



॥ सा विद्या या विमुक्तये ॥

# स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड - ४३१ ६०६ (महाराष्ट्र राज्य) भारत

## SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

Established on 17th September, 1994, Recognized By the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'B++' grade

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### Academic-1 (BOS) Section

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वाणिज्य व व्यवस्थापन विद्याशाखेअंतर्गत बी.  
व्होक. अभ्यासक्रम शैक्षणिक वर्ष  
२०२२-२३ पासून लागू करण्याबाबत.

### प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक २८.०४.२०२२ रोजीच्या वाणिज्य व व्यवस्थापन विद्याशाखेच्या बैठकीतील शिफारसी प्रमाणे व दिनांक २५ जुन २०२२ रोजी संपन्न झालेल्या ५४ व्या मा. विद्या परिषद बैठकीतील विषय क्र. १२/५४-२०२२ च्या ठरावानुसार वाणिज्य व व्यवस्थापन विद्याशाखेतील संलग्नित महाविद्यालयातील खालील प्रमाणे बी. व्होक. अभ्यासक्रमास शैक्षणिक वर्ष २०२२-२३ पासून लागू करण्यास मान्यता देण्यात येत आहे.

- 1) B. Voc. Diploma in Taxation (one year)
- 2) B. Voc. (Banking Finance Services and Insurance.) III year. (Sem. V & VI.)
- 3) B. Voc. (Retail Operations) III year . (Sem. V & VI.)

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या [www.srtmun.ac.in](http://www.srtmun.ac.in) या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी, ही विनंती.

'ज्ञानतीर्थ' परिसर,  
विष्णुपुरी, नांदेड - ४३१ ६०६.  
जा.क्र.: शैक्षणिक-०१/परिपत्रक/बी.व्होक/वाणिज्य व  
व्यवस्थापन/२०२२-२३/४२८  
दिनांक : १२.०७.२०२२.



स्वाक्षरित / -  
सहा.कुलसचिव  
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. संचालक, परीक्षा व मूल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
- ४) अधिष्ठाता, वाणिज्य व व्यवस्थापन परीक्षा विभाग प्रस्तुत विद्यापीठ.
- ५) मा. प्राचार्य, संबंधित महाविद्यालये, प्रस्तुत विद्यापीठ.
- ६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ यांना देवून कळविण्यात येते की, सदरील परिपत्रक विद्यापीठाच्या संकेत स्थळावर प्रकाशित करावे.



स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड.

# Swami Ramanand Teerth Marathwada University, Nanded

## Syllabus

UGC Sanctioned Vocational Course

**Curriculum based on the**

Choice Based Credit System (CBCS Pattern)

**w.e.f. 2022-23**

### **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)

Third Year (Degree) {Sem. V & VI}

**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

## B. Voc. Retail Operations

### Third Year (Degree)

#### Subject Name List

Sr. No.	Subject Name	Marks
<b><u>Semester V</u></b>		
1	<b>A) Core Subject:</b> 1. Retail Marketing Strategy 2. Retail Organization & Functional Management 3. Electronic Retailing 4. Basics of Information Technology	100 100 100 100
2	<b>B) Elective (Any One):</b> 1. Business Law for Retail 2. Environmental Education & Disaster Management	100 100
3	<b>C) Generic Specific Elective (Any One)</b> 1. Customer Attraction & Relationship Management 2. Merchandise Management & Pricing	100 100
4	<b>D) Project: Visit to a Retail Business Shop and Project there on (Projects to be made on detailed functioning of Purchase Dept., Warehousing / Logistics, Accounts, Schemes, IT, HR, Front Operations, Allied services like Housekeeping / Security / Assets management, Repair and Maintenance)</b>	100
5	<b>E) Skill Enhancement Course:</b> Managing Retail Operations	50
<b><u>Semester VI</u></b>		
1	<b>A) Core Subject:</b> 1. Application of Supply Chain Management & Technology in Retail 2. Ethics & Corporate Social Responsibility 3. Basics of Tourism Research 4. Basics of Tourism Management	100 100 100 100
2	<b>B) Elective (Any One):</b> 1. Itinerary Preparations 2. Entrepreneurship in Tourism and Hospitality Industry	100 100
3	<b>C) Generic Specific Elective (Any One)</b> 1. Operations Management 2. Buyer Behavior	100 100
4	<b>D) Projects Based on Classification and Overview of Various Departments in Any Retail Set up, Fundamentals of Retailing Operations, Foot falls, Conversion Rate, Basket size, Calculation of sales, Margins, Break-even point of a Retail business, Pre opening set up of a retail business, Divisions of organized Retail, Negotiations.</b>	100
5	<b>E) Skill Enhancement Course:</b> Direct and Network Marketing	50

## Semester V

### A) Core Subject:

#### 1. Retail Marketing Strategy:

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

Objective: The course aims to provide a sharp insight into the Retail Marketing strategy helpful in day today business and to apply them in the business.

