



Vijayanagara Sri Krishnadevaraya University
Jnana Sagara, Ballari (Karnataka)

Department of Studies in Commerce

Syllabus

Bachelor of Commerce (B.Com.)

Retail Operations Management Programme

[Under Internship and Apprenticeship Embedded (ADEP)]

With Effect from the Academic Year 2025-26



Vijayanagara Sri Krishnadevaraya University Jnana Sagara, Ballari (Karnataka)

B.Com Programme Outcomes

After the successful completion of the programme, the student will be able to:

1. Differentiate between various accounting systems.
2. Prepare necessary accounting statements to exhibit business performance.
3. Apply accounting and statistical tools to analyse and interpret financial statements, and forecast business prospects.
4. Adapt marketing principles and strategies for marketing of goods and services.
5. Ensure regulatory compliance in all business activities.
6. Evaluate different projects by applying suitable capital budgeting technique to take optimal investment decision.
7. Determine optimum capital structure, appropriate dividend policy and required working capital.
8. Exploit the business opportunities by innovative business ideas.
9. Apply acquired skills in accounting, insurance, mutual funds, banking, etc.

Bachelor of Commerce (B.Com.) [Retail Operations Management]
Curriculum Structure of the Programme
(Effective from the Academic Year 2025-26)

Bachelor of Commerce (B.Com.) Retail Operations Management Curriculum Structure										
Semester – I										
Sl. No	Course Category	Course Code	Title of the Course	Credits	Teaching Hours per week			Marks		Duration of Examination
					L	T	P	IA	SEE	
1	LC		Language – I	3	3	--	--	20	80	3
2	LC	Language – II	Language – II	3	3	--	--	20	80	3
3	DCC	25COMRC101	Financial Accounting	4	4	--	--	20	80	3
4	DCC	25COMRC102	Business Organization and Management	4	4	--	--	20	80	3
5	DSE	25COMRE101	Introduction to Retail Operations	4	4	--	--	20	80	3
6	DSE	25COMRE102	In-Store Cashiering and Merchandising Operations	4	4	--	--	20	80	3
7	MC		Indian Constitution /Team work	2	2	--	--	10	40	1.5
Total Credits and Marks for the First Semester				24				130	520	

Bachelor of Commerce (B.Com.) Retail Operations Management Curriculum Structure										
Semester – II										
Sl. No	Course Category	Course Code	Title of the Course	Credits	Teaching Hours per Week			Marks		Duration of Examination
					L	T	P	IA	SEE	
1	LC		Kannada/Indian Language	3	3	--	--	20	80	3
2	LC		English	3	3	--	--	20	80	3
3	DCC	25COMRC203	Principles of Marketing	4	4	--	--	20	80	3
4	DCC	25COMRC204	Business Environment	4	4	--	--	20	80	3
5	DSE	25COMRE203	Introduction to FMCG/ FMCD Sales & Distribution	4	4	--	--	20	80	3
6	DSE	25COMRE204	Customer Relationship Management	4	4	--	--	20	80	3
7	MC		Environmental Studies	2	2	--	--	10	40	1.5
Total Credits and Marks for the Second Semester				24				130	520	

Bachelor of Commerce (B.Com.) Retail Operations Management Curriculum Structure										
Semester – III										
Sl. No	Course Category	Course Code	Title of the Course	Credits	Teaching Hours per Week			Marks		Duration of Examination
					L	T	P	IA	SEE	
1	LC		Kannada/Indian Language	3	3	--	--	20	80	3
2	LC		English	3	3	--	--	20	80	3
3	DCC	25COMRC305	Fundamentals of Cost Accounting	4	4	--	--	20	80	3
4	DCC	25COMRC306	Social Media Marketing and Advertising	4	4	--	--	20	80	3
5	DSE	25COMRE305	Retail Sales Management	4	4	--	--	20	80	3
6	DSE	25COMRE306	E commerce and Omni Channel Retailing	4	4	--	--	20	80	3
7.	MC		Business Communication	2	2	--	--	10	40	1.5
Total Credits and Marks for the Third Semester				24				130	520	

