

### **BBA Professional (Retail Management)**

The retail industry is witnessing a healthy growth in our country and hence the requirement for the more skilled manpower is increasing. Total retail sales in India will grow from US\$ 395.96 billion in 2011 to US\$ 785.12 billion by 2015, according to the Business Monitor International (BMI). Organized retail in India is expected to increase from 5 per cent of the total market in 2008 to 14-18 per cent and reach US\$ 450 billion by 2015. According to a **McKinsey** report titled '**The Great Indian Bazaar: Organized Retail Comes of Age in India**', it is expected to produce more than ten million employment opportunities in the next four to five years. Nowadays big retail players are actually tying up with different colleges to train and educate students to go well with their needs. So Retail management has now become a trend with more and more students opting to study the subject to take up retail sales jobs, retail manager jobs or retail merchandiser jobs in India. It is not just another subject, but a management subject where they are taught how to manage the various operations of the retail sector.

The BBA (Professional) programme at Baddi University will provide students a proper platform to enhance their skills set and gain the requisite knowledge to face the challenges of this booming industry. This course provides the student with a comprehensive view of retailing, an analysis of the retail environment and provide exposure to issues and developments in the industry and serve the industry well. The course has been designed keeping in mind the conceptual grounding as well as the practical know-how requirements of the retail industry. An HR Meet constituted of industry experts as well as academicians decided upon the course structure so as to allow the proper infusion of theoretical rigor as well as the application part of it.

There are Six major objectives for this course. Upon successfully completing the course, the candidates would be able to:

1. Understand the impact of retailing on the economy.
2. Comprehend retailing's role in society and, conversely, society's impact on retailing.
3. See how retailing fits within the broader disciplines of business and marketing.
4. Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.
5. Know the responsibilities of retail personnel in the numerous career positions available in the retail field.
6. Pursue further intensive studies in the related disciplines or to explore rewarding employment opportunities in the Retail-space

Essentially this will be done through analysis of retail cases and accompanying readings, field assignments, individual and group reports and presentation of a retail plan at the end of the term.

After successful completion of the programme the students will have a wide range of job opportunities in retail and marketing sector like Retail Operations Manager, Retail Merchandiser, Visual Merchandiser, Retail Buyer, E-marketer, Brand Manager, Area Manager, Franchise Manager etc. with leading brands in the retail sector

**B.B.A. (Retail Management)**  
**Course Structure under Baddi University**  
**(For the candidates to be admitted from the academic year 2010-11 onwards)**

**First Semester**

S.No	Course No	Course Title	Lectures per week	Lab/Field/ Workshop	Max. Marks	Credits assigned
1	UBR-101	Business Organization	5	-	100	5
2	UBR -102	Business Communication	5	-	100	5
3	UBR -103	Introduction to Computers	3	2	100	4
4	UBR -104	Financial Accounting	5	-	100	5
5	UBR -105	Introduction to Retailing (SP-1)	5	-	100	5
Total Hours per week=25 Total credits=24						

**Second Semester**

S.No	Course No	Course Title	Lectures per week	Lab/Field/ Workshop	Max. Marks	Credits assigned
1	UBR -106	Managerial Economics	5	-	100	5
2	UBR -107	Business Mathematics	5	-	100	5
3	UBR -108	Principles of Marketing	5	-	100	5
4	UBR -109	Store Layout Design & Visual Merchandising (Sp2)	5	-	100	5
5	UBR -110	Consumer Buying Behavior (Sp 3)	5	-	100	5
Total Hours per week=25 Total credits=25						

**Third Semester**

S.No	Course No	Course Title	Lectures per week	Lab/Field/ Workshop	Max. Marks	Credits assigned
1	UBR -201	Business Environment	5	-	100	5
2	UBR -202	Basics of Human Resource Management	5	-	100	5
3	UBR -203	Basics of Financial Management	5	-	100	5
4	UBR -204	Introduction to Service Marketing	5	-	100	5
5	UBR -205	Retail Store Operations (Sp 4)	5	-	100	5
Total Hours per week=25 Total credits=25						