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### Syllabus Content:

#### UNIT – I

Introduction, Building Retail Brand, Sales Enhancement Strategies.

#### UNIT – II

Business Intelligence, Customer Service, Social Media Marketing.

#### UNIT – III

Pricing Strategy, Point of purchase communication, Role of Packaging.

#### UNIT – IV

Pricing Strategy, Merchandise Management, Private Labels.

#### UNIT – V

Retail Promotion, Building Store Loyalty.

### **Books Recommended:**

- Levy Michael, Weitz Barton - Retailing Management, V Edition, Tata McGraw Hill, New York, 2006
- Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition , Pearson Education, New York, 2006
- Pradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill, India, 2007.
- Nair Suja- Retail Management, V Edition, HPH, Mumbai, 2006.

## **2. Retail Organization and Functional Management:**

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

Objectives: The subject aims to cover a broad canvas of the Organizational and management activities of the retail business and let them aware with the current situation.

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### **Syllabus Content:**

#### **UNIT - I**

Introduction, Classification of Retail Organization, Franchising.

#### **UNIT - II**

Human Resource Management in Retail, Building and Sustaining Relationship in Retailing.

#### **UNIT - III**

Customer relationship Management, Store Planning: Location, Layout, Store Operations: POS (Point of Sale) /Cash Process

#### **UNIT - IV**

Customer Service and Accommodation, Retail Floor and Shelf Management.

## UNIT - V

Retail Accounting and Cash Management, Setting up Stores before Opening, Working with Floor Plans and Store Requirements.

### **Books Recommended:**

- Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition , Pearson Education, New York, 2006
- Sinha, Uniyal- Managing Retailing, Oxford University Press, Delhi
- Nair Suja- Retail Management, V Edition, HPH, Mumbai, 2006
- Pradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill, India, 2007.

## 3. Electronic Retailing:

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

Objectives: The course aims to teach the students to read, understand and explore the Retailing phenomenon in the view of electronic era and let them acquaint with innovative ideologies.

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### **Syllabus Content:**

#### UNIT - I

Introduction, Types of Technology in Retailing, Role of IT in Business.

#### UNIT - II

Influencing Parameters for use of IT in Retailing; Efficiency in Operations.

#### UNIT - III

Effective Management of Online catalogues; Direct Retailing Methods.

#### UNIT - IV

Database Management; Data warehousing.

## UNIT - V

Critical Analysis of E-Retailing Strategies; Customer Relationship Management.

### **Books Recommended:**

- Sinha, Uniyal- Managing Retailing, Oxford University Press, Delhi
- Agarwal, Bansal, Yadav, Kumar- Retail Management, Pragati Prakashan, Meerut
- Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition , Pearson Education, New York, 2006
- Pradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill,

## 4. Basics of Information Technology:

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

Objective: In order to prepare diploma holders to work in these environments, it is essential that they are exposed to various aspects of information technology such as understanding the concept of information technology and its scope; operating a computer; use of various tools using MS Office/Open Office/Libre Office using internet etc., form the broad competency profile of diploma holders. This exposure will enable the students to enter their professions with confidence, live in a harmonious way and contribute to the productivity.

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### **Syllabus Content:**

UNIT – I Introduction to Computers and Peripherals. Components of Computer, Types of Computer, CPU, RAM, ROM, Hard disk, USB, Flash drive, CD, DVD,Blue ray, Keyboard, Mouse, Monitor, LCD, Printer, Plotter, Scanner, Modem, Sound Cards, Speakers, CMOS battery, Sharing of Printers.

UNIT – II Operation System and Application Software System Software, Application Software, Virtualization Software, Utility Software, MS Office/Open Office/Libreoffice, Working with window, Desktop components, Menu bars, creating shortcut of program. Installation of Application softwares, Antivirus and Drivers.