Bachelor of Commerce (B.Com.) Retail Operations Management Curriculum Structure										
Semester – IV										
Sl. No	Course Category	Course Code	Title of the Course	Credits	Teaching Hours per Week			Marks		Duration of Examination
					L	T	P	IA	SEE	
1	LC		Kannada/Indian Language	3	3	--	--	20	80	3
2	LC		English	3	4	--	--	20	80	3
	DCC	25COMRC407	Logistics and Supply Chain Management	4	4	--	--	20	80	3
4	DSE	25COMRE408	Retail Team Management	4	4	--	--	20	80	3
6	DSE	25COMRE407	Inventory and Budget Management	4	4	--	--	20	80	3
7	DSE	25COMRE408	Retail Entrepreneurship	4	4	--	--	20	80	3
			Basic IT Applications	2	2	--	--	10	40	1.5
Total Credits and Marks for the Fourth Semester				24				130	520	

Bachelor of Commerce (B.Com.) Retail Operations Management Curriculum Structure										
Semesters – V and VI										
Sl. No	Course Category	Course Code	Title of the Course	Credits	Teaching Hours per Week			Marks		Duration of Examination
					L	T	P	IA	SEE	
1.	Apprenticeship	25COMRA501	Apprenticeship in Retail Store Operations	40	-	--	80	--	100	Decided by the BFSI Sector Skills Council
				40				--	100	

Notes:

1. All the courses, except Language and Mandatory Courses, are to be taught by the Commerce Teachers only.
2. Training will be provided by the BFSI Sector Skills Council to teachers of the college offering this programme as to how Skill-enhancement Courses will be taught. And necessary inputs will also be provided by them.
3. BFSI Sector Skills Council facilitates the college for placement for Apprenticeship Programme for a year (V and VI Semesters).
4. **Abbreviations used for course category are as follows:**
 - a. DCC – Discipline-specific Core Course
 - b. LC – Language Course
 - c. MC – Mandatory Course
 - d. SEC – Skill Enhancement Course
5. **Course Code consists of 10 digits. It indicates as follows:**
 - a. The first two digits – Year of Commencement of this Curriculum
 - b. The Second three letters – The programme, Commerce
 - c. The next one letter – The Category of Programme like G – General, T – Taxation, V – Vocational-Computer Studies and B - BFSI
 - d. The next one letter – The category of the Course
 - e. The next digit – Serial number of the Semester
 - f. The last two digits – Serial Number of the Course in that category
6. **Teaching Hours**
 - a. L – Lecture
 - b. T – Tutorial - one hour of tutorial is equivalent to one hour of lecture.
 - c. P – Practical - two hours of practical is equivalent to one hour of lecture.
7. **Marks**
 - a. IA – Internal Assessment
 - b. SEE – Semester-End Examination

**SCHEME OF INSTRUCTION FOR B. Com (Retail Operations Management)
SEMESTER – I**

Bachelor of Commerce (B.Com.) Retail Operations Management Curriculum Structure										
Semester – I										
Sl. No	Course Category	Course Code	Title of the Course	Credits	Teaching Hours per week			Marks		Duration of Examination
					L	T	P	IA	SEE	
1	LC		Language – I	3	3	--	--	20	80	3
2	LC		Language – II	3	3	--	--	20	80	3
3	DCC	25COMRC101	Financial Accounting	4	4	--	--	20	80	3
4	DCC	25COMRC102	Business Organization and Management	4	4	--	--	20	80	3
5	DSE	25COMRE101	Introduction to Retail Operations	4	4	--	--	20	80	3
6	DSE	25COMRE102	In-Store Cashiering and Merchandising Operations	4	4	--	--	20	80	3
7	MC		Indian Constitution /Team work	2	2	--	--	10	40	1.5
Total Credits and Marks for the First Semester				24				130	520	

Bachelor of Commerce (B.Com) Retail Operations Management (AEDP) SEMESTER – I

Course Title: Financial Accounting	Course code: 25COMRC101
Total Contact Hours: 56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 hours
Semester End Examination Marks: 80	

Pedagogy: Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.