**Fourth Semester**

S.No	Course No	Course Title	Lectures per week	Lab/Field/Workshop	Max. Marks	Credits assigned
1	UBR -206	Personality Development Workshops	5	-	100	5
2	UBR -207	Business Ethics	5	-	100	5
3	UBR -208	Retail Logistics and Supply Chain Management (Sp 5)	5	-	100	5
4	UBR -209	Customer Service and personal Selling in Retailing (Sp 6)	5	-	100	5
5	UBR -210	Report writing	4 weeks	-	100	5
Total Hours per week=20 Total credits=25						

**Fifth Semester**

S.No	Course No	Course Title	Lectures per week	Lab/Field/Workshop	Max. Marks	Credits assigned
1	UBR -301	Research Methodology	5	-	100	5
2	UBR -302	Business Laws	5	-	100	5
3	UBR- 303	Employment enhancing skills-I	5	-	100	5
4	UBR-304	Information Technology and E-Tailing (Sp 7)	5	-	100	5
5	UBR-305	Retail Advertising & Promotion(Sp 8)	3	2	100	4
Total Hours per week=25 Total credits=24						

**Sixth Semester**

S.No	Course No	Course Title	Lectures per week	Lab/Field/Workshop	Max. Marks	Credits assigned
1	UBR-306	Management Information System	5	-	100	5
2	UBR-307	Employment enhancing skills-II	3	2	100	5
3	UBR-308	Merchandise Management & Pricing(Sp 9)	5	-	100	5
4	UBR-309	Mall management & Risk management (Sp 10)	5	-	100	5
5	UBR-310	Industrial Training and Report	4-6 weeks	-	100	5
Total Hours per week=20 Total credits=25						

**Total Hours**  
**Total Credits**

**= 140 Hours**  
**= 150 Credits**

## **UBR-101 Business Organization**

### **Objective:**

To familiarize the students with the business environment prevailing in India and at international level and make them understand its implications to business

### **Unit I**

Meaning, scope and evolution of commerce & industry, -Industrial Revolution- its effects. - Emergence of Indian MNCs and transnational corporations

### **Unit II**

Business sectors and forms of business organizations- private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership firms, Joint stock companies -their features, relative merits, demerits

### **Unit III**

Overview of Mergers & acquisitions, Mergers in India. Networking, Franchising, BPOs & KPOs, E-commerce, On-line trading, patents, trademarks & copyright Organization of wholesale and retail trade - recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy

### **Unit IV**

Setting up a New Enterprise Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new Enterprise

### **Unit V**

Recent trends in business world. Globalization & challenges for Indian Business in new millennium.

## **BOOKS RECOMMENDED**

1. Avid W. Conklin, Cases in Environment of Business, Sage Response Books 1999.
2. Sundaram & Black, International Business Environment Text and Cases, PHI 2002.
3. Suresh Bedi: Business Environment, Excel, New Delhi.
4. Francis Cherunilam: Business Environment - Text & Cases , Tata Mc Graw Hills , 2005
5. M.Adhikari: Economic Environment of Business.
6. Pandey G.N.: Environmental Management, Vikas Publishing House 2005.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

## **UBR -102 Business Communication**

### **Objective**

The objective of the course is to equip the students with the basic concepts, practices necessary techniques and skills of communication in business space.

### **Unit I**

Nature, scope and importance of Business Communication, Challenges in today's workplace and need for communicating effectively, Importance of effective communication in Modern Business, Barriers to effective Communication and ways to overcome them, Channels of Communication.

### **Unit II**

Defining Communication and Communication in Organizational Setting- Internal and External Communication, Linguistic and Non Linguistic Components of Communication, The Process of Communication, 7C's of Communication.

### **Unit III**

Advantage of Written Communication, Basics of Writing Business Reports, Preparing Powerful Resumes, Memos- Direct and Indirect, Business emails

### **Unit IV**

Nature and Forms of Business Messages, Process of Writing Business Messages, Writing Routine, Good News and Goodwill Messages, Writing Bad News and Persuasive Messages

### **Unit V**

Structure and Layout of Business Letters, Types of Business Letters, Persuasive, Request, Sales, Complaints and Adjustments

## **BOOKS RECOMMENDED**

1. Business Communication Today, Bovee, Thill and Schatzman, Pearson Education
2. Basic Business Communication; Raymond V. Lesikar and Marie E. Flatley, Tata McGraw-Hill Publishing Company Limited 2005
- 3 Business Communication – M. Balasubrahmanyam Vani Education Books
- 4 Essentials of Business Communication-K.K. Sinha- Galotia Publishing Company,
5. Business Correspondence and Report Writing-R.C Sharma, Krishna Mohan- Tata McGraw Hill 2002

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

## **UBR -103 Introduction to Computers**

### **Objective**

The main aim is to introduce the students with the computer, its applications and application Softwares used in the different offices.

