



॥ 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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विद्यापीठ आनुदान आयोगाने मान्यता दिलेल्या व्होकेशनल कोर्सेसच्या द्वितीय वर्षाचे अभ्यासक्रम शैक्षणिक वर्ष २०२१-२२ पासून लागू करणेबाबत.

परिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक ०९.०९.२०२१ रोजीच्या वाणिज्य व व्यवस्थापन विद्याशाखेच्या बैठकीतील शिफारसी प्रमाणे व दिनांक २१ सप्टेंबर २०२१ रोजीच्या संपन्न झालेल्या ५२ व्या मा. विद्या परिषद बैठकीतील ऐनवेळचा विषय क्र. ०२/५२-२०२१ च्या ठरावानुसार वाणिज्य व व्यवस्थापन विद्याशाखेअंतर्गत येणाऱ्या सर्व संलग्नित महाविद्यालयातील व्होकेशनल कोर्सेच्या खालील अभ्यासक्रमास शैक्षणिक वर्ष २०२१-२२ पासून मान्यता देण्यात आली आहे.

1) B. Voc. II year (Retail Operations /Management/Information Technology/Auditing &Taxation/Hotel Catering Management/Senior Faculty/Entrepreneurship/Development & Marketing/E-Commerce and Digital Marketing /Accounting Assistant Using Tally/Quality Control) Advance Diploma II year.

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी, हि विनंती.

'ज्ञानतीर्थ' परिसर,
विष्णुपुरी, नांदेड - ४३१ ६०६.
जा.क्र.: शैक्षणिक-०१/परिपत्रक/बी.व्होक/वाणिज्य व
व्यवस्थापन अभ्यासक्रम/२०२१-२२/१६१

दिनांक : ११.१०.२०२१.

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, शिवाजी महाविद्यालय, हिंगोली.
- ६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ यांना देवून कळविण्यात येते की, सदरील परिपत्रक विद्यापीठाच्या संकेत स्थळावर प्रकाशित करावे.

स्वाक्षरित / -
सहा.कुलसचिव
शैक्षणिक (१-अभ्यासमंडळ विभाग)



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. 2021-22

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)

Second Year (Advance Diploma) {Sem. III & IV}

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
Second Year (Advance Diploma)

Subject Name List

Sr. No.	Subject Name	Marks
	<u>Semester III</u>	
1	A) Ability Enhancement Course: 1. Compulsory English III (Communication Skill III) 2. Principles of Business Management	100 100
2	B) Core Subject: 1. Fundamentals of Customer Service 2. Store Layout & Design 3. E-Commerce 4. Elements of Salesmanship	100 100 100 100
3	C) Elective (Any One): 1. Merchandise Planning & Buying 2. Principles of Retail Operations	100 100
4	D) Skill Enhancement Course: Store Operations II	50
	<u>Semester IV</u>	
1	A) Ability Enhancement Course: 1. Compulsory English IV (Communication Skill IV) 2. Business Management	100 100
2	B) Core Subject: 1. Entrepreneurship Development 2. Advertising & Brand Management 3. Sales and Distribution Management 4. Enterprise Resource Planning	100 100 100 100
3	C) Elective (Any One): 1. Road Transport Management 2. Marketing Management	100 100
4	3. Skill Enhancement Course: Fundamentals of Visual Merchandising	50

Semester III

A) Ability Enhancement Course:

1. Compulsory English III (Communication Skill III)
2. Principles of Business Management

1. Compulsory English III (Communication Skill III):

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

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

2. Principles of Business Management:

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

Objectives:

1. To make students capable of understanding the evolution of management.
2. To help the students to gain the knowledge of the functions and uses of management principles in organisations.
3. To study the systems and processes of effective Controlling in organisation.

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Syllabus Content:

UNIT – I: Introduction of Management Introduction to management: Definition of management, functions of management, nature of management, scope of management, role of management.

UNIT – II: Managerial Planning and Decision Making Managerial Planning: The concept of planning, nature, importance of planning, benefits of planning, types of planning. Decision Making: Definition and concept of decision making, process of decision making.

UNIT – III: Organising and Staffing Organising: Definition of organising, importance, principles of organization, types of organization, centralization and decentralization – its advantages & disadvantages. Staffing: Definition of staffing, nature of staffing, functions of staffing, steps in selection process.