Course Outcomes: On successful completion of the course, the Students will be able to -

- Present the theoretical framework of accounting as well accounting standards.
- Demonstrate the preparation of financial statement of manufacturing and non- manufacturing entities of sole proprietors.
- Exercise the accounting treatments for consignment transactions & events in the books of consignor and consignee.
- State the accounting treatment for royalty transactions & articulate the Royalty agreements.
- Outline the emerging trends in the field of accounting.

Unit	Description	Hours
I	Theoretical Framework of Accounting: Introduction - Meaning and Scope of Accounting- Accounting Terminologies- Uses and Users of Accounting information- Accounting Process-Basis of Accounting: Cash and Accrual basis-Branches of Accounting-Accounting Principles-Concepts and Conventions - Accounting Standards-An overview of Indian Accounting Standards (IND AS).	12
II	Financial Statements of Sole Proprietors: Introduction - Meaning of Sole Proprietor- Financial Statements of Non-Manufacturing Entities: Trading Account - Income Statement/Profit & Loss Account-Balance Sheet; Financial Statements of Manufacturing Entities: Manufacturing Account-Trading Account- Profit & Loss Account- Balance Sheet.	10
III	Consignment Accounts: Introduction - Meaning of Consignment-Consignment vs Sales-Pro-forma Invoice-Accounts Sales-Types Commission-Accounting for Consignment Transactions & Events in the books of Consignor and Consignee - Treatment of Normal & Abnormal Loss. -Valuation of Closing Stock-Goods sent at Cost Price and Invoice Price.	12
IV	Royalty Accounts: Introduction-Meaning-Types of Royalty-Technical Terms : Lessee, Lessor, Minimum Rent – Short Workings –Recoupment of Short Working– Accounting Treatment in the books of Lessee and lessor – Journal Entries and Ledger Accounts including minimum rent account.	12
V	Emerging Trends in Accounting: Digital Transformation of Accounting-Big Data Analytics in Accounting-Cloud Computing in accounting- Accounting with drones-Forensic Accounting- Accounting for Planet - Creative Accounting-Outsourced Accounting- Predictive Accounting (Theory Only).	10

References:

1. J Magegowda and Inchara P M Gowda, Sapna Book House, Bengaluru
2. ICAI Study Materials on Principles & Practice of Accounting, Accounting and Advanced Accounting.
3. SP Iyengar (2005), Advanced Accounting, Sultan Chand & Sons, Vol. 1.
4. Robert N Anthony, David Hawkins, Kenneth A. Merchant, (2017) Accounting: Text and Cases, McGraw-Hill Education, 13th Edition.
5. Charles T. Horngren and Donna Philbrick, (2013) Introduction to Financial Accounting, Pearson Education, 11th Edition.
6. J.R. Monga, Financial Accounting: Concepts and Applications. Mayur Paper Backs, New Delhi, 32nd Edition.
7. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi, 6th Edition.
8. B.S. Raman (2008), Financial Accounting Vol. I & II, United Publishers & Distributors
9. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi.

Note: Latest edition of text books may be used.

Bachelor of Commerce (B.Com) Retail Operations Management (AEDP) SEMESTER – I

Business Organisation and Management

Course Title: Business Organisation and Management	Course code: 25COMRC102
Total Contact Hours:56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 hours
Semester End Examination Marks: 80	

Pedagogy: Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.
Course Objectives :
1. To acquaint the learners with the basics of Commerce & Business concepts, functions and forms of Business Organization and functions of Management.
Course Outcomes:
1. Learners will be able to comprehend the basics of Commerce and Business concepts and functions, forms of Business Organization and functions of Management
2. Learners will be able to apply theories and principles of management at workplace to achieve the desired objectives at workplace