### **Unit I**

Information: Concepts and Processing, Data, Information and knowledge, Need-for Information Qualities, Properties, Value and Information.

### **Unit II**

Computer System Components: Basic Structure of A Digital Computer-Concept of I/O devices, Memory concepts, Computer Languages-low level, high level, Hardware and Software, Language. Translators-Compiler, Interpreter, and External Command. Booting Process, Viruses and prevention.

### **Unit III**

Classification of Computers, Category, Characteristics, Generations of Computer. Concepts of operating system, Basics of DOS, Internal and External Commands. Booting Process, Viruses and prevention.

### **Unit IV**

GUI Concept, Windows basics, Desktop, My Computer, Recycle bin, Internet Explorer, Taskbar, Start Button, Folder, Icon, Toolbars, Maximize-minimize, button, scroll bars, Close and Command button, Title bar and Status bar.

### **Unit V**

MS Office , Windows XP , Internet

### **BOOKS RECOMMENDED**

- 1 R.K.Taxali- PC Software Made Simple Tata McGraw Hill Publishing Co. Ltd.
- 2 Donald H.- Sanclers Computers Today, McGraw Hill
- 3 Alexis Leon & Mathews Leon – Internet in a Nutshell
- 4 Burch, John and Grudnitski Gary – Information Systems: Theory and Practice 5th Edition, New York, John Wiley, 1989
- 5 Mastering MS office 2000 , BPB Publications, New Delhi

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

## **UBR -104 Financial Accounting**

### **Objective:**

The focus of this course is to prepare students with the understanding of the basic concepts of accounting and its practical use in Management decision making.

### **Unit I**

#### **Theoretical Framework**

(i) Meaning and Scope of accounting, Accounting Concepts, Principles and Conventions, Accounting Standards – concepts, objectives, benefits, Accounting Policies, Accounting as a measurement discipline – valuation principles, accounting estimates

#### **Accounting Process**

Books of Accounts leading to the preparation of Trial Balance, Capital and revenue expenditures,

Capital and revenue receipts, Contingent assets and contingent liabilities, Fundamental errors including rectifications thereof.

### **Unit II**

Bank Reconciliation Statement, Inventories: Basis of inventory valuation and record keeping.

### **Unit III**

Preparation of Final Accounts for Sole Proprietors.

Accounting for Special Transactions- Consignments, Joint Ventures

Bills of exchange and promissory notes, Sale of goods on approval or return basis

### **Unit IV**

#### **Partnership Accounts**

Final accounts of partnership firms – Basic concepts of admission, retirement and death of a partner including treatment of goodwill.

#### **Introduction to Company Accounts**

Issue of shares and debentures, forfeiture of shares, re-issue of forfeited shares, redemption of preference shares.

### **Unit V**

#### **Depreciation accounting**

Methods, computation and accounting treatment of depreciation, Change in depreciation Methods.

### **Books Recommended:**

1. Introduction to Accounting T. S. Grewal ,S. Chand& Co.
2. Advanced Accountancy S.N. Maheshwari
3. Advanced Accountancy Shukla & Shukla . S. Chand & Co
4. Financial Accounting S A Siddiqui, S. Chand & Co
5. Financial Accounting P C Tulsian Tata Mcgraw HillBBA 205: Financial Accounting

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

## **UBR-105 INTRODUCTION TO RETAILING**

### **Objective**

This course will give an overview of the understanding of the retail business and its impact on the economy.

### **UNIT I**

Retailing - Definition, Nature, Scope – Meaning – Types - Classification – Retailing & Marketing- Growing importance of retailing, Factors influencing retailing, Stores Location, Steps in choosing a retail location.

### **UNIT II**

Retail outlets by Ownership & Organization - Retail categories - Types of business organization Types of Retail store ownership, Classification on the basis of ownership - Classification on the basis of Merchandise mix, Non store retailing, Other retail models.