UNIT – IV: Directing and Leading Directing: Definition, nature of directing, principles of directing, importance of directing Leading: Definition, importance of leadership, types of leadership, qualities of leadership.

UNIT – V: Motivating and Controlling Motivation: Definition, characteristics of motivation, importance of motivation, types of motivations Controlling: Definition, characteristics of controlling, importance of controlling, controlling process.

Recommended Books:

1. Principles of Management – T. Ramasamy – Himalaya Publishing House
2. Principles of Management – Govindrajan & Natrajan – PHI Learning
3. Principles of Management – R.N. Gupta – Sultan Chand & Sons
4. Principles of Management – P. Subbarao – Himalaya Publishing House.

B) Core Subject:

1. Fundamentals of Customer Service:

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

Objectives:

To help students understand the critical need for service orientation in the current business scenario.

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Syllabus Content:

Unit I Focus on Customers: Understanding the Customers, Understanding Customer Service, Service Triangle, Benefits of Exceptional Customer Service, Customer Delight, First Impressions, and Perception vs. Reality.

Unit II Scanning Environmental and Cultural Influences: Environmental and Cultural Influences on Customer Behavior, creating, delivering and sustaining value

Unit III Building Customer Relationship: Why do People do Business with you, Ways to Address Human Needs.

Unit IV Building Relationships through Valuing the Customer, Building Rapport, Emotional Bank Account, the Value Equation.

Unit V Empathy, Empathy vs. Sympathy, Problem Solving, Customer Interaction Cycle. Communication Styles: Three Main Styles. (Aggressive, Passive and Assertive), Disagreement Process, Selective Agreement, Benefits of Assertive Communication.

SUGGESTED READINGS:

1. Peeru Mohammed: Customer Relationship Management
2. Grover S K: Marketing: A Strategic Orientation
3. P. Kotler: Marketing Management
4. R. Saxena: Marketing Management
5. Stanton: Marketing Management

2. Store Layout & Design:

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

Objectives: This paper is aimed at providing comprehensive knowledge of Store Location, layout and operations.

Syllabus Content:

Unit I Store Location: Nature and significance of Retail Location, Types, and factors affecting store location, Location and Sight Evaluation, Trading Area Analysis, Recent Trends in Location of Store.

Unit II Nature and Objective of Store Layout: Allocation of floor space, Classification of store offering, Traffic flow pattern of store, Space need, Interior display.

Unit III Store design Objective and Types of Store Format, Impact on Consumer Behaviour, Impulsive Buying, Out – store and In-Store Tactics, Store Security.

Unit IV Planning and Controlling of Inventory. Retail Logistics. Place-Supply Chain Management.

Unit V The Supply Channel. Store Maintenance, Energy Management and Renovation.

SUGGESTED READINGS:

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

3. E-Commerce:

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

Objectives: This paper will make students understand the concepts and Application of E-Commerce.

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Syllabus Content:

UNIT I Introduction: Meaning, Nature, Concepts, Advantages and Reasons for Transacting Online, Categories of E-commerce, Planning and launching Online Business,

UNIT II Technology for Online Business: Internet, IT Infrastructure.

UNIT III Mechanism of Making Payment Through Internet, Electronic Payment Systems, Payment Gateways,

UNIT IV Applications in E-commerce: E-commerce Applications in Manufacturing, Wholesale, Retail and Service Sector Tools for Promoting Website, Laws Relating to Online Transactions.

UNIT V Virtual Existence: Concepts, Working, Advantages and Pitfalls of Virtual Organizations, Security in E-commerce, Digital Signatures, Network Security, Data Encryption.

SUGGESTED READINGS:

1. Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi
2. Kienam, Managing Your E-Commerce business, Prentice Hall of India, N. Delhi.
3. Kosiur, Understanding E-Commerce, Prentice Hall of India, N. Delhi.
4. Kalakota, Whinston , Frontiers of Electronic Commerce, Addison Wesley

4. Elements of Salesmanship:

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

Objective: To impart conceptual knowledge of salesmanship and understanding consumer behaviour.

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Syllabus Content:

Unit I Introduction: Concept of Salesmanship, Types of Selling, Changing Roles and Functions of a Salesman, Importance of Personal Selling in the Context of Competitive Environment.

