



**KALINGA  
UNIVERSITY**

RAIPUR | INDIA

# SCHEME OF EXAMINATION & DETAILED SYLLABUS

For

Bachelor of Vocational Studies

(B. Voc.)

(Retail Management)



*Kalinga University, Naya Raipur, Chhattisgarh*

# B.VOC (RETAIL MANAGEMENT)

Semester I						
Code No	Paper	General / Skill	Credits	End Semester Exam	Internal Marks	Total Marks
BVRM101	Communication Skills	General	4	70	30	100
BVRM102	Financial Accounting-1	General	4	70	30	100
BVRM103	Business Management	General	4	70	30	100
BVRM104	Marketing Management	Skill	4	70	30	100
BVRM105	Fundamentals of Retailing	Skill	4	70	30	100
BVRM106	Human Resource Management for Retail Business	Skill	4	70	30	100
BVRM107P	Computer Practical-I	Skill	6	70	30	100
	<b>Total</b>		<b>30</b>	<b>490</b>	<b>210</b>	<b>700</b>

Semester II						
Code No	Paper	General / Skill	Credits	End Semester Exam	Internal Marks	Total Marks
BVRM201	Financial Accounting-2	General	4	70	30	100
BVRM202	Entrepreneurship Development	General	4	70	30	100
BVRM203	Functional Areas of Business	General	4	70	30	100
BVRM204	Management of Retail Business	Skill	4	70	30	100
BVRM205	Customer Relationship Management	Skill	4	70	30	100
BVRM206	Retail Logistics Management	Skill	4	70	30	100
BVRM207P	Store & Warehouse Operations-1	Skill	6	70	30	100
	<b>Total</b>		<b>30</b>	<b>490</b>	<b>210</b>	<b>700</b>

### Semester III

Code No	Paper	General / Skill	Credits	End Semester Exam	Internal Marks	Total Marks
BVRM301	Regulatory Framework of Business	General	4	70	30	100
BVRM302	Introduction to Information Technology	General	4	70	30	100
BVRM303	Business Mathematics & Statistics	General	4	70	30	100
BVRM304	Marketing of services	Skill	4	70	30	100
BVRM305	Sales and Distribution Management	Skill	4	70	30	100
BVRM306	Supply Chain Management	Skill	4	70	30	100
BVRM307P	Computer Practical- II	Skill	6	70	30	100
	<b>Total</b>		<b>30</b>	<b>490</b>	<b>210</b>	<b>700</b>

### Semester IV

Code No	Paper	General / Skill	Credits	End Semester Exam	Internal Marks	Total Marks
BVRM401	Communicative English	General	4	70	30	100
BVRM402	Cost & Management Accounting	General	4	70	30	100
BVRM403	Business Communication	General	4	70	30	100
BVRM404	Rural Marketing	Skill	4	70	30	100
BVRM405	E-Commerce	Skill	4	70	30	100
BVRM406	Advertising and Sales Promotion	Skill	4	70	30	100
BVRM407P	Store & Warehouse Operations-II	Skill	6	70	30	100
	<b>Total</b>		<b>30</b>	<b>490</b>	<b>210</b>	<b>700</b>

### Semester V

Code No	Paper	General / Skill	Credits	End Semester Exam	Internal Marks	Total Marks
BVRM501	Environmental Studies	General	4	70	30	100
BVRM502	Business Environment	General	4	70	30	100
BVRM503	Corporate Accounting	General	4	70	30	100
BVRM504	International Marketing	Skill	4	70	30	100
BVRM505	On-line Marketing	Skill	4	70	30	100
BVRM506P	Computer Practical-III	Skill	4	70	30	100
BVRM507P	Visual Merchandising	Skill	6	70	30	100
	<b>Total</b>		<b>30</b>	<b>490</b>	<b>210</b>	<b>700</b>

### Semester IV

Code No	Paper	General / Skill	Credits	End Semester Exam	Internal Marks	Total Marks
BVRM601	Advertising and Brand Management	General	4	70	30	100
BVRM602	Personality and Soft Skill Development	General	4	70	30	100
BVRM603	Taxation Law and Practice	General	4	70	30	100
BVRM604P	Internship / Project	Skill	18	300	100	400
	<b>Total</b>		<b>30</b>	<b>510</b>	<b>190</b>	<b>700</b>

# (SEMESTER-I) COMMUNICATION SKILLS (BVRM 101)

## OBJECTIVE:

The objective of this course is to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

**UNIT-I:** Nature of Communication Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

**UNIT-II:** Integrated Marketing Communication: Marketing Communication, Sales promotion, public relations and publicity, sponsorships, exhibitions, word of mouth promotion.

**UNIT-III:** Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

**UNIT-IV:** (Communication Lab work) Role play on selected topics:

**Exercise1:**

Conversation between two students recorded on camera. To be self-critiqued

**Exercise2:**

Presentation on TV programmes watched on the previous day

**Exercise3:**

Rewriting Headlines of Newspapers (Hindi & English) on the display boards

**Exercise4:**

Using microphones (Public Speaking/Presentation Situations)

**Exercise5:**

Interview and Group Discussion sessions

**Exercise 6:**

Effective Presentation using various audio – visual aids.

## SUGGESTED READINGS:

1. Adair, John(2016). Effective Communication. London: Pan Macmillan Ltd.
2. Lesikar, R.V. & Flatley, M.E.(2014); Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
3. Ajmani, J. C. Good English(2016) Getting it Right. New Delhi: Rupa Publications.
4. Business Communication Today(2012): Tenth Edition. New Jersey: Prentice Hall.

# FINANCIAL ACCOUNTING-1 (BVRM 102)

## OBJECTIVE:

The objective of this course is to acquaint the students with generally accepted accounting principles of financial accounting and their applications in business organizations excluding corporate entities.

**UNIT-I:** Financial Accounting: Nature and scope, Limitations of Financial Accounting. Basic Concepts and Conventions, Accounting Standards: Meaning, Significance, Generally Accepted Accounting Principles (GAAP). Accounting Process: From recording of transactions to preparation of final accounts. Rectification of Errors, Bank Reconciliation statement.

**UNIT-II:** Consignments: Features, Accounts treatment in the books of the consignor and consignee. Joint Ventures: Accounting procedures: Joint Bank Account, Records maintained by co-venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).  
Inland Branches: Dependent branches only and Ascertainment of Profit by Debtors method and Stock and Debtors method.

**UNIT-III:** Depreciation Accounting: Meaning of depreciation, causes, objects of providing depreciation, factors affecting depreciation, accounting treatment including provision for depreciation accounting. Methods of depreciation: straight line method and diminishing balance method.

**UNIT-IV:** Partnership: Admission, Retirement, Dissolution of Partnership Firms: Legal Position, Accounting for simple dissolution.

## LIST OF READING

1. Maheshwari S.N.(2015), Financial Accounting, Vikas Publication, New Delhi
2. Tulsian P.C.(2016), Financial Accounting, Tata McGraw Hill, New Delhi
3. Jain S.P. and K.L. Narang(2016), Advanced Accounting, Kalyani Publishers New Delhi
4. Mukherjee A and Hanif M(2016) Financial Accounting;Tata McGraw Hill Education Private Ltd.; New Delhi

# BUSINESS MANAGEMENT (BVRM 103)

## OBJECTIVE:

The course is designed with the objective of familiarizing the students with the basic concepts of Management

**UNIT-I:** Introduction

**MANAGEMENT:** Concept, Nature, Importance; Management: Art and Science, Management as a Profession, Management Vs Administration, Management Skills, Levels of Management, Characteristics of Quality Managers. Evolution of Management: Early contributions, Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Hawthorne Experiments and Human Relations, Social System Approach, Decision Theory Approach. Social Responsibility of Managers, Managerial Ethics.

**UNIT-II: Planning and Organizing**

**INTRODUCTION TO FUNCTIONS OF MANAGEMENT PLANNING:** Nature, Scope, Objectives and Significance of Planning, Types of Planning, Process of Planning, Barriers to Effective Planning, Planning Premises and Forecasting, Planning and Decision Making.