### **UNIT III**

Services & Quality in Retailing - Factors constituting retailing - The service – product concept -The intangible-tangible product continuum ,A classification of service and quality, Implementation of service management, Growing emphasis on control of quality Key terms of quality, Characteristics of quality and Long term Benefit.

### **UNIT IV**

Retail in India - The origin of retail in India - Drivers of retail change in India, Changing income profiles, Difference between rural and urban India, Changes in consumption patterns, Foreign direct investment in retail.

### **UNIT V**

The size of retail in India - Clothing, textiles and fashion accessories Food and food services Books and Music & Other emerging sectors, Retail realities-Challenges to retail development in India.

### **BOOKS RECOMMENDED**

1. Retail in India-Mathew Joseph and Nirupma Saundaryarajan , Academic Foundation
2. Retailing Management - Michael Levy and Barton A Weitz
3. Retail Management (Principles and Practices) - R. Sudharshan, S. Ravi Prakash & M. Subrahmanya Sharma
4. Retail Management (Functional Principles & Practices) - Gibson G. Vedamani

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## **UBR -106 Managerial Economics**

### **Objective:**

The objectives of this course is to acquaint the students with the concepts of microeconomics and to enable them to apply this knowledge in business decision making

### **Unit 1**

Basic concepts of economics: Static and dynamic approaches, equilibrium, utility, opportunity cost, marginal and incremental principles , Microeconomics and Business.

### **Unit II**

Theory of demand: Nature of demand for a product, individual demand, market demand, determinants of demand. Elasticity of demand and its determinants, Demand as multivariate function. Theory of supply – Determinants of supply, Elasticity of supply.

### **Unit III**

Theory of Consumer Behavior: Utility analysis, indifference curve analysis, applications of indifference curves. Business cycle: phases, types and managerial implications of business cycle.

### **Unit IV**

Theory of production and costs: The concept of production function, production with one and two variable inputs, optimal input combination, theory of cost in short run and long run, revenue function.

### **Unit V**

Theory of firm and market organization: Break even analysis, pricing under perfect competition, pricing under monopoly, price discrimination, pricing under monopolistic competition, selling cost, pricing under oligopoly.

### **Books Reccomended**

- 1 Adhikary, M. Business Economics, New Delhi, Excel Books, 2000
- 2 Chopra, O.P. Managerial Economics, New Delhi, Tata McGraw Hills 2000
- 3 Baumol, W.J. Economic Theory and Operations Analysis, 3<sup>rd</sup> Edition, New Delhi, PHI, 1996

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

## **UBR -107 Business Mathematics**

### **Objective:**

The objective of this course is to make the students familiar with some basic techniques of mathematics with the main focus on their applications in business decision making.

### **Unit I**

#### **Ratio, Proportion and Percentage**

Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Meaning and Computations of Percentages.

### **Unit II**

#### **Profit And Loss**

Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount. Introduction to Commission and brokerage, Problems on Commission and brokerage.

### **Unit III**

#### **Interest**

Simple Interest, Compound interest ( reducing balance & Flat Interest rate of interest), Equated Monthly Installments(EMI), Problems on prepayment of loan.

### **Unit IV**

#### **Shares and Dividends 06**

Concept of Shares, Stock exchange, Face Value, Market Value, Dividend, Equity Shares, Preferential Shares, Bonus Shares, NAV, bonds, MFs, debenture.

### **Unit V**

#### **Matrices And Determinants (upto order 3 only )**

Multivariable data, Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Adjoint of a Matrix, Inverse of a Matrix via adjoint Matrix,

### **Books Reccomended:**

- 1) Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.
- 2) Business Mathematics by V. K. Kapoor - Sultan chand & sons, Delhi
- 3) Business Mathematics by Bari - New Literature publishing company, Mumbai

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

## **UBR -108 Principles of Marketing**

### **Objective**

The purpose of this course is to develop an understanding of underlying concepts, strategies and issues involved in marketing of products.

### **Unit I:**

Introduction : Nature, Scope and Importance of Marketing as a business function and in the economy Marketing concept : Traditional and Modern.

### **Unit II:**

Marketing system and Marketing Environment, Consumer Behaviour .Nature, Scope, Significance and Determinants.

### **Unit III:**

Product : Concept of Product, Product Planning and New Product Development, Concept of product and product mix Product life cycle, Green marketing.

### **Unit IV:**

Promotion : Methods of Promotion. Optimum Promotion Mix, Advertising Media their merits and limitations. Price : Meaning importance, Objective Factors affecting pricing, service pricing methods pricing policies.

### **Unit V:**

Distribution channel and physical distribution : Distribution channels-concepts, roles and various types. Retailer and Wholesaler. Physical Distribution of goods, Transportation, Warehousing.

### **Books Recommended:**

1. Enis, B.M. Marketing Classics : A Selection of Influential Articles. New York, McGraw Hill, 1991.
2. Kotler, Philip and Armstrong, G. Principles of Marketing. New Delhi, Prentice Hall of India, 1997.
3. Kotler, Philip. Marketing Management : Analysis, Planning, Implementation and Control. New Delhi, Prentice Hall of India, 1994.
4. Ramaswamy, V S and Namakumari, S. Marketing Management : Planning, Control. New Delhi, Prentice Hall of India, 1994.
5. Ramaswamy, V.S. and Namakumari, S. Marketing Management : Planning, Control. New Delhi, MacMillan, 1990.
6. Stanton, William,J. Fundamentals of Marketing,. New York, McGraw Hill, 1994.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

## **UBR-109 Store Layout Design And Visual Merchandising**

### **Objective**

To enable students to critically analyse the store layout process, the environment within which it operates and the functions that are performed. and to endow the students with contemporary view of visual merchandising.

### **UNIT-1**

Concept of Store Layout : Types of Layout - Grid – Race track - Free Form Layouts – The circulation Plan – Considerations in Layout selection - Feature areas – End Caps – Promotional Area Free Standing Fixtures and Mannequins – Windows – POP Areas – Walls.

### **UNIT-11**

Space Planning – Location of Departments - Relative vocational Advantages – Evaluation a Department Layout – Location of Merchandize department – Use of Plano grams – Leveraging Space.

### **UNIT III**

Importance of Store Design – Exterior Store Design – Interior Store Design – Fixtures Flooring & Ceiling & Lighting – Graphics & Signages – Atmospherics.

### **UNIT IV**

Visual Merchandising – Presentation Techniques – Ideal Oriented Presentation - Item Oriented presentation - Color Presentation , Ice lining, Vertical Merchandising - Tonnage Merchandising - Frontage Presentation - Fixtures – Straight Rack - Gondola -

### **UNIT V**

Visual Communication – Lighting – Color – Music – Scent

### **BOOKS RECOMMENDED**

- 1 Berman B. and Evans J. R., Retail Management, Pearson Education, New Delhi, 2002.
- 2 O.C. Ferrell and Michael Hartline, Marketing Strategy, Thomson Publication, 3<sup>rd</sup>, Edition, 2007
- 3 Walker Mullns, Boyd Larreche, Marketing Strategy, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 5 th Edition, 2007
- 4 Varley R. and Rafiq M., Principles of Retail Management, PalgraveMacmillan, New York, 2004.
- 5 David Gilbert, Retail Marketing Management, Pearson Education, New Delhi, 2003

The list of cases ,specific references and visits to retail stores including recent trends will be announced in the class at the time of launching of the syllabus.

## **UBR-110 Consumer Buying Behaviour**

### **Objective**

The basic objective of this course is to develop an understanding about the consumer decision making process and its application in marketing functions of business organisation.

### **UNIT I**

Consumer Behaviour – Definition and Scope – Need for studying Consumer Behaviour - Consumer Behaviour and Decision Making – Consumer value, satisfaction and retention.

### **UNIT II**

Types of buying decision – Extended problem solving – Intended problem solving – Habitual decision making – Buying process in Retailing – Information Service – Evaluation– Choice – Visit – Loyalty

### **UNIT III**

Individual determinants and Buying behaviour – Role of perception, motivation, personality, attitude

### **UNIT IV**

Social factors influencing family–Culture – Sub Culture – Reference group

### **UNIT V**

Retail market segmentation – Criteria for segmentation – Approach for Segmentation – Composite segmentation approach.