Unit II Salesman Career: Career Counselling & Guidance, Types of Salesman, Duties, Responsibilities, Opportunities and Growth in the Sales Field, Qualities, Rewards in Selling: Financial and Non-Financial (Incentives), Methods of Training Salesmen.

Unit III Buyer Behaviour: Introduction, Classification of Buyer, Buying Motives- Rational and Emotional, Factors Influencing Purchase of a Product, Shopping Behaviour, Methods of Identifying Customer Perceptions, Finding out Customer's Needs, Problems and Potentialities.

Unit IV Sales Presentation: Introduction, Planning Sales Presentation, Objectives of Sales Planning, Sales Talk, Supporting Evidence etc.

Unit V Steps involved in product presentation and demonstration

SUGGESTED READINGS:

1. Little Red Book of Selling by Jeffrey Gitomer's
2. Secrets of Closing the Sale, Zig Ziglar
3. How to Sell Anything to Anybody, Joe Girard
4. How to Master the Art of Selling , Tom Hopkins
5. Coaching Salespeople into Sales Champions, Keith Rosen's

C) Elective (Any One):

1. Merchandise Planning and Buying:

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 buying and planning dimensions of business and its associated.

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Syllabus Content:

Unit I Merchandise Management: Objective, Presentation and Demonstrating Merchandise; Strategies for Creating Good looking Retail Stores Displays, Retail Plano Gram.

Unit II Visual Merchandise: Objective and Principle of successful visual Merchandise. Signage: Types and Character, Visual Display.

Unit III Management of Service and Quality in Merchandise Planning, Devising Merchandise Plan: Innovativeness, Assortment, Category Management.

Unit IV Role of Information Technology in Point-of-Sale System; Electronic Fund Transfer at POS.

Unit V Data Ware House and Data Mining, General Merchandise Planning Software.

SUGGESTED READINGS:

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

2. Principles Retail Operations:

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

Objectives: to get the student acquainted with the knowledge of retail operations performed in a retail organization.

Syllabus Content:

Unit I Retails Operation: Elements and Components, Store Administration and Management of Store Floor.

Unit II Management of the Premises, Opening and Closing Activity of Store, Skills and Responsibility of Retails Store Manager.

Unit III Method and Approaches to Retail Operations: Retail Location: Strategies and Decisions, Retail Branding.

Unit IV Retail Marketing Mix: Role of Personal Selling in Retail processes. Retail Promotion: Role and Objective.

Unit V Supply Chain Management: Objectives, Integration of Supply Chain Strategies; Bottlenecks and Remedies, Supply Chain Performance.

SUGGESTED READINGS:

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

D) Skill Enhancement Course:

Store Operations II

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

Objectives: This module 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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Syllabus Content:

Unit I Managing Retail Operations, What are Store Operations, Productivity & Operating Efficiency.

Unit II Most Common Mistakes of Retailers, Controls Essential for successful operations.

Unit III Measuring Performance, Stock Turn, Franchising, Store Appearance & House Keeping.

Unit IV Functions of a Store Manager, Promotion, Planning and Execution Retail Operations.

SUGGESTED READINGS:

- 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

Semester IV

A) Ability Enhancement Course:

1. Compulsory English IV (Communication Skill IV)
2. Business Management

1. Compulsory English IV (Communication Skill IV):

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

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

2. Business Management:

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

Objectives

- 1) Student would made to understand the history of Business Management
- 2) It would be expose to the function of Business Management
- 3) To understand the Internal and external environment in an organizational function

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Syllabus Content:

UNIT – I: Management Thinkers & Theories Henry Fayol and his 14 principles of management, F.W. Taylor and his principles of scientific management, Peter F. Drucker and his contribution to management, Abraham Maslow’s theory of

motivation, Herzberg's two factor theory, McGregor's X and Y Theory, McClelland's theory of needs.

UNIT – II: Training & Development Meaning of training, definition, importance of training, nature of training, types of training, evaluation of training programme, objectives of development, process of development.

UNIT – III: Performance Appraisal Meaning, need of performance appraisal, purpose of performance appraisal, process of performance appraisal, methods of performance appraisal, advantages of performance appraisal.

UNIT – IV: International Business Management Meaning, characteristics of international company, modes of entering the international business market, factors behind the growth of international business, SAARC, NAFTA, ASEAN

UNIT – V: Recent Development in Management Total Quality Management, Quality Circle, Management Information System, Bench Marking.