Unit	Description
I	Concepts of Business, Trade, Industry and Commerce - Objectives and functions of Business – Social Responsibility of a business - Forms of Business Organization - Meaning, Characteristics, Advantages and Disadvantages of Sole Proprietorship –Meaning, Characteristics, Advantages and Disadvantages of Partnership -Kinds of Partners - Partnership Deed -Concept of Limited liability partnership – Meaning, Characteristics, Advantages and Disadvantages of Hindu Undivided Family –Meaning, Advantages and Disadvantages of Co-Operative Organization.
II	Joint Stock Company - Meaning - Definition - Characteristics - Advantages and Disadvantages - Kinds of Companies -Promotion - Stages of Promotion - Promoter - Characteristics - Kinds - Preparation of Important Documents - Memorandum of Association - Clauses - Articles of Association - Contents – Prospectus - Contents – Red herring Prospectus- Statement in lieu of Prospectus (As per Companies Act.2013).
III	Management - Meaning - Characteristics - Functions of Management - Levels of Management – Skills of Management- Scientific Management - Meaning - Definition - Objectives - Criticism – Fayol’s 14 Principles of Management.
IV	Advantages and Disadvantages – Approaches to Planning - Management by Objectives (MBO) Steps in MBO - Benefits –Weaknesses—Definition of Organizing-Organization-Process of Organizing - Principles of Organization - Formal and Informal Organizations - Line, Staff Organizations - Line and Staff Conflicts - Functional Organization - Span of Management - Meaning - Determining Span – Factors influencing the Span of Supervision.
V	Meaning of Authority, Power, responsibility, and accountability - Delegation of Authority - Decentralization of Authority - Definition, importance, process, and principles of Coordination techniques of Effective Coordination - Control - Meaning - Definition – Relationship between planning and control-Steps in Control – Types (post, current and pre-control) - Requirements for effective control

References:

1. BusinessOrganization&Management:SharmaShashiK.Gupta,KalyaniPublishers
2. BusinessOrganisation&Management:PatrickAnthony,HimalayaPublishingHouse
3. BusinessOrganization&Management:Dr.ManishGupta,PBP.
4. Organization&Management:R.D.Agarwal,McGrawHill
5. ModernBusinessOrganization:S.A.Sherlekar,V.S.Sherlekar,HimalayaPublishingHouse
- 6.BusinessOrganization&Management:C.R.Basu,TataMcGrawHillReferenceBooks:

Note:Latesteditionoftextbooksmaybeused.

Bachelor of Commerce (B.Com) Retail Operations Management (AEDP)

Semester – I

Introduction to Retail Operations

Course Title: Introduction to Retail Operations	Course Code: 25COMRE101
Total Contact Hours:56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 hours
Semester End Examination Marks: 80	

Pedagogy: Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.

COURSE OBJECTIVES:

1. To familiarize with retail store operations
2. To evaluate the processes followed for servicing customers at Point of Sale (POS)
3. To identify the processes and best practices to ensure security at retail stores

LEARNING OUTCOMES:

1. The learners will be able to comprehend various functions under store operation processes.
2. The Learners will be able to explain the processes related to customer service at POS
3. The students will be able to identify the systems & protocols followed to ensure store security.

Unit	Description
I	Introduction to Retail Store Operations: Evolution of Retail, Retail -Traditional and Modern Retail in India - Traditional Retail Formats Modern Retail Formats, organogram of a Modern Retail organisation under all sub-sectors of retail, different departments in retail store and their functions, different roles in store and their roles and responsibilities, Retail Supply Chain
II	Introduction to store operations: store opening process, post store opening process, day end activities, roles and responsibilities of staff during opening-during the day-day end/closing, product categories: important product categories(food, apparel & general merchandise), business impact of product categories, Goods receipt and storage process: Receiving goods at the store, unloading, material inward process, storage process, processes to minimizing loss of stock quality and quantity.
III	Servicing at Cash Point/ POS (Point of Sale): Cash Points/POS- Purpose of POS- Cash points POS set up-Counterfeit payments- Different types of credit and debit cards that are accepted in the stores - Process of handling credit and debit card transactions - Process of handling other cash equivalents, discounts, refunds, fractions and currency conversions - Procedure of authorizing payments -Cash point security procedures - Process of resolving the problems that can occur in routine cash point operations and transactions
IV	Procedures of handling customers and complaints at the POS: Meaning of age restricted products - Policies and procedures to be followed while selling age restricted products - Policies and procedures for refusing sale of age-restricted products- Documents that can be accepted as

	proof of age -Impact of not collecting prescribed proof of age - Impact of selling age restricted products to under-aged customer
V	Maintaining Store Security: The various types of security risks at the store - Identify and report the security risks to the concerned higher authorities - appropriate methods to handle the security risks that fall within the purview of self-authority - the impact of not following statutory guidelines with respect to store safety and security. Types of security risk that can arise in your workplace -the authority and responsibility while dealing with security risks, including legal rights and duties - the approved procedure and techniques for protecting personal safety when security risks arise. Electronic Article Surveillance Systems (EAS) other security and safety equipment used in the store – such as soft tags, hard tags, RFID along with its uses and applications.