UNIT – III Word Processing, Spreadsheet and Presentation Usage and creation of word document, spreadsheets and presentation, Google Suits (Google drive, google sheet, google doc. Google presentation)

UNIT – IV Internet Basics of Networking – LAN, WAN, Wi-Fi technologies.

UNIT – V Concept of IP Addrsses, DNS, Search Engines, e-mail, Browsing and cyber laws.

**Books Recommended:**

- Computers Fundamentals Architecture and Organisation by B Ram, revised Edition, New Age International Publishers, New Delhi
- Computers Today by SK Basandara, Galgotia publication Pvt Ltd. Daryaganj, New Delhi.
- Internet for Every One by Alexis Leon and Mathews Leon; Vikas Publishing House Pvt. Ltd., Jungpura, New Delhi
- A First Course in Computer by Sanjay Saxena; Vikas Publishing House Pvt. Ltd., Jungpura, New Delhi

**B) Elective (Any One):**

**1. Business Law for Retail:**

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

Objective: Business Law for retail is designed to expose the student to about Retail law which includes matters like consumer protection laws; laws that protect the rights of consumers and ensure fair trade competition. These laws also provide for truth in advertising, assuring that consumers are not taken advantage of by unscrupulous retailers.

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**Syllabus Content:**

UNIT – I INTROCUATION : A. Development of the law regarding retailing B. General points regarding retailer's protection - like demand of exact purchase prince in cash, checks are not legal tender, etc..

UNIT – II Power SALIENT FEATURES OF: A. Sale of good Act - 1979 - Goods must be of merchantablequality, Goods must be fit for the purpose, Goods must correspond with their

description. B. The supply of goods and services Act 1982 C. Sales and supply of goods Act 1994 D. Food Act 1984 and Food Safety Act 1990 E. Food Hygiene Regulations 1970 and Food Hygiene Regulations 1990 F. Food Standard Act 1999 G. Resale Price Act 1976 H. Trading Stamps Act 1964 I. Trade Description Act 1968 J. Unsolicited Goods and Services Act 1971 K. Fair trading Act 1973 L. Competition Act 1980 and 1998 M. Enterprise Act 2003 N. Consumer Credit Act 1974 and Consumer Credit Regulation 1989 O. Unfair Contract Terms Act 1977 P. Consumer Protection Act Q. Theft Act 1968 R. Weights and Measures Act 1985

UNIT – III Introduction to Central Excise Act and its conclusion, Sales Tax/ Value Added Tax laws., GST.

UNIT – IV Detailed Focus on - A. Consumer Protection Act 1987 and Consumer Protection Approval order 1988 B. Shop Act 1950 and 1965.

UNIT – V IMPORTANT LICENSES FOR RETAIL : A. Food Licenses B. MandiParishad C. Weight & Measurement D. Entertainment Licenses E. Repackaging Licenses F. Contract Licenses G. Shop in Shop Licenses.

**Books Recommended:**

- Avtar Singh - Principles of Mercantile Law - Eastern Book Company.
- Kuchhai M. C. - Business Law - Vikas Publication.
- Gulshan J. J. - Business Law Including Company Law (New Age International Publisher).

**2. Environmental Education & Disaster Management :**

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

Objectives: A diploma holder must have knowledge of different types of pollution caused due to industries and constructional activities so that he may help in balancing the ecosystem and controlling pollution by various control measures. He should also be aware of environmental laws related to the control of pollution. He should know how to manage the waste.

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## **Syllabus Content:**

UNIT – I 1.Introduction Basics of ecology, eco system- concept, and sustainable development, Resources renewable and non renewable.

UNIT – II Air Pollution Source of air pollution.Effect of air pollution on human health, economy, plant, animals.Air pollution control methods.

UNIT – III Water Pollution Impurities in water, Cause of water pollution, Source of water pollution. Effect of water pollution on human health, Concept of dissolved O<sub>2</sub>, BOD, COD. Prevention of water pollution- Water treatment processes, Sewage treatment. Water quality standard.

UNIT – IV Soil Pollution Sources of soil pollution Types of Solid waste- House hold, Hospital, From Agriculture, Biomedical, Animal and human, excreta, sediments and E-waste Effect of Solid waste Disposal of Solid Waste- Solid Waste Management.