Recommended Books:

1. Principles of Management – T. Ramasamy – Himalaya Publishing House
2. Principles of Management – Govindrajana & Natrajan – PHI Learning
3. Principles of Management – R.N. Gupta – Sultan Chand & Sons
4. Principles of Management – P. Subbarao – Himalaya Publishing House

B) Core Subject:

1. Entrepreneurship Development:

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

Objectives: To make the students to prepare business plans.

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Syllabus Content:

Unit I Entrepreneurship: Introduction to Entrepreneur, Entrepreneurship and Enterprise, Importance and Relevance of the Entrepreneur, Factors Influencing

Entrepreneurship, Pros and Cons of being an Entrepreneur, Women Entrepreneurs, Problems and Promotion, Types of Entrepreneurs, Competency Requirement for Entrepreneurs.

Unit II Entrepreneurship theories: Theories of entrepreneurship, entrepreneurial Development Programmes, EDP objectives

Unit III Preparing the Business Plan (BP): Introduction, meaning, objectives and significance of a business plan, components of BP, contents of BP.

Unit IV Feasibility study and Common Pitfalls to be avoided in Preparation of a BP, legal formalities and documentation.

Unit V Small Scale Industries: Meaning, definition, nature, scope, Importance, of Small Scale Industries/ Tiny Industries/Ancillary Industries/ Cottage Industries, Product Range, Capital Investment, Ownership Patterns, Problems Faced by SSI's and the Steps Taken to Solve the Problems, Policies Governing SSI's; Sources of finance, nature , scope, role in economic development.

SUGGESTED READINGS:

1. Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition.
2. Udai Pareek and T.V. Rao, Developing Entrepreneurship
3. S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems
4. Srivastava, A Practical Guide to Industrial Entrepreneurs.

2. Advertising & Brand Management:

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

Objective: To make the students understand the importance of advertising and medias' role in advertising and brand management.

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Syllabus Content:

Unit I Introduction to Advertisement: Concept and Definition of Advertisement, Social, Economic and Legal Implications of Advertisements, Setting Advertisement Objectives, Advertisement Agencies, Selection and Remuneration, Advertisement Campaign.

Unit II Advertisement Media: Media Plan, Type and Choice Criteria, Reach and Frequency of Advertisements, Cost of Advertisements Related to Sales, Media Strategy and Scheduling.

Unit III Design and Execution of Advertisements: Message Development, Different Types of Advertisements, Layout, Design Appeal, Copy Structure.

Unit IV Advertisement Production, Print, Radio. T.V. and Web Advertisements, Media Research, Testing Validity and Reliability of Ads, Measuring Impact of Advertisements.

Unit V Brand Management: Meaning, definition, scope, building, measuring, managing Brand Equity, Brand positioning: developing and communicating a positioning strategy.

SUGGESTED READINGS:

1. Kenneth Clow. Donald Back, "Integrated Advertisements, Promotion and Marketing Communication", Prentice Hall of India, New Delhi, 2003
2. S.H.H.Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001
3. George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 1998
4. Julian Cummings, "Sales Promotion", Kogan Page, London 1998
5. E.Betch and Michael, Advertising and Promotion, MC. Graw Hill.

3. Sales & Distribution Management:

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

Objective: understanding of the compensation and supervision of salesmen besides setting sales territories and targets.

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Syllabus Content:

Unit I: Sales Management; Objectives and Functions; Setting and Formulating Personal Selling Objectives; Recruiting and selecting Sales Personnel; Developing and conducting Sales Training Programmes. Sales organization, Sales function & policies, Personal selling - nature, scope & objectives, Formulating Personal selling strategy.

Unit II: Designing and Administering Compensation Plans; Supervision of Salesmen; Standards and Performance; Motivating Sales Personnel; Sales Meetings and Sales contests. Planning the Sales Effort - Sales planning and Budgeting, Estimating Market Potential and Sales forecasting, Setting the sales territory & quotas, Sales and cost Analysis.

Unit III: Designing Territories and Allocating Sales efforts; Objective and Quotas for sales Personnel; Developing and Managing Sales Evaluation Programme; Sales Cost and Cost analysis. Organizing and Directing the sales Force - Recruiting and training sales personnel, Designing & compensating sales Personnel, Motivating and Leading the sales force, Evaluating sales force performance.

