopolistic Competitions and Oligopoly: Features and Comparison

#### SUGGESTED READINGS:

1. Joel Dean: Managerial Economics
2. Sankaran : Business Economics

## **C) Elective (Any One):**

### 1. Human Resource Management:

End of Semester (University Exam )	75 Marks
Practical (CA)	25 Marks
Total	100 Marks
Total Credit	04

Objective: To impart conceptual knowledge of Human Resource Management

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### Syllabus Content

Unit I An Introduction to Human Resource Management Definition, Importance Objectives, Scope & functions of Human Resource Management, Qualification and Qualities of Human Resource Manager in our Organization,

Unit II Recruitment Selection and Training Recruitment: Meaning, Steps in Recruitment Policy, Sources and Modes of Recruitment, Factors Affecting Recruitment; Selection: Meaning, Essentials of Selection Procedure, Training: Need, Importance, Methods of Training:

Unit III Wage and Wage Incentives Wages: Methods of Wage Programme: Time Wages and Piece Wages Methods, Concept of Wages: Fair, Minimum and Living Wage, Factors Determining Wage Structure of an Organization.

Unit IV Industrial Relation: concept, Importance, objective of Industrial relations, contents and participants of Industrial relations.

Unit V Essentials of good Industrial Relations Programme, Participative Management.

#### SUGGESTED READINGS:

1. Human Resource Management: Concepts and Issues, by T.N. Chhabra, Dhanpat Rai & Co. New Delhi.
2. Human Resource Management by R. Wayne Mondy, Pearson Publications, Delhi

## 2. Supply Chain Management:

End of Semester (University Exam )	75 Marks
Practical (CA)	25 Marks
Total	100 Marks
Total Credit	04

Objectives: To create awareness about the supply chain activities taken in order to deliver the goods

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### Syllabus Content

Unit I Supply Chain Management: Global Optimisation, Importance, Key Issues, Inventory Management, Economic Lot Size Model, Supply Contracts, Centralized vs. Decentralized System.

Unit II Supply Chain Integrates: Push, Pull Strategies, Demand Driven Strategies, Impact on Grocery Industry, Retail Industry, and Distribution Strategies.

Unit III Supply Chain Benchmarking- Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure

Unit IV Recent Trends in Supply Chain Management-Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship.

Unit V The Role of E- Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management

#### SUGGESTED READINGS:

1. Rushton, A., Oxley, J & Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management. Kogan Page.
2. Simchi-Levi, David, Kaminsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill 32

## **D) Skill Enhancement Course:**

### Consumer Behavior

Practical (CA)	25 Marks
ESE	25 Marks
Total	50Marks
Total Credit	02

Objectives: To impart conceptual knowledge about consumer behaviour and other related issues,

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### Syllabus Content

Unit I Nature and Scope of Analyzing Consumer Behaviour, Factors influencing consumer behaviour,, Building Customer Satisfaction, consumer trends for the future

Unit II Connecting with consumers : building and delivering Customer values, Satisfaction and loyalty. Cultivating customer relationship, Customer Equity

Unit III Organising buyer behaviour: Key psychological process, Motivation, Consumer Attitude and Attitude Change

Unit IV Consumer Buying Decision Process - Problem Recognition, Situation Influence, Post Purchase Action.

#### SUGGESTED READINGS:

1. Consumer Behavior: Solomon, Michael R
2. Consumer Behavior: Evans, Martin, Jamal, Ahmad