References:

Text&ReferenceBooks:

1. RetailTraineeAssociatebyRASCIPublication
2. RetailCashierRASCIPublication
3. RetailManagement–FunctionalPrinciples&Practices5theditionbyDr Gibson VedamaniPublishedbyPearson
4. K.V.S.Madaan,(2009)FundamentalofRetailing,TataMCGrawHill.
5. MichaelLevy,BartonWeitz,AjayPandit(2017)RetailingManagement,TataMcGrawHill.

Note:Latesteditionoftextbooksmaybeused.

Bachelor of Commerce (B.Com) Retail Operations Management (AEDP)

Semester – I

In store cashiering and Merchandising Operations

Course Title: In store cashiering and Merchandising Operations	Course Code: 25COMRE102
Total Contact Hours:56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 hours
Semester End Examination Marks: 80	

Pedagogy: Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.

COURSE OBJECTIVES:

1. To learn the best practices of displaying products for sale and provide basic assistance to customers in the stores
2. To comprehend the processes associated with processing customer orders and exchanges
3. To identify the processes related to processing customer payments and goods return

LEARNING OUTCOMES:

1. The learners will be able to explain the best practices used to display products for sale
2. The learners will be able to explain the process associated with fulfilling customer orders, processing payments and goods return

Unit	Description
I	Preparing Products for Sale & Customer Assistance: Different Store layouts - Grid, Angular, Racetrack, Free Flow etc., Fixtures Used in Preparing Products for Sale - Maintenance and Usage of Fixtures - Planogram - Putting Products for Sale - Putting Products Together for Sale
II	Customer Assistance: Qualities Required of a Customer Associate and Various Customer Styles, concepts and principles of visual merchandising, applications of visual merchandising in increasing sale and profits, Customer Complaint Handling Process - Modes and Sources of Customer Complaints, Promoting Loyalty Memberships: Loyalty Scheme Basics - Building Loyalty Memberships.
III	Processing Customer Orders and Exchanges: Procedures of processing customer orders - Identify and resolve problems while processing customer orders - - the importance of protecting confidentiality of the customer information - procedures for validating customer credit limits - Process part exchange of goods/ products for the customers. Processing Part Exchange Sale Transactions: Need for a Customer to Part Exchange the Products Need for a customer to part exchange the products- Terms and conditions of sale for items that the store exchanges -Process of checking ownership of the items produced for part exchange Consequences of not checking the ownership of the items.
IV	Processing Customer Payments and Goods Return: Procedures for processing cash and credit transactions - the impact of statutory guidelines and obligations of a retailer in relation to credits - Resolve customer concerns related to pricing of products - the procedures to accept and record the product/ goods returned by the customers. The need to process cash and credit transactions - the risks to the company of offering credit to customers - company guidelines for setting customer credit limits - the process of checking customer accounts effectively - the process to identify overdue payments and customers who have gone over their credit limits
V	The reasons customers might have for returning goods - the need to process returned goods - the policies and procedures for replacements and refunds, including proof of purchase - authority of the cashier to agree to replacements and refunds - the charges that apply to the customers if company is not at fault - the steps involved in processing returns of goods - the process to find the replacement goods.

References:

1. Introduction of Retail operations by RASCI publication
2. In-store cashier and Merchandising by RASCI publication
3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani
Published by Pearson
4. Swati Bhalla & Anuraag Singha, Visual Merchandising
5. Robert Colborne, Visual Merchandising: The Business of Merchandise Presentation
6. Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy
Using a Merchandising Service Organization

Note: Latest edition of text books may be used.