**ORGANIZING:** Concept, Organisation Theories, Forms of Organisational Structure, Combining Jobs: Departmentation, Span of Control, Delegation of Authority, Authority & Responsibility, Organisational Structure and Design- Vertical and Horizontal Dimensions

**UNIT-III: Staffing, Directing and Motivation** Staffing: Concept, System Approach, Manpower Planning, Job Analysis, Recruitment & Selection, Training & Development, Performance Appraisal

Directing: Concept, Direction and Supervision

**MOTIVATION:** Concept, Motivation and Performance, Special Motivational techniques: Money, participation, reward systems, Quality of Work Life, Job Enrichment & Morale Building.

**UNIT-IV: Leadership and Control**

**LEADERSHIP:** Concept and Functions, Process and models of Leadership Development, Contemporary views on Leadership: Transformational-Transactional, Charismatic-Visionary leadership.

Controlling: Concept, Types of Control, Process and Techniques of Controlling.

**SUGGESTED READING:**

1. Stoner, Freeman & Gilbert Jr(2010), Management (Prentice Hall of India, 6 Edition)
2. Koontz Harold &Weihrich Heinz(2008),Essentials of management (Tata Me Graw Hill, 5th Edition 2008)
3. Robbins & Coulter(2016) - Management (Prentice Hall of India, 9th Edition)
4. Robbins S.P. and Decenzo David A.(2012) ,Fundamentals of Management: Essential Concepts and Applications (Pearson Education, 6th Edition)
5. Weihrich Heinz and Koontz Harold (2008)Management: A Global and Entrepreneurial Perspective (McGraw Hill, 12\* Edition 2008)

# MARKETING MANAGEMENT (BVRM 104)

**OBJECTIVE:**

The objective of this course is to provide the working knowledge of different concepts of Marketing and their use managerial decisions

**UNIT-I:** Introduction to Marketing Basics of Marketing: Meaning, Importance, Scope of Marketing; Marketing elements and Strategies, Marketing Environment; Marketing and Economic Development Process; Marketing Organisation.

**UNIT-II:** Marketing Management and Consumer BehaviourMarketing Management and Consumer Behaviour: Marketing Management Process: Planning & Market Segmentation, Marketing Research & Marketing Information Systems; Consumers Behaviour and Marketing Strategies.

**UNIT-III:** Product Management and Pricing Strategies Product Management & Pricing Strategies : Meaning and Importance of product decision, Product Classification, Product Life Cycle (PLC) and Marketing Strategies; Branding & Packaging; Pricing Objectives, Methods and Pricing , Factors effecting Pricing Decision, , New product Pricing Strategies.

**UNIT-IV:** Distribution Decision &Promotion Meaning and Importance of Distribution, Physical Distribution System, Wholesaling and Retailing practices in India ; Promotion & Placement Strategies : Meaning and Importance of Communication and Promotion, Elements of Communication, Tools of Promotion, Objectives and Strategies of Promotion;.

**TEXT BOOKS:**

1. Etzel, M. J.: Marketing-Concepts and Cases (2016), Tata McGraw Hill, New Delhi.
2. Keegan (2016): Global Marketing Management, Pearsons, New Delhi.
3. Kotler Philip and Armstrong Gary (2017): Principles of Marketing , Pearsons, New Delhi, 2006..
4. Kotler, P (2016): Marketing Management, Pearsons, New Delhi.
5. Kumar (2015): Marketing and Branding, Pearsons, New Delhi.
6. Majumdar, Ramanuj (2015) : Product Management in India, Prentice Hall, New Delhi.
7. Mathur B ( 2016): Stragic Marketing Management, McMillan
8. Mohr (2015): Marketing-of Higher Technology Products and Innovations, Pearsons , New Delhi.
9. Perreault, W. D. and McCarthy, E. J.(2016): Basic Marketing, Tata McGraw Hill, New Delhi.
10. Ramaswamy & Namakumari (2016) : Marketing Management, Macmillan, New Delhi.

# FUNDAMENTALS OF RETAILING (BVRM 105)

## OBJECTIVE:

The objective of this course is to provide an understanding of different operations related to retail.

**UNIT-I:** Concept of retailing, Functions of retailing, Terms and Definitions, growing Importance of retailing, Retailing channels, Theories of retailing, Retail life cycle, Disruptive innovations in retailing.

**UNIT-II:** Classification of Store Format: Product factors, Location factors, Price factors.

Types of retail format: Department store, Specialty store, Super Market, Convenience store, Discount store, Retail format and types, Retail industry in India, , Changing trends in retailing.

**UNIT-III:** Retail Marketing Strategies: Retail positioning, Novelty in process, Novelty in product, Product assortment and services, Store atmosphere, Total customer experience.

**UNIT-IV:** IT in Retail Market: Role It In Retail, Parameters For Use Of IT In Retailing, IT For Complete Advantage, Capturing And Transmitting Data At The Point Of Sale, Data Base Marketing.

## SUGGESTED READINGS:

1. Bajaj , Tuli,&Srivastava(2016) ""Retail Management""OxfordUniversity Press
2. Berman Barry &Evance J.R (2015)"Retail Management" Prentice Hall India
3. Swapna Pradhan (2012)"Retailing Management- Text And Cases" Tata McGraw-Hill
4. Sinha P.K &Uniyal D.P(2016) " Managing Retailing" OxfordUniversity Press
5. Gilbert D(2012), Retail Management, Pearson Education



# HUMAN RESOURCE MANAGEMENT FOR RETAIL BUSINESS (BVRM 106)

## OBJECTIVE:

The objective of this course is to provide an understanding of different operations related to retail.

### UNIT-I: Introduction:

Human Resources Management (HRM): Meaning, Nature and Scope, HRM functions and objectives, Evolution of HRM environment- external and internal. Human Resource Management in Retailing, Trends and Challenges of HRM in Retailing. Strategic Human Resource Management: Nature of Strategies and Strategic Management, Strategic Management Process - Environmental Scanning, Strategy Formulation, implementation and evaluation.

**UNIT-II:** Human Resources planning: Definition, purposes, processes and limiting factors; Human Resources Information system (HRIS): HR accounting and audit, Job Analysis - Job Description, Job Specification. The systematic approach to recruitment: recruitment policy, recruitment procedures, recruitment methods and evaluation.

The systematic approach to selection: the selection procedure, the design of application form, selection methods, the offer of employment, and evaluation of process.

**UNIT-III:** Training, Development and Compensation Training and Development: Purpose, Methods and issues of training and management development programmes. Performance Appraisal: Definition, Purpose of appraisal, Procedures and Techniques including 360 degree Performance Appraisal, Job Evaluation. Compensation Administration: Nature and Objectives of compensation, components of pay structure in India, Wage Policy in India - Minimum Wage, Fair Wage and Living Wage. Incentive payments : Meaning and Definition, Prerequisites for an effective incentive system, Types and Scope of incentive scheme, Incentive Schemes in Indian Industries.

**UNIT-IV:** Recruitment, Discipline and Grievance Handling: Recruitment and Selection; Performance Training & Development; Gender Issues at work place, HRD for Women and Workers, Mentoring, HR Audit: Audit Methodology, Writing the HRD Report, Designing and using HRD Audit for Business Improvement. Discipline and Grievance Procedures: Definition, Disciplinary Procedure, Grievance Handling Procedure.

## SUGGESTED READINGS:

1. AswathappaK(2007) Human Resource and Personnel Management, Tata McGraw Hill, 5th Ed.
2. Rao VSP (2009) Human Resource Management, Text and Cases, Excel Books, 2nd Ed.
3. Ivancevich(2007)- Human Resource Management, Tata McGraw Hill, 10th Ed.
4. Dessler(2009) Human Resource Management, Prentice Hall, 10th Ed.
5. Bernard(2009) Human Resource Management, Tata McGraw Hill, 4th Ed.