UNIT – V Environmental Legislation Introduction to Water (Prevention and Control of Pollution) Act 1974, Introduction to Air (Prevention and Control of Pollution) Act 1981 and Environmental Protection Act 1986, Role and Function of State Pollution Control Board and National Green Tribunal (NGT), Environmental Impact Assessment (EIA).

### **Books Recommended:**

- Environmental and Pollution Awareness by Sharma BR; SatyaPrakashan, New Delhi.
- Environmental Protection Law and Policy in India by Thakur Kailash; Deep and Deep Publications, New Delhi.
- Environmental Pollution by Dr. RK Khitoliya; S Chand Publishing, New Delhi
- Environmental Science by Deswal and Deswal; DhanpatRai and Co. (P) Ltd. Delhi.

## C) Generic Specific Elective (Any One):

### 1. Customer Attraction & Relationship Management:

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

Objectives: The course aims at a comprehensive understanding of the fundamental concept of innovative practices for customer attraction and making the relations with them too.

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### Syllabus Content:

UNIT – I RETAIL IMAGE - Significance of Retail Image: Components of a Retail Image; Dynamics of Creating and Maintaining Retail Image Layout and Display: The Interior Decoration; Atmospherics; Store Design; The Exterior Design.

UNIT – Visual Merchandising: The Scope and Significance of Visual Merchandising Community Relations: Collaboration in Retail Supply Chain; Developing Anchor Outlets; Co-parking and Co-branding.

UNIT – III Retail Promotional Mix: Role of Advertising; Public Relations; Personal Selling and Sales Promotion in Retail Planning a Retail Promotion Strategy: Determining Promotional Objectives Managing Retail Advertising: Managing Print and Electronic Advertising; Global Trends in point of purchase advertising.

UNIT – IV Point of Purchase Promotion: Sales Promotion Planning; Display Product Methods & Material; Postpromotion Evaluation Retail Event Management: Organizing Seasonal Sales; Organizing Contests; Celebrity Endorsement Evaluation of Promotional Programs: Identifying the best methods of promotion.

UNIT – V Customer Relationship Management: The CRM Process: Concept of Loyalty; CRM Process Developing CRM Programs: Demand Smoothing; Implementing CRM Programs

Integrated Retail Brand Management - Retail Brand Management: Targeting & Prioritizing; Category of Store Brand Development; Promotional Schemes; Cross Promotions; Customer Attraction Strategy.

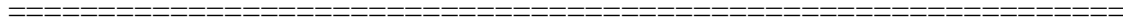
**Books Recommended:**

- The Retail Revival- Reimagining Business: Dougs Stephens.
- Retail Analytics : The Secret Weapon by Enmets Cox.
- Emerging Trends in Retail Management : N Panchanatham & R Gnganguru

**2. Merchandise Management & Pricing:**

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

Objectives: The course aims at a comprehensive understanding of the fundamental concept of Merchandise and pricing strategy and let them aware with the management function there upon too.



**Syllabus Content:**

UNIT – I Developing Merchandise Plans: The Decision-Maker in Retail Product Management; Centralized Retail Buying Organization; Decentralized Buying, Buying Organization; Managerial Roles; The Retail Buying Process Designing Merchandize Plans: Forecasts; Innovativeness; Assortments; Brands; Timing; Allocation.

UNIT – II Category Management: Efficient Consumer Response (ECR); Category Management Process Selecting Products: Identification of Product Need; New Product Development; Tracking Product / Market Trends; Private Brands.

UNIT – III Implementing Merchandize Plans: Supply Sources: Vendor Search, Selection & Evaluation Evaluating Merchandize: Negotiating the Purchase; Receiving and Stocking

Merchandize; Reordering Merchandize Logistics: Performance Goals; Supply Chain Management; Order Processing and Fulfillment; Transportation and Warehousing.

UNIT – IV Inventory Management: Sales-based Inventory; The Merchandize Budget Plan; The Assortment Plan (Model Stock List); Inventory Levels; Merchandize Security; Reverse Logistics; Inventory Analysis Merchandize Management: Financial Dimensions - Inventory Valuation: The Cost Method; The Retail Method, Unit Control System, Financial Inventory Control.

UNIT – V Pricing and Retailing - External Factors Affecting a Retail Pricing Developing a Retail Pricing Objective: Retail Pricing Objectives; Broad Pricing Policy; Measuring Product Profitability Pricing Strategies: Cost Oriented; Demand Oriented; EDLP.

**Books Recommended:**

- Retail Management: Pateric M Dulle & Robert F Lusch
- Retail Management: Gaurav Ghosal
- Data Driven Marketing: Mark Jeffrey
- Reflection in Retailing: Stanley Marcus
- Retail Merchandising: Risch E. H
- Merchandise Buying : M Smith Bohlinger

**D)Project: Visit to a Retail Business Shop and Project there on (Projects to be made on detailed functioning of Purchase Dept., Warehousing / Logistics, Accounts, Schemes, IT, HR, Front Operations, Allied services like Housekeeping / Security / Assets management, Repair and Maintenance)**

## E) Skill Enhancement Course:

### Managing Retail Operations:

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

Objectives: The aim of the course is to focus on the thorough knowledge of the Management of the Retail business in the era of modernization.

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### Syllabus Content:

UNIT – I Human Resource Management in Retail: Setting-up a Retail Organization Retail Organization Structure: Organization of a Single-store Retailer; Regional Departmental Store; Chain of Stores.

UNIT – II Retail Organization Design Issue: Centralization Vs. Decentralization, Creating Functional Organization: Recruitment; Training; Compensation.

UNIT – III Motivating Retail Employees and Developing Commitments: Policies and Supervision; Incentives; Organization Culture Trends in Human Resources Management: Managing Delivery; Legal and Regulatory Issues; Use of Technology.

UNIT – IV Financial Planning and Budgeting - Setting-up Financial Objectives: Financial Objectives; Profit Planning; Profit Path; Turnover Path Asset Management: The Strategic Profit Model; Other Key Business Ratios; Financial Trends in Retailing.

### Books Recommended:

- Supply Chain Management for Retail : Rajesh Ray
- Logistic and Retail Management : John Fervieleighs
- Retail management- A Strategies approach : Barry Be
- Marketing at Retail : Robert Lilejenwale and Barba

## Semester VI

### **A) Core Subject:**

#### 1. Application of Supply Chain Management & Technology in Retail:

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

Objectives: The course is a total package including the elements of security at both the advanced business and financial strata of the recent market policy.

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### **Syllabus Content:**

UNIT – I An Introduction to Supply Chain Management: The Evolution of the Supply Chain; How the Supply Chain Works; The Evolving Structure of Supply Chains; Participants in the Supply Chain; Aligning the Supply Chain with Business Strategy. The Retail Distribution Channel: Participants in the Distribution Channel; Types of Channels; Channel Relationships.

UNIT – II Supply Chain Operations – Planning: Five Links in the Chain; Demand Forecasting; Inventory Management. Supply Chain Operations – Sourcing Materials and Making Products: Procurement; Credit and Collections; Production Scheduling; Facility Management.

UNIT – III Supply Chain Operations – Deliveries and Returns: Order Management; Delivery Scheduling; The Reality of Returns; Outsourcing Supply Chain Operations. Technology and Supply Chain Coordination: The “Bullwhip Effect”; Coordinating the Supply Chain; Collaborative Planning, Forecasting, and Replenishment; Starting Supply Chain Collaboration; Information Systems; Inventory Management Systems; Assessing Technology and System Needs.

UNIT – IV Role of IT in Retail: Application of software in Retail Management; UPC, EDI, Data Management; RFID.



UNIT – V Customer Transaction and Service: The Dimensions of Customer Value; Price and Brand; Customer Value Measures; Information Technology and Customer Value.

**Books Recommended:**

- Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi.
- Barry Berman, Joel R. Evans, Retail Management, Pearson Education.
- J. Lamba, The Art of Retailing, Tata McGraw Hill Publishing Co. Ltd. New Delhi

**2. Ethics & Corporate Social Responsibility:**

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

Objective: The course helps to get the students aware of the basic ethics of business and acknowledging them with the social responsibilities for business.

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**Syllabus Content:**

UNIT - I Business Ethics: Meaning of ethics’ why ethical problems occur in business. Ethical principles in business; Theories of Business Ethics. Globalization and Business Ethics. All alternative to moral principles; Moral issues in Business; Worker’s and employee’s right and responsibilities’ profit maximization Vs social responsibilities.

UNIT - II Concept, Need to improve corporate governance standards, Features of good governance, Models of Corporate Governance, Benefits of Good Corporate Governance. Junk Bond Scam (USA),Enron(USA Anderson Worldwide (USA), Satyam Computer Services Ltd,(India); Common Governance Problems Noticed in various corporate failures is corporate Governance always the cause for Corporate failures ?.

UNIT - III Meaning, Evolution of corporate social responsibility, CSR and corporate Sustainability, Business social performance. Environmental aspects of CSR, common indicators fro measuring social responsibility, CSR Models, Drivers of CSR.

UNIT - IV Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, Insider trading, SEBI Norms based on KM Birla Committee Clause 49 of Listing Agreement.

UNIT - V Role of Auditors in enhancing corporate governance ,duties and responsibility of auditors, corporate governance and internal auditors, Whistle blowing ;Kinds of Whistle blowing , Precluding the need for Whistle blowing discrimination.

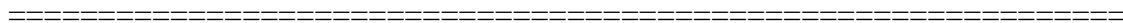
**Books Recommended:**

- Business Ethics: Decesion-Making for Personal Integrity &Social Responsibility, Hartman,Laura P.and Joe DesJardins, McGraw Hill/Irwin.
- Business Ethics –Concepts, Cases and Canadian Perspectives, Kissick,W.P.
- Business Ethics – Ethical Decesion Making and Cases, O.C. Ferrell,J. Fraedrick & L. Ferrel,9th Edition.

**3. Basics of Tourism Research:**

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

Objective: This course on basics of tourism research helps the students in acquiring knowledge in respect of tourism business and to aware them basic knowledge of the research in tourism industry.



**Syllabus Content:**

UNIT - I Introduction to Tourism Research – Significance, types and process.

UNIT - II Research in tourism and hospitality industry– Challenges and Status.

UNIT - III Planning of research – Planning process, Formulation of problem in tourism context.

UNIT – IV Hypothesis, Sampling, Methods/Techniques and Errors.

UNIT - V Significance of Research in Tourism sector, major thrust areas.

**Books Recommended:**

- Principles and practices – AR Bhatia.
- Tourism in India – V.K. Goswami.
- Statistical Methods, SP Gupta.

**4. Basics of Tourism Management:**

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

Objectives: This course on basics of tourism management helps the students in acquiring knowledge in respect of tourism business and to aware them basic knowledge of the management operations in tourism industry.

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**Syllabus Content:**

UNIT – I Concept of Tourism Management, Scope, Functions and Principles of Management. Evolution of Management Thought.

UNIT – II Process of Planning, Objectives, Policy & Procedures, Forecasting & Decision Making.

UNIT – III Meaning, Importance, Patterns of Organization, Line & Staff relationship, Centralization & decentralization.

UNIT – IV Nature & scope of Staffing, Manpower planning, Selection & Training, Performance Appraisal; Directing: Nature & scope of directing, Motivation & Leadership, Communication.

UNIT – V Concept of Managerial Control, Control aids, Responsibilities of Managers.

**Books Recommended:**

- Management Principles & Practice by R. Srinivasan and S.A. Chunawalia, Himalya Publishing House, New Delhi.
- Principles & Practice of Management by L.M. Prasad, Sultan Chand & Sons, New Delhi.

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

### **1. Itinerary Preparations:**

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

Objective: This paper helps the students in arranging the travel tour during the long term as well as short term period, it emphasis on the proper arrangement and management of travel tour programme in aspect of time and money saving .

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### **Syllabus Content:**

UNIT – Definition and meaning of Itinerary, Importance of Itinerary. Art and Technique used in planning a suitable Itinerary.

UNIT – II Popular Itineraries of India. Golden Triangle, Backwater and Spice trail of South India. Sikkim to Bhutan overland tour. Pilgrimage of Himachal Pradesh.

UNIT – III Peak Booking formalities and IMF. Facilities provided by ABVIMAS, NIM, HMI. Designing a trekking itinerary in Himalaya.

UNIT – IV Designing a tour package, costing and online marketing.

UNIT – V Knowledge of facilities available in a tourist's destinations, service providers and cost.

### **Books Recommended:**

- Travel Agency and Tour operation Concepts and Principles-Jagmohan Negi
- Encyclopedia of Tourism Management-P.C. Sinha.
- Tourism and Travel Concepts and Principles-Jagmohan Negi.
- Regional Development, Tourism Hotels & Travel Trade by Jagmohan Negi

## 2. Entrepreneurship in Tourism and Hospitality Industry:

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

Objectives: The paper focus on the business in the field of tourism and hospitality industries which helps the students and gaining the innovative and forefront ideology of the industry.

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### **Syllabus Content:**

UNIT – Entrepreneurship options in Tourism industry in India and Himachal Pradesh. Role of entrepreneurship in development of tourism.

UNIT – II Business strategy and understanding customer needs, Analysis of competition, writing a business plan and feasibility.

UNIT – III Forms of organization (legal entity), legal considerations; Financial planning – budgeting, loans, role of govt. agencies.

UNIT – Fiscal and non-fiscal Incentives for setting up new ventures in tourism and Hospitality industry in India by state and central government.

UNIT – V Setting up a Tourism enterprise (travel agency, hotel, resort, camp site and home-stay) – steps, procedures, licenses, registration, etc

### **Books Recommended:**

- Tourism and Entrepreneurship- Jovo Ateljevic, Stephen J. Page.
- Entrepreneurship in the Hospitality, Tourism and Leisure Industries- Michael Rimmington, Clare Williams, Alison Morrison.

## C) Generic Specific Elective (Any One):

### 1. Operations Management:

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

Objectives: The subject focuses on the management in respect of various business operations dealt with the retail activities and also helps the students in knowing the fundamental criteria for retail business operations.

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### Syllabus Content:

UNIT – : Operations Management – Meaning – Importance – historical contributions – System view of OM - Operation strategy and competitiveness - Functions of OM – types of production systems.

UNIT – Product design and process selection – Evaluation and Selection of appropriate Production and Operations technology. Product Design and process selection. Types of layout – analysis and selection of layout – Product and / or Process layout, Cellular, Lean and Agile manufacturing systems – Computer Integrated Manufacturing Systems - Assembly line balancing.

UNIT – III Production planning and control – meaning – functions – aggregate planning – master production schedule (MPS) – Material requirement planning (MRP) – BOM – Capacity requirement planning (CRP) – Techniques – problems in MRP and CRP – an introduction to MRP II and ERP – Business Process Re-engineering - Total Productive Maintenance (TPM).

UNIT IV– Materials management – functions – material planning and budgeting – Value Analysis - purchase functions and procedure - inventory control – types of inventory – safety stock – order point – service level – inventory control systems – perpetual – periodic – JIT – KANBAN.

UNIT V – Total Quality Management Concept - Statistical Quality Control for Acceptance Sampling and Process Control – Concepts of O.C.C. Curve – Use of the O.C. Curve – Concept of

Type I and Type II error – Quality movement – Quality circles — ISO Quality Certifications and types – Quality assurance – Six Sigma concept.

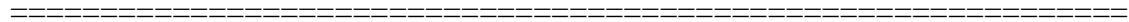
**Books Recommended:**

- Production and Operations Management – Everest E Adam & Ebert – PHI – publication forth edition.
- Operations Management (Theory and Problems ) – Joseph G Monks – McGraw Hill Intl.
- Production and Operations Management – S N Chary – TMH Publications
- Production and Operations Management – Pannerselvam, PHI.

**2. Buyer Behavior:**

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

Objectives: Today’s market is buyer oriented and buyer is the king of the market so how they interact and how about their choices, one should be aware of that so this paper focuses on the buyer’s behavior in every aspect.



**Syllabus Content:**

UNIT – A Perspective on Buyer Behaviour- what is Buyer Behaviour- Buyer Behaviour – is Dynamic, Involves Interactions, Involves Exchanges Levels of Buyer Analysis: - Individual Buyer, Market Segments-Industries- Societies-Cognitive Process in Buyer Decision Making.

UNIT – II Buyer Product Knowledge and Involvement: Buyers Product Knowledge: Products as Bundles of Attributes, Benefits and Value Satisfiers Means-End Chains-Developing Deeper Buyer UnderstandingZMET Approach to Buyer Knowledge-The ZMET Interview-The Means and Basis-For InvolvementsUnderstanding Key Reasons for Purchase-Understanding Buyer-Product Relationship.

UNIT – III Attention And Comprehension:Information: The Power of Advertising/Display-Exposure to information-marketing implications-Attention Processes: Variation, factors Influencing AttentionMarketing Implications-Comprehension: Variation/inferences during Comprehensions/Factors Influencing Comprehensions/Marketing Implications.

UNIT – IV Buyer Behaviour and Marketing Strategy:Conditioning and Learning Processes-Influencing Buyer Behaviour-Environment-Cultural and cross Cultural Influences-reference Groups-Family-Market Segmentation and Product Positioning-buyer Behaviour and product Strategy/Promotions Strategy-Brand Endorsing-Pricing Strategy-Channel Strategy.

UNIT – V Buyer Behavior Theory Predict Retail Shopping Behavior-Major BB areas: demographics, lifestyle data, group and individual attributes. How do people shop given the time scarcity they experience? What are their attitudes towards shopping instore vs. online? Decision process and impulse purchases – research on ADD/ADHD and impulsive Buyer Behaviour

**Books Recommended:**

- J.Paul Peter and JERRY L.OLSON, Consumer Behaviour and marketing Strategy,Tata Mcgraw Hill,Newyork-2006.
- Upinder Dhar and Sathish Dhar, New franklin of Management, Cases In Indian Context, Excel Books, NewDelhi-2001.
- Alries, Focus, Harper Collins Business,1997,Ghargous.
- Del.I.Hawkins, Roger.J.Best, Kenneth.A.Coney, Consumer Behaviour,Building Marketing Strategy 9 th Edition, Tata Mcgraw Hill,NewDelhi

**D)Projects Based on Classification and Overview of Various Departments in Any Retail Set up, Fundamentals of Retailing Operations, Foot falls, Conversion Rate, Basket size, Calculation of sales, Margins, Break-even point of a Retail business, Pre opening set up of a retail business, Divisions of organized Retail, Negotiations.**



## E) Skill Enhancement Course:

### Direct and Network Marketing:

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

Objectives: The course imparts an advanced training on the areas of network training which is now being a current topic of market and also focuses on the direct selling and marketing with the regards of customer satisfaction & to explain options of marketing using 20th century medium and internet as an option of 21st century.

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### Syllabus Content:

UNIT – I Introduction- The Scope of Direct Marketing- Business, Strategic and Direct Marketing Planning- The Impact of Databases- Consumer and Business Mailing Lists- The Offer Magazines- Newspapers- TV/Radio- Telemarketing/Tele services-Overview of Internet Direct Marketing - E-Communications- Creating Print Advertising- Managing a Lead-Generation Program- Modeling for Business Decision Support.

UNIT – II Direct and Digital Marketing- Modern integrated DM & interactive marketing - important role in marketing strategy -build and develop brands - customer acquisition, development and retention Key principles of targeting, interaction, control and continuity- Three different business models - stand alone, integrated and support Catalysts of change in modern marketing -From distance selling to interactive marketing -Managing relationships across channels and media -The direct and interactive marketers' information system-Data-driven marketing planning.

UNIT – III Network Marketing- Advantages and Disadvantages- Network Marketing Boom- Network Marketing Compensation Plan- Evaluating Network Marketing Opportunity Relationship Marketing – Introduction- Six Market Models-Managing Relationship with Buyers, Intermediaries and Customer – Segmentation and analysis of Customer market Domain Customer Acquisition and Customer Retention –Strategic outsourcing- creating Successful alliances- Referral and Influence Marketing.

UNIT – IV Creating and implementing Relationship Marketing Strategies- Introduction- People-Processes Proactive/ Personalized Service- What sort of Relationship for what sort of Customers Relationship Marketing Plan- Relationship Management Chain- Value Proportions- Identifying appropriate customer value segments-Designing value delivery systems- Managing and maintaining delivered satisfaction

**Books Recommended:**

- Stone, Bob, and Jacobs, Ron, Successful Direct Marketing Methods, 7th ed (2001), McGraw-Hill, New York, NY.
- Dave Chaffey, Richard Mayer, Kevin Johnston, Fiona Ellis-Chadwick Internet Marketing: Strategy, Implementation and Practice.
- Brian Thomas and Matthew Housden Direct Marketing in Practice.
- Edward L. Nash- Direct Marketing: Strategy, Planning, Execution- The McGraw Hill Companies