

Syllabi and Courses of study for B.Com (Honors) – 3rd year**Effective from academic session-2014**

S.No.	Subject Code	Subject Name	Theory		Continuous Assessment	
			Max	Min.	Max	Min.
1.	BCH-301	Communicative English	80	32	20	08
2.	BCH -302	Research Methodology	80	32	20	08
3.	BCH -303	Organizational Behaviour	80	32	20	08
4.	BCH -304	E-Commerce	80	32	20	08
5.	BCH -305	Project Feasibility Report	80	32	20	08

Optional specializations for 3rd year (B.Com Honors):

Specialization I: Accounting and Taxation

Specialization II: Sales and Marketing.

A student shall have to opt three papers either from Specialization I or from Specialization II

I. Accounting and Taxation

S.No.	Subject Code	Subject Name	Theory		Continuous Assessment	
			Max	Min.	Max	Min.
1.	BCH-306	Corporate Tax Planning and Management	80	32	20	08
2.	BCH -307	Corporate Accounting	80	32	20	08
3.	BCH -308	Management Accounting	80	32	20	08
4.	BCH -309	Computerised Accounting System	80	32	20	08
5.	BCH -310	Insurance Procedures and Documentation	80	32	20	08

II. Sales and Marketing

S.No.	Subject Code	Subject Name	Theory		Continuous Assessment	
			Max	Min.	Max	Min.
1.	BCH-311	Service Marketing	80	32	20	08
2.	BCH -312	Advertising Management	80	32	20	08
3.	BCH -313	Sales Management	80	32	20	08
4.	BCH -314	International Marketing	80	32	20	08
5.	BCH -315	Retail Marketing	80	32	20	08

B. Com (Honors) 3rd Year

Title of the Course: Research Methodology

Course No: BCH -302

Course Objective:

To equip the students with the basic understanding of the concepts, techniques of business research and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

Course Structure:

Unit I:

Introduction to Research: Definition, Nature and Scope of Research Methodology and its applications in the various functions of management; Problem Formulation and Statement of Research Objectives; Value and Cost of Information - Bayesian Decision Theory; Types of business problems encountered by the research Problems and precautions to the researcher in India

Unit II:

Research Design: Organisation Structure of Research; Research Process – Steps involved in research process; various methods of research design; Measurement of variables – Scales and measurements of variables; Developing scales: Rating scale and attitudinal scales. Validity testing of scales developed; Reliability concept in the scales being developed; Stability Measures.

Unit III:

Data Collection and Sampling: Types of data -Secondary and Primary Data; Various Methods of Data Collection - Observational and Survey Methods; Types of data and various methods of collecting data; Preparation and Design of Questionnaire and schedule; Sample size; Determination and selection of sample member; Determination of sample size and an appropriate Sampling design; Probability and Non-Probability Sampling.

Unit IV:

Analysis and Interpretation: Coding, editing and tabulation of data; various kinds of charts and diagrams used in data analysis; Application of statistical techniques for analyzing the data, elementary Parametric and Non-Parametric statistical techniques.

The purpose of the written report – concept of audience – Basics of written reports; Types and layout of research report; Precautions in preparing the research report.

Books Recommended:

1. C.R . Kothari, Research Methodology Methods & Techniques, 2/e, Wishwa Prakashan
2. Cooper, Business Research Tata McGraw-Hill
3. Ranjit Kumar, Research Methodology, Sage Publications, London, New Delhi, 1999
4. William G. Zikmund, Business Research Methods, Thomson, South-western, 2003
5. G.W.Ticehurst and A.J.Veal, Business Research Methods, Longman, 1999.

B. Com (Honors) 3rd Year

Title of the Course: Organizational Behaviour

Course No: BCH -303

Course Objective:

The objective of this paper is to develop understanding of basic aspects of Organizational Behaviour and familiarize the student with behavioural processes in the organization.

Course Structure:

Unit I:

Organizational Behaviour: Concept, nature, characteristics, conceptual foundations, determinants and importance; Foundations of Individual Behaviour: *Perception*: Concept, nature, process, and importance; *Attitude*: Concept, process, and importance.

Unit II:

Personality: Concept, nature, types and theories of personality shaping; *Learning*: Concept and theories of learning.

Motivation: Concept, principles, theories – content and process. Monetary and Non-monetary motivation.

Unit III:

Group Dynamic: Definition of Group, stages of Group Development, Group Structure, Group Decision Making; Conflict Management: Concept, Sources, types, functionality and dysfunctional of conflict, Classification of conflict, Resolution of conflict.