Unit IV: Marketing Channels, their Structure; Channel Intermediaries-Role and Types; Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organizational Patterns in Marketing Channels: Assessing Performance of Marketing Channels; International Marketing Channels.

Unit V: Distribution Management - Managing marketing logistics & channels, Channel Integration - VMS, HMS, Channel Management, and Marketing channel Policies & legal issue. Channel Institutions & control, Wholesaling &- Retailing, Channel Information systems, Managing & Evaluating Channel Performance Case & future trends in sales & distribution management.

SUGGESTED READINGS:

- Gupta, S.L (2005) Sales and Distribution Management: Text and Cases – An Indian Perspective, Excel Books.
- Havaladar, K. K. & Cavale, V. M. (2007) Sales and Distribution Management: Text & Cases, Tata McGraw-Hill.
- Still, R. R., Cundiff, E. W. & Govoni, N. A. P(1998) Sales Management: Decision Strategies and Cases, Dorling Kindersley.
- www.hbsp.harvard.edu

4. Enterprise Resource Planning:

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 the knowledge of selection and implementation of ERP and business process re-engineering.

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Syllabus Content:

Unit I: Enterprise Resource Planning: Evolution of ERP, MRP and MRP II, problems of system Islands, need for system integration and interface, enterprise wide software solutions, difference between integrated and traditional information systems, early and new ERP packages, overview of ERP packages, ERP products and markets, players and characteristics, benefits of ERP implementations, critical success factors, pitfalls.

Unit II: Selection and Implementation: Opportunities and problems in ERP selection and implementation, ERP implementation, identifying ERP benefits, team formation-consultant intervention, Business Process Reengineering (BPR) concepts: emergence of reengineering, business process, rethinking of processes, identification of reengineering, need, preparing for reengineering; Implementing change, change management, integrating with other systems, Post ERP implementation.

Unit III: Business Units of ERP package, functional architecture, salient features of each Unit of ERP, comparison of ERP packages. Implementation of ERP systems, Business process modeling, Gap analysis, Framework for ERP implementation, business process, emerging trends in business process, selection of ERP, process of ERP implementation, managing changes in IT organization, preparing IT infrastructure, measuring benefits of ERP, implementation obstacles, risk factors.

Unit IV: Technical Architecture of ERP Systems: Communication and networking facilities, distributed computing, client server systems, concepts of business objects, distributed object, computing architecture, support for data mining and warehousing, EDI, internet and related technologies, Net technologies.

Unit V: ERP and Supply Chain Management: Extending scope of ERP through SCM, Value chain differentiation between ERP and SCM, issues in selection and implementation of SCM solutions, E-business and ERP, BI, SAAS, business opportunities, basic and advanced business models on internet, security and privacy issues, recent developments, future and growth of ERP, role of ERP in international business, Introduction to SAP and application of SAP in Retail and logistics.

SUGGESTED READINGS:

- Hammer, Micheal and Jamts Chamby (2006) Reengineering the corporation, Harper Business; Revised, Updated edition.
- Jyothindra Zaveri (2012) Enterprise Resource Planning Himalaya Publishing House Pvt. Ltd.
- Motiwalla F. Luvai (2011) Enterprise Systems for Management 2 edition, Pearson.
- Ptak, Carol A. & Eli Schragenheim (2000) Enterprise Systems for Management, St. Lucie Press NY.

- D.P. Goyal, Enterprise Resource Planning.

C) Elective (Any One):

1. Road Transport Management:

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

Objective: To impart conceptual knowledge of fundamental understanding of planning for road transport & perspective on vehicle selection.

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Syllabus Content:

Unit I: Planning and Resourcing: Need for Planning, Fleet management , Main types of road freight transport, Transport resource requirements, Vehicle routing and scheduling issues, Data requirements, Manual methods of vehicle routing and scheduling, Computer routing and scheduling, Information system applications, GPS, RFID.

Unit II: Vehicle Selection: Types of vehicles, Types of operations, Load types and characteristics, Main types of vehicle body, Implications of vehicle selection, Vehicle acquisition.

Unit III: Vehicle Costing: Reasons for road freight transport vehicle costing, Main types of costing systems, Vehicle standing costs, Vehicle running costs, Overhead costs, Costing the total transport operation, Whole life costing, Vehicle cost comparisons, Zero-based budget.