SCHEME OF INSTRUCTION FOR B. Com (Retail Operations Management) I YEAR

SEMESTER – II

Bachelor of Commerce (B.Com.) Retail Operations Management Curriculum Structure										
Semester – II										
Sl. No	Course Category	Course Code	Title of the Course	Credits	Teaching Hours per Week			Marks		Duration of Examination
					L	T	P	IA	SE E	
1	LC		Kannada/Indian Language	3	3	--	--	20	80	3
2	LC		English	3	3	--	--	20	80	3
3	DCC	25COMRC203	Principles of Marketing	4	4	--	--	20	80	3
4	DCC	25COMRC204	Business Environment	4	5	--	--	20	80	3
5	DSE	25COMRE203	Introduction to FMCG/ FMCD Sales & Distribution	4	4	--	--	20	80	3
6	DSE	25COMRE204	Customer Relationship Management	4	4	--	--	20	80	3
7	MC		Environmental Studies	2	2	--	--	10	40	1.5
Total Credits and Marks for the Second Semester				26				130	520	

Bachelor of Commerce (B.Com) Retail Operations Management (AEDP)
Semester – II
Principles of Marketing

Course Title: Principles of Marketing	Course Code: 25COMRC203
Total Contact Hours:56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 hours
Semester End Examination Marks: 80	

Pedagogy: Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.

COURSE OBJECTIVES:

1. To understand the basic concepts, principles, tools and techniques of marketing.

LEARNING OUTCOMES:

1. The learners will be able to know the concepts and principles of marketing and align them in the value chain along with the various marketing strategies.

Unit	Description
I	Introduction to Marketing: Definition, Marketing Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing, Selling vs. Marketing, Marketing Information System: Concept, Components, Marketing Environment: Micro and Macro, Marketing Research - Concept, Features, Process
II	Market Segmentation: Concept, Benefits, Bases of market segmentation, Customer Relationship Management- Concept, Techniques, Market Targeting - Concept, Five patterns of Target market Selection, Complaint Management
III	Market Essentials : Marketing Mix 7P's of mix, Concept, Product- Product Decision Areas, Product Life Cycle- Concept, managing stages of PLC Branding - Concept, Components, Brand Equity- Concept, Factors influencing Brand Equity, Packaging- Concept, Essentials of a good package, Product/Service Positioning- Concept, Strategies of Positioning, Challenges Pricing - Concept, Objectives, Factors influencing Pricing, Pricing Strategies
IV	Marketing and Integrated Marketing Communication (IIMC): Physical Distribution- Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) Supply Chain Management-Concept, Components of SCM Integrated Marketing Communication (IMC)- Concepts and elements Importance, Digital Marketing-Concept, trends in Digital Marketing, Experiential Marketing, Contextual Marketing, Sales Management- Concept, Components, USP- concept, importance Emerging trends in selling Personal Selling- Concept, Process of personal selling, Skill Sets required for Effective Selling
V	Promotion in Marketing: Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics. Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism.

References:

1. Marketing Principles and Management - Sherleker and Pany - Himalaya Publishing House
2. Principles of Marketing. 13th edition. Pearson Education - Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ahsan UI Haque.
3. Principles of Marketing, Bajaj, Kaur, Kalyani Publishers, New Delhi
4. Sherelakar's Marketing Management - Concepts and Cases - R. Krishnamoorthy - Himalaya Publishing House - 14th Edition - 2019
5. Marketing Management, An Indian Perspective', Second Edition (2015), Published by Biztantra, New Delhi and distributed by Wiley International.

Note: Latest edition of textbooks may be used.

Bachelor of Commerce (B.Com) Retail Operations Management (AEDP)
Semester – II
Business Environment

Course Title: Business Environment	Course Code: 25COMRC204
Total Contact Hours:56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 hours
Semester End Examination Marks: 80	

Pedagogy: Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.

COURSE OBJECTIVES:

1. To Understand the dynamic interplay of economic, social, and regulatory factors shaping contemporary business landscapes.
2. To analyze the impact of globalization and technological advancements on business Operations and strategic decision-making.
2. To evaluate the ethical, legal, and sustainability dimensions of business practices within The context of local and global environments

LEARNING OUTCOMES:

1. The learner will be able to demonstrate a comprehensive understanding of key economic, social, and regulatory drivers influencing business environments.
2. The learner will be able to assess the implications of globalization and technological advancements on business strategies and operations
3. The learner will be able to evaluate ethical, legal, and sustainability considerations in business decision-making processes across diverse local and global contexts.