Unit IV:

Leadership: Concept, functions, styles, and theories of leadership; *Organizational Power and Politics*: Concept of power, sources of power.

Concept of Stress, causes and symptoms of stress, Stress Management,

Books Recommended:

1. Robbins, P.Stephen, Organisational Behaviour, 10/e, Pearson Education, New Delhi, 2004
2. L.M. Prasad: “*Management Process & Organisation Behaviour*” S. Chand & Sons
3. Diwvedi, R.S., ‘Human Relations and Organisational Behaviour-A Global Perspective’, McMillan Ltd., N.D.
4. Pareek Udai: Behavioural Process at Work, Oxford & IBH, New Delhi, 2003
5. Chandan : Organisational Behaviour, Vikas
6. Saiydaian, Organisationsal Behaviour, TMH, New Delhi, 2003

B. Com (Honors) 3rd Year

Title of the Course: E-Commerce

Course No: BCH -304

Course Objective:

The objective of this paper is to develop understanding of basic process of E-Commerce and its application in the modern business.

Course Structure:

Unit I:

E-commerce Technology: Principles – Potential – Data Warehousing – Temporal Coherency – Networking Infrastructure – Software Tools – IP, TCP HTTP, HTML – Cryptography – Consumer Interface Technologies – OALP & Data mining.

Unit 2:

E-commerce: Effect on job, growth, trade, international co-operation – Tax problems - Application of E-commerce in different sectors – service, industry, domestic etc., - multidisciplinary approach to E-commerce – Software's.

Unit 3:

E-commerce Management: Net Centricism – Navigation – Digital Design – Web Metrics – Business models – Hyper Markets – Intelligent Agents – Auctions – Design, Protocol.

Unit 4:

Channel conflict management: Security and Encryption – Abuse and Netiquette – Internet Governance – Economics of E Commerce – Equilibrium price – Electronic Marketing – Taxing – E business – Road map for success.

Books Recommended:

1. Kalakota,R & Whinston,A.B., 'Electronic commerce-A manager's guide', Addison Wesley, USA.
2. Kalakota & Whinston, Frontiers of Electronic Commerce, Addison Wesley, 2001.
3. Kalakota & Winston: Frontiers of E-commerce, Pearson Education, Mumbai, 2002.
4. Efraim Turbon, Jae Lee, David King, H. Michael Chung, Electronic Commerce, A Managerial Perspective, Pearson Education Asia, 2001
5. Nabil R.Adam and Oktay Dogramaci , Electronic Commerce: Technical Business and Legal Issues, Prentice Hall USA, 1998.
6. Bharat Bhaskar: Electronic Commerce,Tata Mc-Graw-Hill, New Delhi, 2003.

B. Com (Honors) 3rd Year

Title of the Course: Project Feasibility Report

Course No: BCH -305

Course Objective:

To enable the student to observe practically and participate in management problems and situations in a real-life organization and to report the facts, observations and inferences on the basis of industrial visits.

Methodology:

In this paper a student shall be required to submit a report to the college which will be based on his industrial visit to the business organization where he shall be deputed by the college for the purpose after the second year examination for three weeks. The students during the visit will observe and participate in the decision-making in a specific functional area of the business in the organization to which he is deputed. On the basis of his observations about the decision-making in actual practice at the organization he would prepare a report and the same he would submit to the college two months before the commencement of the third year examination for evaluation. The report will consist broadly of two parts. First part will be an introduction to the organization covering various aspects such as brief history, organization structure, financial performance, products, services etc. Second part of the report will be based on the observations made by the student about the functional area which he has studied during the visit in the organization. The report should contain practical suggestions and recommendations that could be considered for implementation by the organization. Size of report should not be less than 50 pages. The evaluation of the report shall cover two phases. In the first phase the report will be evaluated by an external examiner appointed by the University for the purpose and who would evaluate the report out of 75 marks. In the second phase of evaluation, the candidate will make a presentation before a board of examiners highlighting the objectives, methodology, observations and the recommendations. The members of the board could ask question or seek clarification. Three copies of the report will be submitted. The board of examiners shall consist of Head of Department of the College, one examiner to be appointed by the University and one senior faculty member of the College to be appointed by the College. Head of the Department of the College will be the chairman of this board. The board shall give due consideration to the remarks provided by the organization, in its certificate issued to the candidate after completing the visit, on the performance, conduct, and behaviour of the candidate as well as the quality of class presentation.

B. Com (Honors) 3rd Year

Optional Specialization-I (Accounting and Taxation)

Title of the Course: Corporate Tax Planning and Management

Course No: BCH -306

Course Objective:

The objective of this paper is to develop basic knowledge and understanding of corporate tax system in India and how it can be effectively managed.

Course Structure:

Unit I

Concept of Tax Planning and Management, purpose of Tax Planning and Management, tax avoidance and tax evasion; Tax Planning with reference to location of business for setting up new business units; Tax Planning with reference to nature of business for setting up new business units; Tax Planning in respect of employees' remuneration.

Unit II

Purpose and classification of taxes, Canons of taxation, India's Tax System, distinctions and case precedence, Computation of income for joint stock company including house property, Business and profession, capital gain and income from other sources.

Unit III

Taxation of Companies: Residential status of companies and tax incidence, Classification of companies for taxation, Corporate tax rates, Minimum Alternate Tax and Dividend Tax; Depreciation schedule under companies act and under Income Tax Act.

Unit IV

Tax provisions relating to free trade zones, backward area and Infrastructure sectors; Project: Filling of relevant forms for joint stock Company, challans

Books Recommended:

1. Vinod K. Singhania, Taxman's students guide to income tax .
2. E.A. Srinivas, Corporate Tax Planning, Tata McGraw Hill.
3. V. K. Singhania, K. Singhania, M. Singhania, Direct Taxes-Planning and Management, Taxmann.
4. V.S. Datey, Indirect Taxes-law and Practice, Taxmann.

B. Com (Honors) 3rd Year

Title of the Course: Corporate Accounting

Course No: BCH -307

Course Objective:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

Course Structure:

Unit I:

Underwriting of Shares: Meaning, Terms used in underwriting: underwriter, marked application, unmarked application, partial underwriting, firm underwriting, calculation of underwriting commission; Preparation of statement showing allocation of gross liability and net liability, SEBI guidelines for underwriting.

Unit II:

Redemption of Preference Shares: Meaning, legal provisions, treatment regarding premium on redemption, Creation of Capital Redemption Reserve Account (CRR), Fresh issue of shares, Arranging for cash balance for the purpose of redemption, minimum number of shares to be issued for redemption, issue of bonus shares, preparation of Balance Sheet after redemption.

Unit III:

Valuation of goodwill: Meaning, Definition, Elements of goodwill, Types of Goodwill: Purchased Goodwill, Nonpurchased or inherent Goodwill; Valuation of Non-purchased Goodwill – Average Profit Method – Super Profit Method – Capitalization of Average Profit Method – Capitalization of Super Profit Method – Annuity Method

Valuation of Shares: Meaning, need for valuation, factors affecting valuation, methods of valuation: Asset Backing or Intrinsic Value Method, Yield Valuation Method, Dividend Yield, Fair Value method; Value of right shares – valuation of preference shares.

Unit IV:

Amalgamation and Internal Reconstruction; Amalgamation in the nature of merger and purchase: Calculation of purchase consideration - Treatment in the books of transferor and transferee (as per Accounting Standard 14, excluding inter- company holdings)

Books Recommended

1. R.L. Gupta & V.K. Gupta, Principles and Practice of Accounting, Sultan Chand & Sons
2. Tulasian, Accountancy–III, Tata McGraw Hill Co.
3. S.P. Jain & K.L Narang Accountancy–III, Kalyani Publishers
4. Haneef & Mukherjee Modern Accountancy (Vol-II), Tata McGraw Hill.

B. Com (Honors) 3rd Year

Title of the Course: Management Accounting

Course No: BCH -308

Course Objective:

The objective of this paper is to make the students capable in understanding and analyzing the financial statements so as to facilitate in managerial decision-making.

Course Structure:

Unit I:

Management Accounting: Nature, scope, functions and significance. Distinction between Financial Accounting and Management Accounting, Responsibility Accounting; Financial Analysis: Nature and significance, Methods of analysis: Common Size Statements and Comparative statements. Tools of analysis.

Unit II:

Ratio Analysis: Meaning and Significance, Types- Profitability ratios, Efficiency ratios, Liquidity ratios, Solvency ratios and Risk ratios.

Cash flow statements: meaning, significance and preparation.

Unit III:

Marginal Costing: Nature, Significance and Limitations, CVP Analysis and Break even analysis. Standard Costing: meaning, significance and process. Variance Analysis (Basic variance only)

Unit IV:

Budgeting Process; Performance Budgeting, Zero base budgeting, Programme budgeting and Activity based budgeting. Budgetary control: Nature, objectives and significance. Types of Budgets: Operational Budgets, Financial budgets and Master Budget.

Management reporting: Meaning and significance, Types of reports, Principles of reporting.

Books Recommended:

1. Rajesh Kothari, 'Management Accounting- concepts and applications, MacMillan India Ltd., 2007.
2. M.A.Sahaf, 'Management Accounting- Principles and Practice' Vikas Publishing House Pvt. Ltd., 2009.
3. S.N.Maheshwari, S.K.Mahaeshwari, 'Accounting for Management, Vikas Publishing House Pvt. Ltd., 2006.
4. M.N.Arora, 'Cost and Management Accounting' Vikas Publishing House Pvt. Ltd., 2006.
5. Ambrish Gupta, 'Financial Accounting for Management' Dorling Kindersley (India) Pvt. Ltd., 2009.

B. Com (Honors) 3rd Year

Title of the Course: Computerized Accounting System

Course No: BCH -309

Course Objective:

This course is designed to include a review of the fundamentals of accounting and the relationships between manual accounting applications and computerized accounting applications.

Course Structure:

Unit I:

Overview of computerized accounting system:

Concept and types of computerized accounting system (CAS)

Features of a computerized accounting system, structure of a computerized accounting system.

Unit II:-

Using computerized accounting system

Steps in installation of CAS, Preparation of chart of accounts, codification and Hierarchy of accounts heads.

Date entry, data validation and data verification, adjusting entries, preparation of financial statements, closing entries and opening entries.

Security of CAS and Security features generally available in CAS (students are expected to understand and practice the entire accounting process using an accounting package).

Unit III:

Accounting using database management System (DBMS)

Concepts of DBMS, objects in DBMS: Tables, Quires, forms, reports.

Creating data tables for accounting. Using quires, forms and reports for generating accounting Information. Applications of DBMS in generating accounting information such as shareholders records, sales reports, customers profile, suppliers profile payroll, employees profile, petty cash register.

Unit IV:

Accounting applications of electronic spreadsheet

Concept of an electronic spreadsheet (ES). Features offered by electronic spreadsheet.

Applications of electronic spreadsheet in generating accounting information, preparing depreciation schedule, loan repayment schedule, payroll accounting and other such applications.

Books Recommended

1. Aman Jindal, Management information system, Kalyani Publication
2. S.K. Bsabdra, Computer Today (E-Commerce), Galgotia Publications
3. Ivan Bayross, PL/SQL, BPB Publications
4. Henry F. Korth, Database Concepts, MG Hills Publications
5. Fast and Easy, Microsoft Access, Practice Anne Publications
6. Rita B, Tally 9.2(including VAT & TDS) Cyber Tech Publishers, New Delhi
7. Neeraj Sharma, Computerized Accounting, Kalyani Publishers, Ludhiana

B. Com (Honors) 3rd Year

Title of the Course: Insurance Procedures and Documentation

Course No: BCH -310

Course Objective:

The objective of this subject is to acquaint students with the contemporary issues, procedure and documentation in the insurance sector. It also imbibes knowledge of managerial issues related to life insurance and general insurance, claims settlement and other regulations.

Course Structure:

Unit I:

Insurance and its evolution, Principles of Insurance, Classification of Insurance, Insurance vs. Assurance, Rights and Responsibilities of Insurer and Insured, Appraisal and Growth of Insurance in India

Unit II:

Essentials of an Insurance contracts, Insurance contract vs. Wagering contract, Insurance vs. risk, Determinants of risks in Insurance, Sources of Information about the risk to be Insured, Social security vs. Insurance

Unit III:

Distribution channel in Insurance-Introduction, Individual Agents-Appointment, functions, code of conduct and remuneration; Eligibility, functions, code of conduct and remuneration of corporate agents and brokers, Weaknesses in Distribution channels in India and suggestions for improvements, Prerequisites for obtaining a license, conditions for license and cancellation of license.

Unit IV:

Life Insurance, Documentation in Life insurance contract, Claims settlement in Life Insurance, Actuarial process in India-Eligibility, functions and Duties of Actuaries, Role of Actuaries in Investment process; General Insurance, Documentation in General insurance contract, Claims settlement in General Insurance.

Books Recommended:

1. Karampal, B.S.Bodla et al, 'Insurance Management-Principles and Practice', Deep & Deep Publications.
2. M.N.Mishra, 'Insurance'
3. Nalini Prave Tripathy, Prabir Pal, 'Insurance theory and practice' TMH 2007.
4. Neelam C. Gulati, 'Principles of Insurance Management', Excel Books, 2007

B. Com (Honors) 3rd Year

Optional Specialization-II (Sales and Marketing)

Title of the Course: Service Marketing

Course No: BCH -311

Course Objective:

The objective of this paper is to develop understanding of basic aspects of Service sector and familiarize the student with various Services and related matters.

Course Structure:

Unit I:

Services: Meaning, Characteristics & Nature. Growth in Service Sector, Growth in Services Sector, Marketing of Services-Conceptual Framework, Marketing Mix in Services, Services Marketing Environment, Services Triangle

Unit II:

Services Consumer Behaviour, Designing Service Marketing Strategy, STP (Segmenting, Targeting and Positioning)-Approach in Service Sector, Service Demand Management, Role of Customers in Services, Role of Employees in Services, Service Quality, Gap Analysis, SERVQUAL, Customer Satisfaction and Relationship Marketing in Services

Unit III:

New Service Design and Development, Services Pricing-Objectives & Approaches, Managing Physical Evidence, Integrated Marketing Communication in Services, Delivery & Distribution of Services, Global Strategies in Services Management, Service Failure and Recovery, Role of Technology in Services, Recent Trends in Services.

Unit IV:

Building marketing strategy for hospitality, tourism, travel, medical, information technology, educational, financial, entertainment services.

Books Recommended:

1. Christian Gronroos, Service Management and Marketing, John Wiley & Sons Ltd, 2000.
2. Valarie A. Zeithaml, et al, Service Marketing, Tata McGraw Hill,2000.
3. Christopher Love Lock, Service Marketing, Pearson Education Asia,2001.
4. Kruse, Service Marketing, John Wiley & Sons Ltd, 2000.
5. Tom Powers, Marketing Hospitality, John Wiley & Sons Inc.2000.
6. Philip Kotler, Marketing of non-profit organization, Prentice Hall, 2000.
7. Helen Woodruffe, Services Marketing, Macmillan, 2001.

B. Com (Honors) 3rd Year

Title of the Course: Advertising Management

Course No: BCH -312

Course Objective:

The objective of this course is to help the students to learn the concepts and skills involved in developing and testing effective advertising programmes.

Course Structure:

Unit I:

Advertising - Definition, Objectives, Functions and Classification of Advertising, Advertising in Comparison to other tools of Marketing Communication, Advertising as a Career, AIDA Concept, Consumer Behaviour & Advertising

Unit II:

Social, Economical, Ethical and Legal Aspects of Advertising; Advertising Organization: Advertising Agency- Types & Function of Advertising Agency; Functions of Advertising Department and Advertising Manager

Unit III:

Creative Strategy: Creative Process, Copy Strategy: Print Advertising- Elements & Layout, TVC (Television Commercial) Planning and Production; Source, Factors; Message Factors; Advertising Appeals & Execution Styles

Unit IV:

Media planning and Strategy: Media Alternatives, Media Planning & Buying, Developing Media Strategies, Advertising Budget - Approaches and Procedure, DAGMAR Approach, Advertising Effectiveness; Trends in Advertising

Books Recommended:

1. Tom Duncan Advertising & IMC, 2nd Edition,2007, Tata McGraw-Hill Publishing Company
2. Wells & Burnett Advertising Principles and Practices, 6th Edition, 2003, Pearson Education India
3. Belch & Belch, Advertising and Promotion, 6th edition, 2006, Tata McGraw-Hill Publishing Company

B. Com (Honors) 3rd Year

Title of the Course: Sales Management

Course No: BCH -313

Course Objective:

The main objective of this course is to acquaint students with the nature of Sales Management and its application in corporate sector.

Course Structure:

Unit I:

Sales Management: Concept, Objectives and Functions; Personal Selling: Concept & Importance, Classification of Sales Jobs; Buyer-Seller Dyads; Personal Selling process; Theories of selling. Sales Force Management challenges.

Unit II:

Sales Planning: Importance, Approaches and Process of Sales Planning; Sales Forecasting; Sales Budgeting, Sales Organization: Purpose, Principles and Process of setting up a Sales Organization; Sales Organization Structures; Organizing for Global Sales, Determining Size of Sales Force.

Unit III:

Managing the Sales Force: Recruitment, Selection, Training, Compensation, Motivating and Leading the Sales-Force; Sales Meetings and Contests.

Unit IV: Territory and Quota Management: Need, Procedure for setting up Sales Territories, Time Management; Sales Quotas: Purpose, Types of Quotas, Administration of Sales Quota. Control process: Analysis of Sales Volume, Cost and Profitability; Management of Sales Expenses, Evaluating Sale-Force Performance.

Books Recommended

1. Spiro, Stanton & Rich : Management of a Sales Force, Tata McGraw-Hill : 11th edition, 2003.
2. Still, Cundiff & Govoni : Sales Management, 5th edition 2007.
3. Tapan k. Panda, Sunil Sahadev: Sales and Distribution Management , Oxford University Press, 2008
4. Tanner, Honeycutt, Erffmeyer :Sales Management, Pearson Education India , 1st edition, 2009
5. David Jobber, Geoff Lancaster: Selling and Sales Management, Pearson Education India 6th edition, 2003.

B. Com (Honors) 3rd Year

Title of the Course: International Marketing

Course No: BCH -314

Course Objective:

The main objective of this course is to acquaint students with the process and application of International marketing management in the contemporary business.

Course Structure:

Unit I:

International Marketing: definition, concept and selling distinctions between international trade, marketing and business, economic environment of international marketing; International Institutions: World Bank, International Monetary Fund, UNCTAD, WTO, Customs Union(Common Market, Free trade zones and economic communities).

Unit II:

Constraints on International Marketing: Fiscal and Non-Fiscal barriers, non-tariff barriers, trading partners, bilateral trade agreements and commodity agreements and G.S.P.

Unit III:

Procedures in International Marketing; Procedures and Documents, registration of exporters, export quotations, productions and clearance of goods for exports, Shipping and transportation insurance, negotiations of documents, instruments of payment, open account, bill of exchange, letter of credit and export finance.

Unit IV:

International Marketing Mix: Identification of Markets, product policy, International Product Life Cycle, Promotion and Distribution Strategy, Various forms of International Business and Marketing of Joint Ventures and turnkey projects. Analysis of cases and current developments.

Books Recommended:

1. Bhattacharya B "Export Marketing, Strategies for Success" Global Business Press, New Delhi, 1991
2. Saxena,R. & Kapoor,M.C., "International Marketing: Concepts, Techniques & Cases", Tata McGraw Hill, New Delhi, 1994.
3. Varshney & Bhattacharya, "International Marketing", TMH, NewDelhi,1990.
4. Philip R. Cateora, John L. Graham, International Marketing 11/e, Tata McGraw-Hill Co. Ltd., 2002.
5. Sak Onkvisit, John J. Shaw, International Marketing Analysis and Strategy, 3/e, Prentice-Hall of India Pvt. Ltd., 2000.
6. Isobel Doole and Robin Lowe, International Marketing Strategy, 2/e, Thomson Learning, 2003.
7. Subhash C. Jain, International Marketing, 6/e, South-Western, 2001.

B. Com (Honors) 3rd Year

Title of the Course: Retail Marketing

Course No: BCH -315

Course Objective:

The course aims at acquainting students with the concepts and marketing practices in the retailing sector and the future ahead in this sector.

Course Structure:

Unit I:

Retailing: Concept, functions, Scope & Trends in Retailing, Issues & Challenges in Organized Retailing. Retail Evolution & Growth in Indian Context, Understanding Retail Consumers.

Unit II:

Retailing strategy: Process & Development, Types of Retailing Formats. Retail Location Strategy, Retail Promotion Strategy, CRM in Retailing.

Unit III:

Retail Merchandising: Concept, Merchandising Planning Process, Methods of Merchandising Procurement, Retail Pricing & Evaluating Merchandising Performance.

Unit IV:

Retail Marketing and Branding, Retailing & MIS, Servicing the Retail Customer, Store Management; Store Layout, Design & Visual Merchandising, Private Labels, Retail Franchising, Category Management in Retailing. Multi-channel Retailing.

Books Recommended:

1. Michael Levy & Barton A Weitz: Retailing Management, Tata McGraw-Hill Publication, 5th edition.
2. David Gilbert: Retail Marketing Management, Pearson Education India 2nd Edition.
3. Barry Berman and Joel R. Evans : Retail Management-A Strategic Approach, PHI 10th Edition.
4. Chetan Bajaj, Rajnish Tuli, Nidhi Srivastava : Retail Management ,Oxford Publication, 1st edition, 2005
5. Roger Cox & Paul Brittain: Retailing- an Introduction, Pearson Education India, 5th edition, 2006