# COMPUTER PRACTICAL-I (BVRM107P)

## OBJECTIVE:

### BROAD AREAS OF PRACTICAL

1. Installing / uninstalling software
2. Word processing
3. Formatting
4. Adding graphics to document
5. Spreadsheet (Excel) based applications
6. Designing Power Point presentations
7. Inserting / deleting slides in Power Point
8. Data communication
9. Printing

# (SEMESTER-II) FINANCIAL ACCOUNTING-2 (BVRM201)

## **UNIT-I: SINGLE ENTRY**

Introduction; Critical Appraisal, Differentiation between single entry and Double entry system, Conversion of Single entry to double entry.

## **UNIT-II: PARTNERSHIP FIRMS (AMALGAMATION AND DISSOLUTION)**

Amalgamation-Meaning and types; accounting entries for amalgamation of partnership firm with another partnership firm. Dissolution: Piece Meal Distribution, Garner Vs Murray rule.

## **UNIT-III: ROYALTY ACCOUNTS**

Royalty Accounts: Definition of Royalty, Minimum rent, short workings, strikes and lock-outs, accounting for royalty (excluding sub-lease).

## **UNIT-IV: HIRE PURCHASE AND INSTALLMENT PAYMENT**

Hire-purchase and installment purchase system: Meaning of hire-purchase contract; legal provision regarding hire-purchase contract; accounting treatment. Meaning of installment purchase accounting treatment.

## **SUGGESTED READINGS:**

1. Mukherjee & Hanif (2012); Financial Accounting: Tata McGraw Hill, New Delhi
2. Sehgal, Ashok & Sehgal, Deepak (2011): Financial Accounting; Taxman, New Delhi.
3. Dam, B.B., & Gautam, H.C. (2012): Financial Accounting, Capital Publishing House, Guwahati.
4. Anthony, R.N. and Reece, J.S. (2011): Accounting Principles; Richard Irwin Inc.
5. Gupta, R.L and Radhaswamy, M (2008): Financial Accounting; Sultan Chand and Sons, New Delhi.
6. Shukla. M.C., Grewal T.S., and Gupta, S.C. (2013): Advanced Accounts; S. Chand & Co. New Delhi.

# ENTREPRENEURSHIP DEVELOPMENT (BVRM202)

## **OBJECTIVE:**

The objective of the course is to equip the students with knowledge on entrepreneurial development, creativity and skills essential for business plan development.

## **UNIT-I: INTRODUCTION**

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, Characteristics of a Successful Entrepreneur, Competency Requirement for Entrepreneurs.

**UNIT-II:** Entrepreneurial traits, motivation and development Types of startups; Entrepreneurial class Theories; Entrepreneurial leadership; International Entrepreneurship- Opportunities and challenges; Source of innovative ideas; Entrepreneurship and creativity; Techniques for generating ideas, Impediments to creativity.

**UNIT-III:** Entrepreneurial Development Institutions and Policy initiatives Implementation of the Project: Financial Assistance through SFC's , SIDBI, Commercial Banks, KVIC, NABARD. Financial incentives and Tax Concessions for MS&MEs, Policies for North Eastern Region; Role of government in entrepreneurship development; recent trends, Vision 2020 of Sikkim.

**UNIT-IV:** Business Plan Development, Launching, Feedback and Follow-up

- Preparing the Business Plan (BP)

Typical BP format, Financial Aspects of the BP, Marketing Aspects of the BP, Human Resource Aspects of the BP, Technical Aspects of the BP, Social Aspects of the BP, Preparation of BP, and Common Pitfalls to be avoided in Preparation of a BP.

- Launching of Enterprise

Steps involved in floating a Business Venture, Location, Formalities, Trade license, Approvals, Environmental Clearance, Registration.

- Project Control Feedback & Follow-up.

- Activity Course will involve development of feasible Business Plan by students in Groups. Case studies may be developed and discussed for better understanding of the prevalent scenario.

**SUGGESTED READINGS:**

1. Ramachandran, K.(2016), Entrepreneurship Development, Tata McGraw Hill, India
2. Kumar, Arya, (2010) Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Pearson, India.
3. Hishrich., Peters,(2008) Entrepreneurship: Starting, Developing and Managing a New Enterprise, Irwin.
4. Roy, Rajeev(2015), Entrepreneurship, Oxford University Press.

# FUNCTIONAL AREAS OF BUSINESS (BVRM203)

## OBJECTIVE:

The objective is to introduce the students to the functional areas of business.

### UNIT-I: INTRODUCTION

Functional areas of business: Financial Management; Human Resource Management; Marketing Management; Operations Management; Their changing role in business organizations.

**UNIT-II:** Human Resource Management Meaning, Scope and Importance; HRM Functions: Human Resource Planning, Selection, Training & Development, Compensation.

**UNIT-III:** Marketing Management Meaning, Scope and Importance; Marketing Mix: Product, Pricing, Placing, Promotion Decisions.

**UNIT-IV:** Financial Management Meaning of finance, Scope and Importance, Money- time value of money, Sources of finance.

**DESIRABLE SKILL DEVELOPMENT ACTIVITIES:**

- Study of recruitment rules & policy of any organization
- Organize a mock job interview session
- Prepare a model Advertisement Copy for any consumer product
- Prepare a plant layout for a product of your choice
- Prepare product development strategies of any product of choice

**SUGGESTED READINGS:**

1. C.B. Gupta (2009): Human Resource Management, Sultan Chand & Sons, Mumbai.
2. N.G Nair(2007) Production and Operations Management, Tata McGraw Hill, New Delhi
3. P. Subba Rao (2009): Human Resource Management, Himalaya Publishing, New Delhi
4. Philip Kotler (2006): Principles of Marketing, PHI,
5. R.B. Khanna:(2011) Production and Operations Management: PHI, New Delhi
6. T.N. Chhabra: (2012)Principles and Practice of Management: Dhanpat Rai & Co., New Delhi
7. Koontz and Weihrich (2011); Principles of Management; Tata McGraw Hill, New Delhi.

# MANAGEMENT OF RETAIL BUSINESS (BVRM204)

**OBJECTIVE:**

The basic objective is to provide basic understanding of retail business.

**UNIT-I: RETAILING**

Concept, Scope and Retail Management. Theories Of Retail Development (Wheel Of Retailing, Retail Accordation, Melting Pot Theory, Polarisation Theory). Contribution Of Retailing To Indian Economy. Retail Environment in India, Foreign Direct Investment (FDI) In Retail, Changing Scenario of Retail business In India.

**UNIT-II: RETAIL STRATEGY**

Definition, Importance, & Future of Retail Market Strategy. Types of Retailing Formats: Super Market, Hyper Market, Departmental Stores, Convenience Stores, Catalogue Retailers. Non-Stores Retailing: Vending Machine, Door To Door selling, Mail Order Business. E-Retailing: Credit Card Transaction, Smart Card and E-Payment. Retailing of services.

**UNIT-III: RETAIL LOCATION**

Meaning, Importance, Process and Factors Affecting Location, Merchandising: Concept, Importance, Factors affecting buying decision. Role and responsibilities of merchandising.

**UNIT-IV: FRANCHISING**

Definition, Types and Evolution. Franchising law in India. Outsourcing: Definition, Scope and Importance. CRM in Retail: Concept, Types of CRM, Application of CRM In Retailing, Strategic Framework For CRM In Retail.

**SUGGESTED READINGS:**

1. Ramaswamy VS, Namakumari (2016)“Marketing Management” MacMillan
2. Gibson & Vedamani(2012), Retail Management, Jayco Books
3. Bajaj , Tuli,& Srivastava (2012), Retail Management, Oxford University Press
4. Berman Barry & E Vance J.R(2013), Retail Management”, Prentice Hall India
5. Jain J.N.& Singh P.P(2016), Modern Retail Management – Principal And Techniques, Regal Publications, New Delhi
6. Madan K.V.S (2016), Fundamentals of Retailing, McGraw-Hill

# CUSTOMER RELATIONSHIP MANAGEMENT (BVRM205)

**OBJECTIVE:**

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

**UNIT–I: FOCUS ON CUSTOMERS:**

Understanding the Customers, Understanding Customer Service, Service Triangle, Benefits of Exceptional Customer Service, Customer Delight, First Impressions, Perception vs. Reality.

**UNIT–II:** Scanning Environmental and Cultural Influences: Environmental and Cultural Influences on Customer Behaviour.

**UNIT–III:** Building Customer Relationship: Why do People do Business with you, Ways to Address Human Needs, Building Relationships Through Valuing the Customer, Building Rapport, Emotional Bank Account, the Value Equation.

**UNIT–IV:** Empathy and Ownership: What is Empathy, Empathy vs. Sympathy, how to Empathies, Benefits of Empathy, the Pitfalls, What is Ownership, How does one convey ownership, Problem Solving, Customer Interaction Cycle. Communication Styles: Three Main Styles. (Aggressive, Passive and Assertive), Disagreement Process, Selective Agreement, Benefits of Assertive Communication, Suggested Instructional Methodology- Case Studies on Importance of Understanding the Customers and Meeting their Demands.

**SUGGESTED READINGS:**

1. Rai, Alok(2016), Customer Relationship Management, PHI
2. Simon Knox, Adrian Payne, Stan Maklan(2015), Customer Relationship Management- Routledge Inc.
3. Bhasin(2016), Customer Relationship Management (Wiley Dreamtech)
4. Dyche(2012)Customer relationship management handbook, PHI

# RETAIL LOGISTICS MANAGEMENT (BVRM206)

## OBJECTIVE:

The objective of the course is to provide a comprehensive analysis of the principles and practices of international Distribution and logistics.

**UNIT-I:** Logistics Framework: Concept, Objective and Scope, Transportation, Warehousing, Inventory Management, Packing and Unitization, Control and Communication.

**UNIT-II:** Role of Information Technology in Logistics, Logistics Service Firms and Third Party Logistics.

**UNIT-III:** Retail Logistics Network Design for Global Operations: Global Logistics Network Configuration, Orienting International Facilities, Considerations and Framework, Trade-offs Associated with each Approach, Mapping the Different Approaches, Capacity Expansion Issues, Information Management for Global Logistics, The Global LIS/LITS, Capabilities and Limitations, Characteristics of Logistics Information and Telecommunications Systems.

**UNIT-IV:** Performance Measurement and Evaluation in Global Logistics: Operations and Logistics Control, Key Activities Performance Information, Measuring Performance in Functional Integration, Measuring Performance in Sectorial Integration. Organizational Structure for Global Logistics excellence, The Organizational Implications of Sectorial Logistics Co-Operation, The International Factor in Global Organizations.

## SUGGESTED READINGS:

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

# STORE & WAREHOUSE OPERATIONS-1 (BVRM207P)

## OBJECTIVE:

The objective is to equip the students with an understanding of basic operating processes and their significance in running retail operations smoothly. As a result, the students shall understand the critical need for service orientation in the current business scenario.

## BROAD AREAS OF PRACTICAL TRAINING:

- Managing Retail Operations
- Major activities of Store and warehouse Operations
- Productivity & Operating Efficiency
- Most Common Mistakes of Retailers
- Control measures necessary for successful operations

Suggested Instructional Methodology: Two weeks training in a Store / Warehouse during vacation.

# (SEMESTER-III) REGULATORY FRAMEWORK OF BUSINESS (BVRM301)

## OBJECTIVE:

The objective of the course is to impart an understanding of regulatory framework of business in India. The focus is on application rather than the principles of law.

**UNIT-I:** Law Relating to Contract Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts. Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

**UNIT-II:** Law Relating to Sale of Goods Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, Transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

**UNIT-III:** Law Relating to Negotiable Instruments Meaning and Characteristics of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Negotiation: Types of Endorsements, Crossing of Cheque, Dishonour of cheques.

**UNIT-IV:** Law Relating to Partnership

a) The Partnership Act: Nature and Characteristics of Partnership, Registration of Firms, Types of Partners, Rights and Duties of Partners, Implied Authority of a Partner, Incoming and outgoing Partners, Dissolution of Partnership.

b) The Limited Liability Partnership Act: Salient Features of LLP, Difference between LLP and Partnership, LLP and Company, LLP Agreement, Partners and Designated Partners, Incorporation Document, Incorporation by Registration, Partners and their Relations, winding-up.

## SUGGESTED READINGS:

1. Kuchhal, M.C. and Vivek Kuchhal (2015) Business Law, Vikas Publishing House, New Delhi.
2. Kapoor, N D (2012); 'Elements of Mercantile Law' Sultan Chand and sons Publication, New Delhi.
3. Tulsian P.C. (2016), 'Mercantile Law' Sultan Chand and sons Publication, New Delhi.



# INTRODUCTION TO INFORMATION TECHNOLOGY (BVRM302)

## OBJECTIVE:

To provide elementary knowledge of computer hardware, software and operating systems.

**UNIT-I:** Computer characteristics: Historic Evolution of Computers; Classification of computers: Microcomputer, Minicomputer, mainframes, Supercomputers; Personal computers: Desktop, Laptops, Palmtop, Tablet PC; Hardware & Software; Speed, storage, accuracy, diligence.

**UNIT-II:** Hardware: CPU, Memory, Input devices, output devices. Memory units: RAM(SDRAM, DDR RAM, RDRAM etc. feature wise comparison only); ROM-different types: Flash memory; Auxiliary storage: Magnetic devices, Optical Devices; Floppy, Hard disk, Memory stick, CD, DVD, CD-Writer; Input devices - keyboard, mouse, scanner, speech input devices, digital camera, Touch screen, Joystick, Optical readers, bar code reader; Output devices: Display device, size and resolution; CRT, LCD; Printers: Dot- matrix, Inkjet, Laser; Plotters, Sound cards & speaker.

**UNIT-III:** Software- System software, Application software; concepts of files and folders, Introduction to Operating systems, Different types of operating systems: single user, multitasking, time-sharing multi-user; Booting, POST;

**UNIT-IV:** Operating systems: Windows & Linux; Application software's: Generic Features of Word processors, Spread sheets and Presentation softwares; Computer Viruses & Protection.

## SUGGESTED READINGS:

1. Balaguruswamy, E. (2016), Fundamentals of Computers, McGraw hill, 2014
2. Curtin, Dennis P,(2012) Information Technology: The Breaking wave, McGrawhill, 2014
3. Norton. Peter(2016) Introduction to Computers, McGrawhill, Seventh edition
4. Stallings (2012), Operating System, PHI.

# BUSINESS MATHEMATICS & STATISTICS (BVRM303)

## OBJECTIVE:

To make the students learn the basic mathematics and statistics used for the business purposes.

**UNIT-I:** Mathematics of Finance:

Interest: Concept of Present Value, Simple Interest, Compound Interest, Equated Monthly Installment (EMI) by Reducing and Flat Interest System,

**UNIT-II:** Profit & Loss:

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

**UNIT–III:** Frequency Distribution, Measures of Central Tendency: Meaning, Scope and Limitations; its relationship with other sciences; Statistics as a subject; Descriptive Statistics - compared to Inferential Statistics. Presentation of Uni-variate Data: Construction of a frequency distribution;

**UNIT–IV:** Measures of variation and Probability: Measures of Central tendency, Dispersion and their measures. Probability: Theory, Concepts; Simple application of addition and multiplication Theorem.

**SUGGESTED READINGS:**

1. Thukral, J K (2008) Business Mathematics; Mayur Publications, New Delhi.
2. Nag, N.K (2001) Business Mathematics & Statistics; Kalyani Publishers, New Delhi.
3. Soni, R.S.(2009) Essentials of Business Mathematics and Statistics; Ane Books Pvt. Ltd, New Delhi.
4. Sharma AK (2005), Business Statistics, Discovery Publishing House, New Delhi
5. Kapoor, V.K.(2004)Business Mathematics; Sultan Chand & Sons, Delhi.
6. Allen R.G.D.(2003) Basic Mathematics; Macmillan, New Delhi.
7. Dowling, E.T.(2002) Mathematics for Economics; Schaum Series, McGraw Hill, London.
8. Sharma J K (2010), Business Statistics, Pearson Education India, New Delhi.

# MARKETING OF SERVICES (BVRM304)

## OBJECTIVE:

The objective is to familiarize the students with the concept of services and inculcate skills essential for marketing the same.

**UNIT–I:** Introduction

Concept of Service, Special characteristics of services, Classification of services, Service as a process; Reasons for growth of service sector, Marketing Challenges in service business; Service Marketing Environment, 7 P's of Marketing, Modern Trends in Service Marketing.

**UNIT–II:** Service Quality and Customer Focus

Determinants of Service Quality with Core Features; Customer expectation and perception of services quality, Quality Models- The Integrated Gaps Model of Service quality. Service consumer behaviour; Factors Influencing Customer Satisfaction.

**UNIT–III:** Frequency Distribution, Measures of Central Tendency: Meaning, Scope and Limitations; its relationship with other sciences; Statistics as a subject; Descriptive Statistics - compared to Inferential Statistics. Presentation of Uni-variate Data: Construction of a frequency distribution;

**UNIT–IV:** Service Marketing Application

Concepts of Marketing of Financial Services, Tourism Services, Health Services. Service Failure; Service Recovery; Customer Retention With special reference to India

**SUGGESTED READINGS:**

1. Love Lock,(2014), Marketing of Services, Pearson Education, New Delhi.
2. Rao. K Ram Mohan (2010), Service Marketing; Pearson Education,New Delhi.
3. Zeithaml, V.A and Bitner, M J (2010), Service Marketing; TMH, New Delhi.
4. Chowdhary. Nimit& Monika (2014), Text Book of Marketing of Services: The Indian Experience; McMillan , New Delhi.
5. Nargundkar. Rajendra (2013), Service Marketing; TMH
6. Bhattacharjee, (2011), Service Marketing; Excel Books.

# SALES AND DISTRIBUTION MANAGEMENT (BVRM305)

**OBJECTIVE:**

To enable the students to understand sales organization, motivation programmes and channel management.

**UNIT-I:** Sales Management:

Definition and meaning, Objectives, Sales Research, Sales Forecasting, Sales Forecasting methods, Sales Planning and control,

**UNIT-II:** Sales Organization, Motivation

Need for Sales Organizations, their structure, Sales Managers Functions and responsibilities, Specific Characteristics of a successful salesman, Recruiting, Selection and Training of Sales force, Sales Training, motivating the Sales Team : Motivation Programs - Sales Meetings, Sales Contests, Sales Compensation, ( Monetary compensation, incentive programs as motivators, Non-Monetary compensation – fine tuning of compensation package, Supervising,

**UNIT-III:** Evaluating Sales Force:

Evaluating Sales Force Performance and Controlling, Personal Selling: Basics, role of relationship marketing in personal selling, tools for personal selling, Value added selling

**UNIT-IV:** Physical distribution

Definition, Importance – participants in physical distribution process, Different forms of channels, Functions of Marketing Channels, Integrated Marketing Channels – Horizontal, Vertical, Multi-channel marketing Systems, Wholesaling – Importance & Types - Functions of Wholesaler, Channel Management  
- Channel Selection Process & criteria - Performance appraisal of Channel Members-Channel Conflicts & Techniques to resolve channel conflicts.

**SUGGESTED READINGS:**

1. Kotler,Keller,Koshy And Jha(2016) “ Marketing Management” 13th edition Pearson Education
2. Ramaswamy VS, Namakumari(2105) “Marketing Management” 4th Macmillan
3. Shukla A.K.(2012) “Marketing Management” 1st edition, VaibhavLaxmiPrakashan
4. Jain& Singh(2016) “Modern Advertising Management” Regal Publications
5. Jefkins“ Advertising(2016)” Pearson Education

# SUPPLY CHAIN MANAGEMENT (BVRM306)

## OBJECTIVE:

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

**UNIT-I:** Supply Chain Management: Global Optimization, Importance, Key Issues, Inventory Management, Economic Lot Size Model, Supply Contracts, Centralized vs. Decentralized System.

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

**UNIT-III:** Strategic Alliances: Frame Work for Strategic Alliances, 3PL, Merits and Demerits, Retailer, Supplier Partnership, Advantages and Disadvantages of RSP, Distributor Integration.

**UNIT-IV:** Procurement and Outsourcing: Outsourcing, Benefits and Risks, Framework for make/Buy Decision, E-Procurement, Frame Work of E-Procurement. Dimension of Customer Value, Conformance of Requirement, Product Selection, Price and Brand, Value added Services, Strategic Pricing, Smart Pricing, and Customer Value Measures.

## SUGGESTED READINGS:

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

# COMPUTER PRACTICAL- II (BVRM307P)

## OBJECTIVE:

To make the students conversant with Tally and Internet savvy.

## BROAD AREAS OF PRACTICAL (TALLY AND INTERNET)

1. Create a new company, group, voucher and ledger and record minimum 10 transactions and display the relevant results.
2. Prepare trial balance, Profit and Loss A/c and Balance Sheet (with minimum of any five adjustments).
3. Prepare inventory statement using (Calculate inventory by using all methods)  
a) FIFO b) LIFO c) Simple Average Method d) Weighted Average Method
4. Create an e-mail id and check the mail inbox.
5. Learn how to use search engines and visit yahoo.com, rediff.com, hotmail.com and google.com
6. Visit your University and college websites and collect the relevant data

# (SEMESTER-IV) COMMUNICATIVE ENGLISH (BVRM401)

## **COURSE OBJECTIVE:**

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

## **COURSE OUTCOMES:**

- (i) Expertise in communicating in English Language.
- (ii) Enhancement of practical skills of English Language.
- (iii) To broaden their vocabulary and to develop an appreciation of language and its connotations and denotations.

### **UNIT-I: (I) PHONETICS:**

- a. Identification of English Sounds – Speech Organs and Vocal Folds
- b. The Consonant Sounds – Definition, Place and Manner of Articulation
- c. The Vowel Sounds – Definition, Place and Manner of Articulation
- d. Diphthongs – Definition, Types of Diphthongs
- e. Practice Exercises

### **UNIT-II:**

- (I) Active Listening – Asking and answering questions, Interpreting meaning from context, Conveying ideas, Lexical Phrases and Cohesive Devices.
- (II) Effective Reading: Reading Comprehension Skills based on fictional and non-fictional texts, Vocabulary Skills – Root Words, Prefixes, Suffixes and Analogies.

### **UNIT-III:**

- (I) Business Writing – Job Applications, Resume/CV Writing, Report Writing, Agendas and Minutes of Meeting, Research Paper Writing.

### **UNIT-IV:**

- (I) Corporate Communication – Emotional Intelligence, Interpersonal Behaviour, Definition and elements of Body Language, Effective Communication, Group Discussions, Presentation Skills, Interview Skills

### **UNIT-V:**

- (I) Conversational English – Intonations, Accentuation, Pauses, Words and Phrases used for communication, Casual Conversation, Official Conversation, Public Speaking, Etiquettes of Conversation.

## **REFERENCE BOOKS:**

1. Communicative English for Engineers and Professionals by Nitin Bhatnagar (Author), Mamta Bhatnagar (Author), Pearson
2. Communication English: A universal exercise book (Basic 1) by Ranjan Barman (Author)

# **COST & MANAGEMENT ACCOUNTING**

## **(BVRM402)**

### **UNIT-I: INTRODUCTION**

Definition and scope of Cost and Management accounting, Difference between Management Accounting and Cost Accounting, Cost Concepts, Classification of Cost, Elements of cost - Materials, Labour and overheads and their Allocation and Apportionment, Cost Sheet and its Preparation.

### **UNIT-II: ACCOUNTING FOR SHORT-TERM DECISION**

Marginal Costing: Concept, features and Limitations and Use of Marginal Costing, Cost-Volume-Profit Analysis(CVP), PV Ratio and its importance, Contribution & Breakeven Point and their analysis for various types of decision-makings.

### **UNIT-III: ACCOUNTING FOR CONTROL**

Budgeting: Meaning, features of Budget, Essentials of effective budgeting, Budgeting and Budgetary Control, Types of Budget, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget, Zero based Budget, Advantages and Limitations of Budgetary Control.

### **UNIT-IV: VARIANCE ANALYSIS**

Standard Costing: Concept of standard costs, establishing various cost standards, calculation of Material, Labour, Overhead Variance, and their applications and implications.

### **SUGGESTED READINGS:**

- 1) Horngren et al (2002), Introduction to Management Accounting, Pearson, 12th edition
- 2) Khan and Jain (2000), Management Accounting, Tata McGraw-Hill, 2000, 3rd Ed.
- 3) Pandey I M (2004), Management Accounting, Vikas, 3rd Ed.)
- 4) Ravi M. Kishor (2007), Cost & Management Accounting (Taxmann, 1st Ed.)
- 5) Ravi M. Kishor (2009) Advanced Management Accounting (Taxmann, 1st Ed.)

# **BUSINESS COMMUNICATION**

## **(BVRM403)**

### **OBJECTIVE:**

The objective of this module is to develop skill and competency to enable students to communicate effectively through written and oral medium.

### **UNIT-I: INTRODUCTION**

Nature, Importance and Role of Communication; Communication Process; Barriers and Gateways to Communication. Issues in Communication: Loaded, Gender free & Cross Cultural Communication.

### **UNIT-II: FORMS OF COMMUNICATION**

- Written Communication: Principles of Effective Written Communication; Commercial Letters, Report Writing, Speech Writing, Preparing Minutes of Meetings; Executive Summary of Documents
- Non-verbal Communication,
- Oral Communication: Art of Public Speaking, Effective Listening

### **UNIT-III: PRESENTATION SKILLS AND GROUP COMMUNICATION**

- Presentation Skills

What is a presentation: elements of presentation, designing a presentation, advanced visual support for business presentation, types of visual aid, Appearance & Posture, Practicing delivery of presentation.

- Group Communication

Meetings, Notice, Planning meetings, objectives, participants, timing, venue of meetings, leading meetings, Minutes of Meeting, Media management, the press release, press conference, media interviews, Seminars, workshop, conferences, Business etiquettes.

### **UNIT-IV: COMMUNICATION FOR JOB**

Ethical & legal issues in business communication. Writing Internship Report, Writing CVs & Application letters, Group Discussions, Role plays on Employment Interview.

### **SUGGESTED READINGS:**

1. Scot, O. (2004). Contemporary Business Communication. Biztantra, New Delhi.
2. Lesikar, R.V. & Flatley, M.E. (2005). Basic Business Communication Skills for Empowering the Internet generation. Tata McGraw Hill Publishing Company Ltd. New Delhi.
3. Ludlow, R. & Panton, F. (1998). The Essence of Effective Communications. PHI.
4. Tayler Shinley (2009), Communication for Business, Pearson Education, 4th Edition

# **RURAL MARKETING**

## **(BVRM404)**

### **OBJECTIVE:**

To give basic understanding of different concepts relating to Rural marketing

**UNIT-I:** Profile of Rural market in India. Main problem areas in rural marketing, Channel Management, Marketing communication.

**UNIT-II:** Rural marketing challenges and Opportunity, Rural Consumer: Characteristics, Significance of Consumer behavior, Factors influencing decision making process Of rural consumers, Rural consumers buying decision process, Shopping habits of rural Consumer.

**UNIT-III:** Rural Marketing Mix Strategies: Need, Types, Product Life Cycle, New Product Development, Brand Management And Channel Management. Marketing Mix Strategies For Indian Rural Markets Shift in Strategic Perspective For Rural Marketing.

**UNIT-IV:** Emerging Issues in Marketing: Green Marketing, Sports marketing And Social Marketing Rural Financial Institutions: Regional Rural Banks (RRB), Co-operative Banks, NABARD (National Agricultural Bank for rural Development).

### **SUGGESTED READINGS**

1. Balram Dogra, Karminder Ghuman (2016), "Rural Marketing" Tata McGraw-Hill
2. Gopalaswamy T.P (2016), Rural Marketing Wheeler Publishers, New Delhi
3. Moria CB (2016) Agricultural Marketing, Himalaya Publishing House, New Delhi
4. Habibur Rahman K.S. (2016) Rural Marketing in India, Himalaya
5. Krishnamacharyulu (2015), Rural Marketing: Text & Cases, Pearson Education

# E-COMMERCE (BVRM405)

## OBJECTIVE:

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

### UNIT-I: INTRODUCTION

Meaning, Nature, Concepts, Advantages and Reasons for Transacting Online, Categories of E-commerce, Planning Online Business, Nature and Dynamics of the Internet, Pure Online vs. Brick and Click Business, Assessing Requirement for an Online Business, Designing, Developing and Deploying the System, one to one Enterprise.

### UNIT-II: TECHNOLOGY FOR ONLINE BUSINESS

Internet, IT Infrastructure, Middleware Contents, Text and Integrating E-Business Applications, Mechanism of Making Payment Through Internet, Online Payment Mechanism, Electronic Payment Systems, Payment Gateways, Visitors to Website, Tools for Promoting Website, Plastic Money, Debit Card, Credit Card, Laws Relating to Online Transactions.

### UNIT-III: APPLICATIONS IN E-COMMERCE

E-commerce Applications in Manufacturing, Wholesale, Retail and Service Sector

### UNIT-IV: VIRTUAL EXISTENCE

Concepts, Working, Advantages and Pitfalls of Virtual Organizations, Workforce, Work Zone and Workspace and Staff Less Organization, Designing on E-commerce Model for a Middle level Organization, the Conceptual Design, giving Description of its Transaction Handling, Infrastructure and Resources Required and System Flow Chart, Security in E-commerce, Digital Signatures, Network Security, Data Encryption Secret Keys, Data Encryption.

### SUGGESTED READINGS

1. Murty, C.V.S.,(2016), E-Commerce, Himalaya Publications, New Delhi
2. Kienam(2015), Managing Your E-Commerce business, Prentice Hall of India, N. Delhi.
3. Kosiur(2016), Understanding E-Commerce, Prentice Hall of India, N. Delhi.
4. Kalakota, Whinston (2012), Frontiers of Electronic Commerce, Addison Wesley.

# ADVERTISING AND SALES PROMOTION (BVRM406)

## OBJECTIVE:

To make the students understand the importance of advertising and medias' role in advertising and sales promotion.

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

**UNIT-IV:** Introduction to Sales Promotion: Scope and Role of Sale Promotion, Definition, Objective Sales Promotion Sales Promotion Techniques, Trade Oriented and Consumer Oriented. Identification, Designing of Sales Promotion Campaign, Involvement of Salesmen and Dealers, out Sourcing Sales Promotion National and International Promotion Strategies, Integrated Promotion, Online Sales Promotions.

#### **SUGGESTED READINGS**

1. Clow, Kenneth (2012). Donald Baack, "Integrated Advertisements, Promotion and Marketing Communication", Prentice Hall of India, New Delhi.
2. SKazmi, .H.H. Satish K Batra, (2015) "Advertising & Sales Promotion", Excel Books, New Delhi.
3. Belch George E, Michel A Belch, (2016), "Advertising & Promotion", McGraw Hill, Singapore.
4. Cummings, Julian (2015) "Sales Promotion", Kogan Page, London.
5. Betch, E. and Michael (2016), Advertising and Promotion, MC. Graw Hill.

# **STORE & WAREHOUSE OPERATIONS-II**

## **(BVRM407P)**

### **OBJECTIVE:**

The objective is to understand the intricacies and get hands-on advanced training on store and warehouse operations.

#### **PRACTICAL TRAINING (Broad Areas)**

- Measuring Performance
- Stock Turn-over
- Franchising
- Store Appearance & House Keeping
- Functions of a Store Manager
- Promotion, Planning and Execution Retail Operations

Suggested Instructional Methodology for Paper BVocRM-S-407 Store & Warehouse Operations-II:

Students shall proceed for store and warehouse operations training of two weeks duration during vacation. The students are expected to learn Store and warehouse management using Tally. At the end of the training students shall prepare a Training Report which shall be evaluated at the time of viva-voce by External Examiner appointed by State Board of Technical Education (SBTE). The assessment may be on the basis of observation of a detailed checklist of traits.

# (SEMESTER-V) ENVIRONMENTAL STUDIES (BVRM501)

## OBJECTIVE:

1. To learn the importance in conservation of environment and natural resources.
2. To learn causes, effects and control measures of environmental pollution.
3. To understand the concepts of disaster management and preparedness to overcome

**UNIT-I:** General: Environmental segments, environmental degradation, environmental impact assessment. Concept of Ecosystem: Fundamental of Ecology and Ecosystem, components of ecosystem, food-chain, food-web, trophic levels, energy flow, cycling of nutrients, major ecosystem types (forest, grass land and aquatic ecosystem).

**UNIT-II:** Air Pollution: Atmospheric composition, energy balance, classification of air pollutants, source and effect of pollutants – Primary (CO, SO<sub>x</sub>, NO<sub>x</sub>, particulates, hydrocarbons), Secondary [photochemical smog, acid rain, ozone, PAN (Peroxy Acetyl Nitrate)], green house effect, ozone depletion, atmospheric stability and temperature inversion, Techniques used to control gaseous and particulate pollution, ambient air quality standards.

**UNIT-III:** Water Pollution: Hydrosphere, natural water, classification of water pollutants, trace element contamination of water, sources and effect of water pollution, types of pollutants, determination and significance of D.O., B.O.D., C.O.D. in waste water, Eutrophication, methods and equipment used in waste water treatment preliminary, secondary and tertiary.

**UNIT-IV:** Land Pollution & Noise Pollution: Lithosphere, pollutants (agricultural, industrial, urban waste, hazardous waste), their origin and effect, collection of solid waste, solid waste management, recycling and reuse of solid waste and their disposal techniques (open dumping, sanitary land filling, thermal, composting). Noise Pollution: Sources, effect, standards and control.

**UNIT-V:** Environmental Biotechnology: Definition, current status of biotechnology in environmental protection, bio-fuels, bio-fertilize, bio-surfactants, bio-sensor, bio-chips, bio-reactors. Pollution Prevention through Biotechnology: Tannery industry, paper and pulp industry, pesticide industry, food and allied industry.

## TEXT BOOKS:

1. Environment and Ecology by Piyush Kant Pandey and Dipti Gupta (Sum India Publication)
2. A Textbook of Environmental Chemistry and Pollution Control by S.S. Dara (S. Chand and Company)

## REFERENCE BOOKS:

1. Masters, G.M. Introduction to Environment Engineering and Science (Prentice Hall of India).
2. Environmental Chemistry by A.K. Dey (Eastern Ltd.).
3. Environmental Chemistry by B.K. Sharma (Krishna Prakashan).
4. Nebel B.J. Environmental Science (Prentice Hall of India-1987).
5. Environmental Biotechnology by S.N. Jogdand (Himalaya Publishing House).
6. Introduction to Environmental Biotechnology by A.K. Chatterji (Prentice Hall of India).

# BUSINESS ENVIRONMENT (BVRM502)

## OBJECTIVE:

The objective is to increase students' knowledge and analytical skills in scanning environmental co-ordinates essential for successful operation of business.

### UNIT-I: INTRODUCTION

Business environment – concept, nature and significance. Micro environment, macro environment- concepts and significance, components. New Economic Policy 1991, recent developments, SEZs.

**UNIT-II:** Global Dynamics for Business Privatization: Disinvestment- concept-forms; Public sector reforms, changing role of public sector, performance, challenges and prospects. Globalization: Meaning, factors facilitating and impeding globalization in India; Impact of globalization on Indian industry, globalization of Indian business.

**UNIT-III:** Socio- Political and Legal Environment Socio-Cultural environment: Critical elements of socio- cultural environment; Social institutions and systems; Political & Legal Environment: Critical elements of political environment.

**UNIT-IV:** Business Environment in North East Industrial Policy for North East India-NEIIPP 2007. Role and achievement of NEC, DONER, NEDFI in economic development of NER. New Development Initiatives in NER, Vision Document 2020; Look East Policy and the N.E.Region.

### SUGGESTED READINGS:

1. Adhikary M, (2002) Economic Environment Business Theory & The Indian Case, Sultan Chand & Sons.
2. Anant K Sundaram and J Stewart Black, (2011) the International Business Environment – Text and Cases, Prentice Hall.
3. Aswathappa K, Essentials of Business Environment, Himalaya.
4. Cherunilam, Francis (2009), Global Economy and Business Environment, Himalaya Publishing House.
5. Government of India, Economic Survey (latest issues).
6. Misra S K and Puri V K, (2010) Economic Environment of Business, Himalaya.
7. North East Vision 2020, DoNER.

# CORPORATE ACCOUNTING (BVRM503)

### UNIT-I: Preparation of Financial Statements

Presentation of Financial Statements, Balance Sheet, Income Statement, Statement of Cash Flow.

**UNIT-II:** Accounting for shares and Debentures Accounting for Shares; Issue, Forfeiture, and Re-issue of Shares. Concepts; Price band, Stock Invest, Bonus & Right Issue, ESOP, and Buy-back of shares. Issue and Redemption of Debentures; Annuity method, Sinking Fund Instalment Method.

**UNIT-III:** Amalgamation and Reconstruction Amalgamation of Companies Internal reconstruction-excluding inter-company holdings and reconstruction schemes.

**UNIT-IV:** Valuation of Goodwill and Shares

Goodwill; Concept, Need and Provisions; Valuation of Goodwill; Capitalization Method, Super Profits Method, Annuity Method. Valuation of Shares: Need for Valuation, Factors affecting value of shares. Methods of Valuation: Net Assets Method, Yield Basis Method, Fair Value Method

Note: Relevant Ind AS to be followed.

**SUGGESTED READINGS:**

1. Sehgal, A and Sehgal, D (2009) Corporate Accounting; Taxman, New Delhi.
2. Jain SP and Narang KL(2010), Advanced Accountancy Vol-II, Kalyani Publishers, New Delhi.
3. Mukherjee and Hanif (2008) Corporate Accounting: Tata McGraw Hill, New Delhi
4. Gupta R.L and Radhaswamy M: Company Accounts; Sultan Chand and Sons, New Delhi.
5. Maheshwari S.N (2011) Corporate Accounting; Vikas Publishing House, New Delhi.
6. Shukla M. C, Grewal T.S and Gupta S.C (2011) Advanced Accounts, S. Chand & Co. New Delhi.

# INTERNATIONAL MARKETING (BVRM504)

**OBJECTIVE:**

To provide the basic understanding of the international marketing.

**UNIT-I:** International Marketing: Concept, Evolution, Importance and Process. International Marketing Research, International Marketing Information Systems, Market Analysis. Opportunities and Challenges in International Marketing, Future Prospects of International Marketing.

**UNIT-II:** Scanning International Marketing Environment: Economic, Financial, Political, Technological, Legal and Cultural. Entering International Markets: Concepts, Modes and Factors

**UNIT-III:** International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS and European Union. International Marketing Strategies

**UNIT-IV:** Selection of Retail Market, Study and Analysis of Retailing in global setting, Internationalization of Retailing and evolution of Methods of International Retailing.