Unit IV: Documenting and Information Flow: Advices, Planning, FTL, LTL, Documentation, Road Receipts / Truck Receipts / Way Bills (RR / LR), Consignment note CMR (EU & Canada), Booking, Invoicing & Information Flow, Long Haul, Coordination with terminals, Exceptional Loads (Project Cargo).

Unit V: Legislation: Operator licensing, Driver licensing, Driver’s hours regulations – Road transport directive, Tachographs, Vehicle dimensions.

SUGGESTED READINGS:

- Alan Rushton, Phil Croucher, Peter Baker (2014) Logistics and Distribution Management: Understanding the Supply Chain Fifth Edition.
- Dileep R. Sule (2001) Logistics of facility location and allocation, 1st edition, CRC Press.
- John J. Coyle, Edward J. Bardi, C. John Langley (2002)The management of business logistics, 7th edition, West Publishing Company.
- Martin Christopher (1998) Logistics & supply chain management, Prentice Hall Financial Times.
- Nigel Slack (2008) Operations and process management: principles and practice for strategic impact, Financial Times Prentice Hall.

2. Marketing Management:

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

Objectives: To create awareness about the basic understanding of marketing concepts.

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Syllabus Content:

Unit I: Introduction: Meaning and definition of different marketing concepts, functions of marketing, environmental factors, market segmentation, buying motive and process, consumer and customer, Factors affecting consumer behavior, Marketing Plan;

UNIT II: Marketing Mix Strategies: meaning, product, product mix, product life cycle, importance of branding, packaging and labeling.

Unit III: Pricing: Pricing policies, objectives, factors influencing pricing decisions, different pricing strategies: skimming, penetration. Market structure, channel of distribution and its importance; Promotion: Advertising, objectives and functions, types of advertising, personal selling and direct marketing, Sales Promotion.

UNIT IV: Marketing Research: Definition, Scope and Process, Marketing Risk and Marketing Audit.

UNIT V: Digital marketing: concept, importance, techniques. Facebook, LinkedIn and Twitter, Google Adwords, Google Plus, Search Engine Optimization (SEO), YouTube and Video Marketing, Affiliate Marketing & Google AdSense, E-mail Marketing, Lead Generation & Marketing Automation, Google Analytics and Webmaster Tool, Case Studies.

SUGGESTED READINGS:

- Bhattacharjee C. (2006) Service Marketing, Excel Books, New Delhi.
- Kotler Philip and Gray Armstrong (2016) Principles of Marketing, Prentice Hall, New Delhi
- Parry E. Mark (2005) Strategic Marketing Management, Tata McGraw Hill, New Delhi 2005
- Rajan Saxena (2009) Marketing Management, Tata McGraw-Hill, New Delhi.
- Sharma Kapil (2006) Marketing Management, Global India Publication Pvt. Ltd., New Delhi.

D) Skill Enhancement Course:

Fundamentals of Visual Merchandising

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

Objectives: This module aims at learning basic visual merchandising concepts and theories essential in the store image, its merchandise, and displays.

Syllabus Content:

UNIT I Pre- opening Operations: Preparation of check chart, Point of sale mechanism, Customer service, Value addition and Loyalty Programmes, Personality development and grooming of employees, Pre Opening Operations and check chart, Personal grooming of staff members , POS, Management information System , Free Items / Schemes , Customer care and Loyalty programs.

UNIT II Visual Merchandising: Devising a merchandising plan, Factors in VM, Visual merchandising in online retail formats, Preparation of a Retail business plan, Global practices in Retail formats.

UNIT III Devising merchandise plan: Innovation, Assortment, Category management, Out store-In store tactics, Security, Renovation planning, Store planning and layout

UNIT IV Visual merchandising details: Props and Signage, Visual display and design, Mannequins, Tools and materials of trade, Fixtures and lighting, Preparation of a retail business plan: Business plan formats, financial assistance, Steps involved in starting a business venture, Licensing and registration process.

SUGGESTED READINGS:

1. Dravid Gilbert, Retailing Marketing, Prentice Hall - Pearson Education
2. George H, Lucas Jr, Robert P. Bush, Larry G. Gresham, Retailing, All India Publishers and Distributors, Chennai
3. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi.