

PANJAB UNIVERSITY, CHANDIGARH -160014 (INDIA)

(Estd. under the Panjab University Act VII of 1947 enacted by the Govt. of India)

FACULTY OF BUSINESS MANAGEMENT
AND COMMERCE

OUTLINES OF TESTS SYLLABI AND COURSES OF
READING
FOR

B.Voc. (Retail Management)

for the session 2014-15

DIFFERENT LEVELS OF B.VOC (Retail Management)

Year	NSQF LEVEL	CREDITS (SKILL COMPONENT)	CREDITS (GENERAL EDUCATION CREDITS)	MINIMUM QUALIFICATION REQUIRED	EXIT POINTS/ AWARDS
1	Level 1	36	24	+2	Diploma
2	Level 2	36	24	Diploma	Advanced Diploma
3	Level 3	36	24	Advanced Diploma	Degree

B.Voc.(Retail Management)

Scheme of Examinations and Syllabus for the Session 2014-15

Note:

- 1 Instruction for paper setter: There will be two units in each subject. The question paper of each subject covering the entire course shall be divided into three sections:
Section A (20 marks)

S.NO	Code No.	PAPER TITLE	CREDITS	HOURS		Term End Examinations	Internal Assessment	Total
				CLAS\$	TRAINING			
1st SEMESTER								
Part A :General Foundation Course								
1	GFC 101	Communication Skills	6	90		80	20	100
2	GFC 102	Computer Fundamentals	6	90		80	20	100
Part B:Skilled Courses								
3	BIR 101	Retail Concepts Theory	6	50	40	80	20	100
4	BIR 102	Management Process	6	90		80	20	100
5	BIR 103	Consumer Behavior	6	90		80	20	100
2nd SEMESTER								
Part A :General Foundation Course								
6	GFC 103	Functional English for Executives	6	90		80	20	100

7 GFC Business Ethics
104

5	BIR 203	Human Resource Management in Retail	6		80	20	100
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4th SEMESTER

2 GFC Financial Management 6
302

1. Management Heinz Wehrich, Mark.V.Cannie, Harold Koontz Tata McGraw Hill Publication
2. Management Rocky W. Griffin, Biztantra Publication
3. Business Communication Krizan, Merrier, Jones Thomson Learning 6th Edition
4. Developing Communication Skills Krishm86(s)-129092(o)-19.1287(n)20.9092(,)-9.50755(L)12.11287(n)20.9056059.2668(e)4.819.0

Paper GFC 102: COMPUTER FUNDAMENTALS

Objective: The course provides students a fundamental understanding of information systems concepts and their application in contemporary business.

Unit-I

Concept of Computers Importance, Classification, Brief history of computer, Generation and its evolution, Limitations of computer; Basic Computing Architecture, CPU and its components; Operating system Types, Hardware, Software, Systems Software, Application Software and Packages; Introduction to Embedded Software, Fundamentals of operating system Mouse, Moving Icons on the screen, Use of Common Icons, Status Bar, Using Menu and Menu Bar, Running an Application Viewing of File, Folders and Directories.

Unit-II

Introduction to Memory Organization: Characteristic terms for various memory devices, main/primary memory, external/auxiliary memory, high speed memory; Telecommunication and Networks Fundamental of Data Communication, Network Concepts and Classification. Basics of Electronic mail, getting an Email account, Sending and receiving emails, Document collaboration, Instant Messaging, Netiquettes.

Overview of Computer Applications in Public Services and Business Office Automation applications Word Processor (MS Word), Spreadsheet (MS Excel), Graphics & Presentation (MS PowerPoint), Computerized Accounting Basics of Tally.

Practical: Lab Sessions on specific topics of syllabus.

References:

1. Foundation of computing, Sinha, P.K., Sinha, BPB Publications.
2. Introduction to Information Technology, Turban, Rainer and Potter, John Wiley and sons.
3. Introduction to Information Systems, James, ABIC, McGraw Hill.
4. Programming in C, E. Balaguruswamy, Tata McGraw Hill.

5. Let us C Solutions: Y.P. Kanetkar, BPB Publication.
6. Introduction to computers, Norton, P, McGraw Hill.
7. Introduction to Information Technology, Rajaraman, V, PHI.
8. Computer Fundamentals, R, B, New Age Publications

Paper BIR 101: RETAIL CONCEPTS THEORY

Objective: To understand the basics of retailing, evolution of retailing, retailing strategy and global retail markets.

Unit - I

Retailing: Meaning, Nature, Classification, Scope and Importance

Factors influencing Retailing, Functions under Retailing, Retailing as a career

Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, The structuring of retail, Classification of Retail Units, Retail Formats: Corporate chains, Retailer Corporate and Voluntary system, Departmental Stores, Discount Stores, Super Markets, Warehouse Clubs.

Unit - II

Merchandising Mix, Retail Models and Theory of Retail Development, Business Models in Retail, Concept of cycle Retail. Emergence of Organized Retailing, Traditional and Modern Retail Formats in India, Retailing in Rural India, Environment and Legislation for Retailing, FDI in Retailing.

Practical: Discussion of Case Study on Retail Industry

Compulsory Training: On-the-Job Training for a period of 40 hours where student will take assistance with Retail Store as Sales Assistance.

References:

1. Swapna Pradhan Retailing Management
2. David Gilbert Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Gresham Retailing
4. A. J. Lamba The Art of Retailing
5. Barry Berman, Joel R Evans Retail Management A Strategic Approach

Paper BIR 102: MANAGEMENT PROCESS

Objective: To understand the principles & functions of Management, Process of decision making and modern trends in management process.

Unit-I

Management: its Evolution, Nature and Scope; Process of Management; Principles of Management; Management as a science or as an art; Scientific Management; Managerial functions and its roles. Business its meaning and concept; Business and Profession;

Paper BIR 103: CONSUMER BEHAVIOR

Objective: To understand the consumer learning, attitude, decision making, motivation and perception.

Unit-I

Consumer Behaviour definition, scope of Consumer Behaviour; Discipline of consumer behavior; Customer Value Satisfaction Retention Marketing ethics; Consumer research Paradigms The process of consumer research consumer motivation dynamics types measurement of motives consumer perception.

Unit-II

Consumer Learning Behavioural learning theories Measures of consumer learning Consumer attitude formation Strategies for attitude change; Social Class and Consumer Behaviour Life style Profiles of consumer classes Cross Cultural Customers Behaviour Strategies; Consumer Decision Making Opinion Leadership Dynamics Types of consumer decision making A Model of Consumer Decision Making.

Practical: Making consumer profile for any Retail Organization.

References:

1. Leon G. Schiffman

SEMESTER II

Paper GFC 103 FUNCTIONAL ENGLISH FOR EXECUTIVES

Objective: To develop the language and communication skills of the students.

UNIT-I

Speech basic grammar rules in English. Enhancing the reading ability of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Practice of reading newspapers viz., The Hindustan Times, Business Line, Economic Times etc. and magazines like business world etc.; Enhancing the spontaneous writing skill articles on simple topics given. Elitd giv

Paper GFC 104 BUSINESS ETHICS

Paper BIR 104- RETAIL MARKETING & SALES MANAGEMENT

Objective: To understand the concept of Retail Marketing through introduction to the world of retailing, Types and Strategies of retailing and sales management.

UNIT-I

Retail: definition, functions, consumerism, Global retail market challenges emergence of new markets, empowered consumer rise of e-commerce; Retail as a career buying and merchandising marketing store operations visual merchandising; Evolution of retail formats; Theories of retail development.

Retail consumer: factors influencing retail shopper customer decision making process market research for setting up a retail store; Concept of franchising evolution types

Paper BIR 106: CUSTOMER RELATIONSHIP MANAGEMENT

Objective: To enable the students to learn the basics of Customer Relationship Management.

UNIT - I

Overview of Relationship marketing Types of relationship marketing customer life cycle; Changing Nature of Marketing and Customer Service, Changing Social Trends Lesser Government Controls Rising Income Levels Threats from New Forms Empowered Customer Increased Demand Easy Access to Information

SEMESTER III

Paper GFC201: SOFT SKILLS AND PERSONALITY DEVELOPMENT

Objective: To expose the students to the concept of Human Development (Personal and interpersonal) with emphasis on the latent resources that every human being possesses. To fulfill the need and importance of creating an awareness of these resources and maximize the same to enable the students meet the challenges of the modern world.

Unit-I

Attitude, Process of attitude formation, How to build a success attitude, Spot analysis, Self assessment techniques, Self

Retail in India: Evolution and Size of retail in India Drivers of retail change in India Foreign Direct Investment in retail
Challenges to retail developments in India. Global retail markets: Strategic planning process for global retailers Challenges facing
global retailers Challenges and Threats in global retailing Factors affecting the success of a global retailing system

Compulsory Training: On-the-Job Training for a period of 40425()-169() Tj ET BT 12.0228 0 0 12 72 487.92 Tm () Tj ET /F85 15a74

Paper BIR 202-SUPPLY CHAIN MANAGEMENT

Objective:-

Paper BIR 203 HUMAN RESOURCE MANAGEMENT IN RETAIL

Objective: To provide basis to the students for understanding the nature, concepts, principles & practices in Resource Management.

UNIT - I

Human Resource Management: Introduction, development of HRM concept & HRM, Role of HR Manager, structure of HRM dept. Duties & Responsibilities of HR Manager. Human Resource Planning (HRP): Definition, Objectives, Need, Importance and the Process Job Description, Job Evaluation, Job Enlargement, Job Enrichment, Job Rotation. Manpower Planning: Objectives, Need, Importance, Short & Long term Manpower Planning, Career & succession planning. Recruitment & Selection: Sources of recruitment, procedure, basis of selection, interviews, tests, induction

UNIT - II

Compensation: Elements of Compensation, Base Compensation, factors Affecting Compensation, Fringe Benefits, Time Wage and Piece Wage System. Training & Development: Training Need, system approach to training, Education, Training & Development, Methods of training and development. Performance Appraisal: Need, objectives, Ethics & Concept of Performance management, methods of Performance Appraisal, Errors of Appraisal. Promotion, Transfer. Tools to improve managerial effectiveness: Kaizen, Quality circles, Time management, SWOT Analysis. Worker's Participation in Management: Concept and Evolution

Books Recommended:

1. Human Resource Management and Personnel Management - K. Ananthwappa

2. Personnel Management C. B. Mamoria
3. Human Resource Management Gary Dessler
4. Personnel The Management of Human Resources Stephen S. Robbins.

SEMESTER IV

Paper GFC 203

Practical: Case Studies on Behavioural Approaches related to Retail Industry

References:

1. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education
2. Fred Luthans, Organisational Behavior, McGraw Hill.
3. Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley.
4. Udai Pareek, Understanding Organisational Behaviour Oxford Higher Education.
5. Mc Shane & Von Glinov, Organisational Behaviour, Tata Mc Graw Hill.
6. Hellrigal, Slocum and Woodman, Organisational Behavior, Cengage Learning,
7. Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, , Tata McGraw Hill.

PaperGFC 204 ACCOUNTING APPLICATIONS

Paper BIR 204: IT APPLICATIONS IN RETAIL MANAGEMENT

Objective: To have understanding of role of IT in retail management and use of computer in improving retail business.

UNIT -I

Role of IT in Business, Influencing Parameters for use of IT in Retailing, IT Options Available in Retail, IT Application for Retail, Advantage of IT Application to Retail.

Collection of Data/Efficiency in Operations help Communication, Computer Awareness and Different Financial Packages, Issues Concerning the Use of Internet and Related Technology to Improve Retail Business.

UNIT -II

Emphasize Analysis of Consumer and Product/Service Types on Online Retailing, Efficient Management of Online catalogues, Direct Retailing Methods that Involves Technology such as Interactive TV and Mobile Commerce.

Electronic Data Interchange, Database Management, Data warehousing, Critical Analysis of Retailing Strategies, How Firms are using the Internet to expand their Markets, Customer Relationship Management and increase their sales.

Practical: Cost Benefit analysis of using IT in a Retail Organisation.

References

1. Swapana Pradhan Retailing Management
2. David Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan

Paper BIR 205: INVENTORY MANAGEMENT IN MALLS

Objective: Understand the concept of inventory management, purchase, plan, manage and control inventories and their links to further areas of the logistics system.

UNIT -I

Identification of Materials Coding of Materials, Coding Systems, Code Symbols, of Codes, Vetting Codes, Organising a Materials Vocabulary, specification, Bar Coding, Variety Reductions, Some Widely Used Coding Systems, Materials Handling Manual Handling, Mechanical Handling, Assessment of Handling Problems for Mechanisation, Relationship of Materials Handling to Transport, Receipt & Inspection Expediting, Receipts from Suppliers, Transfers from Other Storehouses, Returns from Production or Other Departments, Scrap Arising, Inspection, Vendor Quality Ratings, Issue & Dispatch Authorisation of Issues, Identification of Requirements, Tim925(iu698(s)9)-27..1287(a)

2. Inventory Management Explained: A Focus on Forecasting, Lot Sizing, Safety Stock, and Ordering Systems David J. Piasecki, Ops Publishing.
3. Production and Inventory Control Handbook James H. Greene.
4. Principles of Inventory and Materials Management Richard J. Tersine

SEMESTER V

Paper GFC 301: ECONOMICS FOR EXECUTIVES

Objective: To enable the students to learn principles and concepts of Business Economics, the objectives of business firms, actors of production and BEP Analysis, types of competitions and price administration.

UNIT - I

Objectives of business firms Profit Maximisation- Social responsibilities Demand analysis Law of Demand- Elasticity of demand.

Production function Factors of production Laws of diminishing returns and Law of variable proportions Economics of Scale Cost and Revenue Curve Break- even point analysis.

UNIT - II

Market structure and prices Pricing under perfect Competition Pricing under Monopoly Price discrimination Pricing under Monopolistic competition Oligopoly.

Pricing under factors of production; wages Marginal productivity theory Interest- Keynes's Liquidity preference theory Theories of Profit - Dynamic theory of Profit Risk Theory- Uncertainty theory.

Practical: Conducting market structure analysis for Retail Industry

Reference:

1. Sankaran Business Economics
2. Markar Et al Business Economics

3. Sundaram K.P & Sundaram Business Economics

Paper GFC 302: FINNCIAL MANAGEMENT

Objective: The objective of this course is to understand the concepts and decisions in financial management.

UNIT -I

Finance function Scope and Significance, Role of a finance executive, Financial goals Profit v/s Wealth, How finance functions are organized, Relationship of finance with other business functions, Time Value of Money - Discounting and Compounding Cost of Capital- Concept, Components, Weighted average cost of capital, Cost of Equity share capital, Retained earnings, Capital Budgeting Techniques Payback period, NPV, IRR, Accounting Rate of return, Working Capital Management Nature of working capital, Need for working capital, Estimation of working capital requirement, Financing working capital requirement, Commercial Papers, Management of Cash and Receivables, Factoring.

UNIT -II

Receivables Management Meaning, Factors influencing size of receivables, Forecasting Objectives and Dimensions of receivables management, Forming credit policy, Length of credit and executing credit policy, Financing investment in receivables, Formulating and executing collection policy; Cash Management Nature of cash, motives of holding cash, Cash planning, Managing cash flows, Investment of surplus funds, Inventory Management EOQ, Determination of Level of Safety Stocks, Dividend Policy & Practice- Dividend theories Walter's model, Gordon model, M.M. Approach, Factors influencing dividend decision, Forms Dividend, Bonus issue and right issue.

Practical: Calculation of Ratios and preparation of financial statements from ratios, Problems on Capital Structure, Calculation of Cost of Capital, Estimation of Working Capital Requirement and Methods for evaluation of Capital Expenditure decisions

References:

1. Financial Management I.M.Pandey
2. Financial Management Khan & Jain
3. Financial Management S.M.Inamdar
4. Financial Management N.M.Vechlekar
5. Financial Management & Policy R.M.Shrivastava
6. Financial Management Prasanna Chandra

Paper BIR 302: BUSINESS LAWS FOR RETAB

6. Indirect Tax Laws V.K. Sareen & Ajay Sharma

Paper BIR 303: MARKETING MANAGEMENT

Objective: The course aims at making participants understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm with a view to better understand and appreciate the complexities associated with the marketing function.

2. Douglas, J., Darymple, J. and Parsons, L.J., Marketing Management: Text and Cases, John Wiley and Sons.
3. Kotler, P., Marketing Management: Analysis, Planning, Implementation & Control, Prentice Hall of India, New Delhi.
4. Michael, J.E., Bruce, J.W. and William, J.S., Marketing Management, Tata McGraw Hill, New Delhi.
5. Ramaswamy, V.S. and Namakumari, S., Marketing Management: Planning, Control, MacMillan Press, New Delhi.
6. Zikmund, A., Marketing, Thomson Learning, Mumbai

SEMESTER VI

PAPER GFC 303:MANAGEMENT INFORMATION SYSTEM

Objective: To enable the students to acquire knowledge of MIS and understand Computer based information system and MIS support for the functions of management.

UNIT I

Introduction to Information Systemsdefinition - features- steps in implementation of MIS need for information system for decision making- MIS as competitive advantagesMIS structures.

MIS - Strategic information systemMIS support for planning organising controlling - MIS for specific functions personnel, finance, marketinginventory, production Data Base Management SystemsModels- hierarchical-network- relational- modular.

UNIT II

Computer Hardware Description of electronic computers CPU operations- Classification of computers main - mini - workstations- micro computers Super computerspersonal computers. Computer Software types of software data representation in computers

References

1. Management Information System Murdick and Ross
2. Management Information System A Contemporary Perspective Kenneth Laudon & Jarle Laudon
3. Management Information System Gordon B Davis
4. Management Information System James O brien
5. Computer applications in business Subramanian K

Paper GFC 304:ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

Objectives: To enable the students to acquire insight into the concept of Entrepreneurship and setting up a business plan.

UNIT - I

Understanding Entrepreneurship:

References:

1. Entrepreneurship Development Small Business Enterprises Chasantimath, Pearson
2. Entrepreneurial Development C.B.Gupta & N.P. Srinivasan
3. Entrepreneurship in the new Millennium Kuratko & Hodgetts Cengage
4. Entrepreneurship & New Venture Creation Sahay & Sharma, EB
5. Entrepreneurial Development Dr.S.S. Kharka, S. Chand
6. Entrepreneurship Roy, Oxford

Paper BIR 304: PROJECT MANAGEMENT

Objective: To identify how business regularly uses Project Management to accomplish unique outcomes with limited resources under critical constraints.

UNIT - I

Project Definition Project Life Cycle Project objectives purpose of Project Management Project Management Maturity Project Selection and Choice Types of Project Selection Models Analysis under Uncertainty and Risk Project Portfolio Process.

Functional Manager vs. Project Manager Project Responsibilities Demands on the Project Manager Project Manager Selection Culture and the Project impact of Institutional Environment Need for Multicultural Communications.

UNIT

Techniques PERT and CPM
Project Management Information Systems (PMIS)
Subject Control Purposes, Types
Three Types of Control Processes
Post Control critical Ratio and Control Charts
Balance in Control System

Practical: Feasibility Analysis of starting a new venture.

References:

1. Project Management, A Managerial Approach by Jack R. Meredith and Samuel J. Mantel Jr
2. Project Management : S.Choudhury
3. Project Management : Denis Lock

Paper BIR 305: MARKETING RESEARCH

Objectives: To provide students with hands on knowledge of conducting a research study and writing a research report. The contents include details regarding research problem formulation, choice of research design, methods of data collection and analysis through fundamental statistical techniques

UNIT - I

Introduction: Conceptual framework, Significance of Marketing Research .x4128.333(R).356371) , the .x412 Tm [(B)9.56061()-92 Tm

Attitude Measurement: Types of scales, Nominal, Ordinal, Interval, Ratio Scales, Thurstone, Likert, Depth Interview and Focus Group Interview, Disguised and Unstructured Methods, Projective Techniques
Processing Raw Data: Editing, Coding, and Tabulation.

Data Analysis: Statistical Estimation, use of percentages and Measures of Central tendency, overview of tests, Chi-square Analysis, Analysis of Variance in marketing
Report Writing: The contents and characteristics of a good report.

Paper BIR 306: TOTAL QUALITY MANAGEMENT

Objective: The basic objective of this course is to understand the concepts of total quality management.

UNIT -I

Introduction: Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs Analysis of Quality Costs, Basics of Total Quality Management, Historical Review, Principles of TQM, Leadership Concepts, Quality Council, Quality Statements, Strategic Planning, Deming Philosophy, Barriers to TQM Implementation, Quality Awards.

Quality: Customer Perception and Satisfaction, Customer Complaints, Service Quality, Customer Retention, Continuous Process Improvement Juran Trilogy, PDCA Cycle, 5S, Kaizen, Supplier Partnerships, Partnering, sourcing, Supplier Selection, Supplier Rating, Business Process Reengineering (BPR) Quality Gurus and their Principles.

UNIT -II

Benchmarking Reasons to Benchmark, Benchmarking Process, Quality Function Deployment (QFD) Use of Quality, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) Concept, Improvement Needs, Latest Challenges of Quality, Six Sigma Concepts application.

Quality Systems: Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System, Implementation of Quality System, Documentation, Quality Auditing; ISO 14000 Concept, Requirements and Benefits.

Practical: Need assessment of Quality Systems in a Retail Industry.

Reference:

1. Feigenbaum .A.V.Total Quality Management, McGraw-Hill.
2. Oakland.J.S.Total Quality Management, Butterworth-Heinemann Ltd., Oxford.
3. Narayan .V. & Sreenivasan, N.S. Quality Management Concepts and Tasks, New Age International
4. Zeiri- Total Quality Management for Engineers, Wood Head Publishers.
5. Evans James R Total Quality Management, Cengage Learning