Unit	Description
I	Introduction to Business Environment: Business: Meaning, Definition, Nature & Scope, Types of Business Organizations Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment, Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis. Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational, Structure, Organizational Resources, Company Image, Brand Equity External Environment: Firm, customers, suppliers, distributors, Competitors, Society
II	Political and Legal Environment: Political Framework: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India. Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy, Impact of business on Private sector, Public sector and Joint sector, Overview of the Indian economy: growth, sectors, and trends, Contribution of the retail sector to the Indian economy, Challenges of Indian economy. Legal Framework for Retail Businesses: Business laws relevant to retail operations (e.g., contract law, consumer protection laws)
III	Social and Cultural Environment: Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and their Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business. Social and cultural factors in retail management, Significance of social and cultural dynamics in shaping consumer behavior and retail trends in India, demographic factors influencing consumer preferences and purchasing behavior in India (e.g., age, gender, income, urbanization),

IV	Technological, Competitive and International Environment: Technological environment: Features, impact of technology on Business Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model. MNCs: Definition, meaning, merits, demerits, MNCs in India, FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India, FDI in retail sector.
V	International Retail Business Environment: Definition and scope of international retailing, Importance of international retailing in the global economy, Evolution of international retailing, Trends and challenges in international retailing, Cultural, economic, and legal factors impacting international retailing, Understanding consumer behavior in different international markets, Regulatory frameworks and compliance issues in international retailing, Product adaptation and standardization in international retailing.

<p>References:</p> <ol style="list-style-type: none"> 1. Indian Business Environment "by Francis Cherunilam 2. Business Environment "by K. Aswathappa 3. Indian Economy "by Ramesh Singh. 4. Business Environment and Law "by Abhishek Kumar 5. Business Environment and Policy "by S. K. Misra and V. K. Puri 6. Indian Business Environment: Globalization, Competitiveness, and Challenges "by H. L. Ahuja 7. Newman, A. & Cullen, P., Retailing: Environment and Operations, 9th Indian Reprint 2011, Cengage Learning. 8. S. L. Gupta & Arun Mittal, International Retailing <p>Note: Latest edition of textbooks may be used.</p>

**Bachelor of Commerce (B.Com) Retail Operations Management (AEDP)
Semester – II**

Course Title: Introduction to FMCG/ FMCD Sales & Distribution	Course Code: 25COMRE203
Total Contact Hours: 56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 hours
Semester End Examination Marks: 80	

Pedagogy: Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.

COURSE OBJECTIVES:

1. To equip with the knowledge, skills, and strategic mindset required to effectively manage territories and drive sales within the diverse and dynamic Indian FMCG/FMCD market

LEARNING OUTCOMES:

Learners will be able to demonstrate the ability to strategically analyze the Indian FMCG/FMCD market, effectively plan and manage territories, optimize distribution channels, forecast sales accurately, and adapt to the evolving dynamics of the industry.

Unit	Description
I	FMCGs FMCD Distribution: Introduction to the Indian consumer market: diversity, preferences, and behaviours, Market trends and growth opportunities in various FMCG/FMCD sectors, Regulatory framework governing FMCG/FMCD sales and distribution in India, Impact of government policies, taxation, and trade regulations on the industry. Product categories in FMCG / FMCD, supply chain system in FMCG / FMCD (Manufacturer, Transportation system, Storage, Distribution C retailing and post-sale services)
II	Overview of distribution channel structures in India: direct, indirect, and hybrid. Selection and evaluation of distribution partners: distributors, wholesalers, retailers. Negotiating and managing agreements with channel partners, including terms and incentives. Addressing channel conflicts such as price undercutting, territory overlaps, and brand dilution. Leveraging technology for efficient channel management and inventory control.
III	Territory Planning and Distribution System Mapping: Principles of territory management and its importance in sales strategy, Techniques for defining and segmenting territories in the Indian context. Utilizing market research, data analytics, and GIS tools for territory mapping. Developing territory plans aligned with company objectives and market dynamics. Strategies for efficient route planning, covering urban and rural areas effectively. Roles C responsibilities of stakeholders in FMCG distribution system, importance of influencing people through personal effectiveness, best practices followed in distributor and retailer relationship management.
IV	Sales Forecasting and Performance Evaluation: Understanding demand patterns and seasonality in the Indian market. Methods for sales forecasting: qualitative, quantitative, and hybrid approaches. Setting realistic sales targets and quotas based on territory potential and historical data
V	Roles and responsibilities of a FMCG salesperson (Territory, day to day planning, route C beat plans, target achievement, outlet categories, productivity metrics, merchandising C branding, stock management, order booking), objection handling and negotiation with retailers, process of effective sales calls. Monitoring and analyzing key performance indicators (KPIs) such as sales volume, market share, and distribution coverage. Performance evaluation techniques, including variance analysis and sales force effectiveness metrics.

References:**Text & Reference Books:**

1. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson
2. Retail Sales Associate & Retail Team Leader – RASCI Course Material
3. Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By Pearson – S Ramesh Kumar
4. "Retailing: Integrated Retail Management" by Pradip Sinha Publisher: Oxford University Press
5. Retail Management: A Strategic Approach" by Barry Berman, Joel R. Evans, and Patrali Chatterjee, Publisher: Pearson

Note: Latest edition of text books may be used.

CourseTitle: Customer Relationship Management	CourseCode: 25COMRS204
Total ContactHours:	CourseCredits:4
InternalAssessmentMarks:20	DurationofSEE:3hours
SemesterEndExaminationMarks:80	

Customer Relationship Management

Pedagogy: Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.

COURSE OBJECTIVES:

- 1 To understand the concepts of consumer behaviour and hence need for customer relationship management
- 2 To identify the elements and their uses in managing customer relationship.
- 3 To understand the standard process and practices of providing services to the customers

LEARNING OUTCOMES:

- 1 The learners will be able to explain the relationship between the consumer behaviour and customer relationship management.
- 2 The learners will be able to describe the elements of CRM.
- 3 The learner will be able apply the customer relationship management processes to service and retain customer loyalty

Unit	Description
I	<p>Overview of Consumer Behaviour Retail market segmentation – Criteria for segmentation – Approach for Segmentation – Composite segmentation approach. Consumer Behaviour – Definition and Scope – Need for studying Consumer Behaviour - Consumer Behaviour and Decision Making – Consumer value, satisfaction and retention.</p>
II	<p>Introduction to CRM Characteristics of customer touch points at the retail store and their significance wrt Sales and Customer Service, customer need identification process, process for identifying buying behavior, benefits of Customer Relationship Management (CRM) and its implication on providing solutions to the customers and Business, Components of CRM, Role of CRM in marketing and sales, Principles of CRM, Customer Relationship Management Strategies, Impact of CRM on business revenues</p>
III	<p>Elements of CRM Elements of customer service management: Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous customer service improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses</p>
IV	<p>Customer Services Processes and practices of customer engagement, providing customer service in B2C and B2B retail environment, how to handle customer service concerns, best practices followed in resolving customer complaints, decision-making processes in addressing customer service problem, addressing customer grievances, Customer Redressal System & strategies</p>

References:

Text & Reference Books:

1. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson
2. Retail Sales Associate & Retail Team Leader – RASCI Course Material
3. Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By Pearson – S Ramesh Kumar
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Note: Latest edition of textbooks may be used.

Question Paper Pattern for all Discipline Specific Core Courses

(DSCs) & Skill Enhancement Courses (SEC)

SECTION – A

This Section consists of One Question (Question No. 1) comprising of twelve sub-questions (a to l). The student has to answer ten sub-questions. Each sub-question carries two marks (i.e., $10 \times 2 = 20$ marks).

SECTION – B

This Section consists of Five Questions (Question No. 2 to 6). There shall be three numerical questions in case of quantitative papers. The student has to answer three questions. Each question carries five marks (i.e., $3 \times 5 = 15$ marks).

SECTION – C

This Section consists of Five Questions (Question No. 7 to 11). There shall be three numerical questions in case of quantitative papers. to 6). There shall be three numerical questions in case of quantitative papers. The student has to answer three questions. Each question carries five marks (i.e., $3 \times 5 = 15$ marks).