**SUGGESTED READINGS:**

1. Kotabe M, Helsen K. (2016)“ Global Marketing Management” Wiley, Jhon&Sons,Inc
2. NargundkarRajendra(2012)“ International Marketing” Excel Books
3. Joshi Rakesh Mohan(2016), “ International Marketing” OxfordUniversity Press
4. Kotabe,Pelose,Gregory And Helson(2015) “ International Marketing Management” Wiley, Jhon&Sons,Inc
5. McCarthy J.E: Basic Marketing (2012), A Managerial Approach; McGraw Hill, New York.

# ON-LINE MARKETING (BVRM505)

## **UNIT-I: INTRODUCTION**

Introduction to Internet Marketing, Nature and scope. Evolution of online marketing, Digital Marketing Process. Marketing with Networks, Internet and Intranet, Global Matrix. Web Business Models in the world of Marketing,

## **UNIT-II: E-MARKETING**

E-marketing Channels, Suppliers and Intermediaries. Online Marketing, Blogs, RSS, Podcasting, Online Communities and Social Networks, their influence on Consumers, Personalization, Online Consumer behaviour, Customer Support and Online Service Quality.

## **UNIT-III: MARKETING STRATEGY**

Internet Marketing Strategy, Macro Environmental Analysis and strategy formulation, Internet Marketing Plans, Internet and the Marketing Mix Channels, E-tailing, B2B e-marketing, Online Relationship Marketing, E-CRM. Permission Marketing, Models and applications,

## **UNIT-IV: NEW PRODUCT DEVELOPMENT AND INNOVATION**

New Product development and the Net, Innovations and rapid New Product development Traffic and Brand Building, Battle for Web Traffic, Internet Marketing Communications - Publicity and Viral Marketing.

## **SUGGESTED READINGS:**

1. Murty, C.V.S.(2015), E-Commerce, Himalaya Publications, New Delhi
2. Kienam(2008), Managing Your E-Commerce business, Prentice Hall of India, N. Delhi.
3. Kosiur,(2010), Understanding E-Commerce, Prentice Hall of India, N. Delhi.
4. Kalakota, Whinston(2010) , Frontiers of Electronic Commerce, Addison Wesley.

# COMPUTER PRACTICAL-III (BVRM506P)

## **OBJECTIVE:**

To make the students conversant with SAP applications.

## **BROAD AREAS OF PRACTICAL:**

Learning of SAP applications in big retail organizations.

Note: Paper BVocRM-S-506 Computer Practical- III: Practical shall be on SAP applications to be conducted by External Examiner drawn from industry and appointed by the University. There will be no internal assessment in practical component. Time allowed for practical examination is 03 hours.

# VISUAL MERCHANDISING (BVRM507P)

## **PRACTICAL TRAINING**

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

### **Broad Areas of Training:**

- Displays
- Design
- Mannequins
- Props & Signage
- Tools and Materials of the Trade
- Fixtures and Lighting
- Store Planning and Layout
- Store Fixturing Plans
- Store Renovation including budgets

### **SUGGESTED INSTRUCTIONAL METHODOLOGY:**

Paper BVocRM-S-507 Visual Merchandising: Students shall proceed for training of 02 weeks duration during the semester. The students are expected to learn signage, flex designing & display, marketing communication, season to season design changing, advertisement and promotion (in-store and outdoor). The students are required to prepare a Training Report which shall be evaluated at the time of Viva-voce by External Examiner drawn from industry and appointed by the University

# (SEMESTER-VI) ADVERTISING AND BRAND MANAGEMENT (BVRM601)

## OBJECTIVE:

1. To make the students understand the importance of advertising and medias' role in advertising and Brand management.

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

**UNIT-IV:** 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.

# PERSONALITY AND SOFT SKILL DEVELOPMENT (BVRM602)

## OBJECTIVE:

After completion of the course students will be familiar with different aspects of personality and role of soft skills in personality development.

**UNIT-I:** Introduction: Concept of Personality, Personality Consciousness, Personality Patterns, Personality Syndrome, Symbols of Self, Clothing Names and Nicknames, Speech, Age, Success, Reputation, Molding the Personality Pattern, Persistence and Change.

**UNIT-II:** Personality Determinants: Physical Determinants, Intellectual Determinants, Emotional Determinants, Social Determinants, Aspiration and Achievement, Educational Determinants, Family Determinants.

**UNIT-III:** Personality Development: Healthy Personalities, Developing Self Awareness, Managing Personal Stress, Solving Problems Analytically and Creatively, Grooming, Appearance, Dress Sense, Personal Hygiene, Etiquettes and Body Language, Time Management, Public Speaking.

**UNIT-IV:** Interpersonal and Group Skills: Building Positive Relationship, Strategies for Gaining Power and Influence, Fostering Motivational Environment, Building Effective Teams, Interviewing Skills, Conducting Meetings.

## SUGGESTED READINGS:

1. Hurlock, Elizabeth B(2012), Personality Development, Tata McGraw Hill, New Delhi
2. McGrath, E.H., (2012), Basic Managerial Skills for All, Prentice Hall of India Pvt. Ltd., New Delhi
3. Wehtten, David A and Kim S Cameron(2010) Developing Managerial Skills, Pearson Education, New Delhi

# TAXATION LAW AND PRACTICE (BVRM603)

## OBJECTIVE:

The objective of the course is to familiarize the students with the different issues relating to assessment of tax liability under the Income Tax Act and GST.

**UNIT-I:** Basic Concepts and Income from Salary Basic Concepts and Definitions: Income, Agricultural Income, Gross Total Income, Total Income, Person, Firm, Assessee, Assessment Year, Previous Year, Tax liability, Tax Evasion Tax Avoidance, PAN and TAN. Residential Status and Incidence of Tax, Incomes Exempt from Tax.

**UNIT-II:** Heads of Income Income from Salaries, House property, Capital gains. Profits and gains of Business and Profession and Income from other sources.



**UNIT-III:** Clubbing Provisions, Deductions and Filing of Tax return Clubbing Provisions; Set-off and carry forward of losses; Deductions from Gross Total Income for Individuals. Computation of tax liability of individuals, Filing of return.

**UNIT-IV:** Goods and Services Tax Levy of, and exemption from Tax, Input Tax credit, Registration, Tax invoice, Debit and Credit Note, GST Return Filing.

**SUGGESTED READINGS:**

1. Gaur, V.P., D.B. Narang, Puja Gaur, Rajeev Puri,(2017), Income Tax Law & Practice, Kalyani Publishers, 44th Edition, .
2. Singhania, V.K.& Monica Singhania,(2017), Students Guide to Income Tax, Taxmann,
3. Ahuja, Girish(2017), Ravi Gupta, Practical Approach to Direct & Indirect Tax, Bharat Publishers,.

## **INTERNSHIP / PROJECT (BVRM604P)**

### **OBJECTIVE:**

The objective is to enable the intern to equip the intern with the elementary knowledge of actual functioning and problems faced by the organization and can develop feasible business models for solution. Further, he/she is expected to learn SAP applications in a real time business environment.

At the end of 5th Semester examination, the College shall facilitate internship of the students in top retail organizations. Immediately after the completion of 5th Semester Examination (during winter vacation), student shall proceed for Internship of eight weeks duration. The intern is expected to be able to analyse and suggest solutions of a live problem. During the course of training, the organization shall assign a problem / project to the intern.

The intern shall submit 'Performance Certificate' from the company where he/she undertook the internship. This certificate will also be considered while evaluating the training report by examiner. Alternatively, if it is not possible to do internship the students will prepare a Project Report on a topic assigned to him/ her by the college. The project report will be evaluated by the examiner.

The External Examiner appointed by the University shall assess the Internship Report/ Project Report during viva-voce to be conducted in 6th Semester (Internship Report/ Project Report: 70 marks, Viva- voce: 30 marks).



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# KALINGA UNIVERSITY

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