### **BOOKS RECOMMENDED**

1. Blackwell, Roger, Miniard, Paul & Engel, James; Consumer Behaviour; Thomson Learning; New Delhi.
2. Loudon, David L. & DellaBitta, Albert; Consumer Behaviour; Tata McGraw Hill; New Delhi
3. Schiffman, Leon G., & Kanuk, Leslie Lazar; Consumer Behaviour; Pearson Education; New Delhi.
4. Soloman, Michael R., Consumer Behaviour – Buying Having and Being; Pearson Education; New Delhi.
5. Nair, Suja R., consumer Behaviour in Indian Perspective; Himalaya Publishing House, New Delhi

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

## **UBR -201 Business Environment**

### **Objective:**

The aim of this course is to familiarize the students with the business environment prevailing in India and at international level and understand its implications to business.

### **Unit I**

An Overview of Business Environment: Type of Environment-internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business-characteristics of business. Objectives and the uses of study.

### **Unit II**

Economic environment: Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, nature and structure of the economy. Economic policies-industrial policy (1991), Monetary and fiscal policies.

### **Unit III**

Socio-Cultural Environment: Nature and impact of culture on business, social responsibilities of business

### **Unit IV**

Natural and Technological Environment : Innovation, technological leadership and followership, impact of technology on globalization, transfer of technology, time lags in technology introduction, status of technology in India.

### **Unit V**

Political Environment: Functions of state, economic roles of government, Economic Reform in coalition Politics. Demographic Environment: Population size, migration and ethnic aspects, birth rate, death rate and age structure.

### **Books Recommended:**

1. Dhingra, C, "The Indian Economy Environment and Policy", Sultan Chand and Sons
2. Cherunilam, Francis; "Business Environment - Text and Cases", Himalaya Publishing House
3. Aswathappa, K, "Essentials of Business Environment", Himalaya Publishing House, 2000 7th edition.
4. C.A.Rangarajan-"Perspective in Economics"-S.Chand & Sons.
5. M.Adhikary, "Economic Environment of Business"., New Delhi

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

## **UBR -202 Basics of Human Resource Management**

### **Objective**

The objectives of this course is to sensitize the students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management.

### **Unit: I**

Nature, scope, role and importance of HRM. New trends in HRM due to globalization  
Deregulation & technological advancements.

### **Unit: II**

HRM in India

Job analysis: steps in analysing job and introduction to methods of collecting job analysis information. Job description, job specification, job design, job simplification, job rotation, job enrichment and job enlargement.

### **Unit: III**

Recruitment: sources of recruitment, policies and procedure of recruitment, selection process, testing & interviews. Placement and induction, transfer and promotion.

### **Unit: IV**

Human Resource Development: Identification of training needs and techniques of training, employee development and career planning.

### **Unit: V**

Wage and salary administration and incentives.

Performance appraisal, methods and problems of performance appraisal.

An introduction to teams, employee, empowerment and participation.

### **Books Recommended:**

1. Rao V.S.P. Human Resource Management, Excel books
2. Monnappa and Saiyadan, Personnel Management, Tata Mcgraw Hill.
3. Dessler, Garg, Human Resource Management, Pearson education.
4. Robert L. Mathis and John H. Personnel Human Resource Management (4th ed.)

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

## **UBR-203 Basics of Financial Management**

### **Objectives**

The basic objective of this course is to acquaint the students with the broad framework of financial decision making in a business unit.

### **Unit I**

#### **Introduction and Sources of Financing**

Financial Management: Meaning, Scope, objectives of Financial Management, Profit Vs. Wealth Maximization. Financial Management and other Areas of Management, Liquidity Vs Profitability. Sources of Financing: Classification of Sources of Finance

### **Unit II**

#### **Concept in Valuation**

Time Value of Money, Valuation Concepts, Valuation of Securities viz., Debentures, Preference shares and Equity Shares.

### **Unit III**

**Capital Structure:** Meaning, Capital Structure and Financial Structure, Patterns of Capital Structure, Optimum Capital Structure, Capital Structure Theories, Factors Determining Capital Structure, Capital Structure Practices in India.

**Cost of Capital:** Concept, Importance, Classification and Determination of Cost of Capital..

### **Unit IV**

Capital Budgeting: Concept, Importance And Appraisal Methods: Pay back period, DCF techniques, Accounting rate of return, Capital Rationing, Concept of Risk.

### **Unit V**

Over view of Working Capital Management and Dividend policy.

### **Books Recommended:**

1. Maheshwari S.N., "Financial Management", Principles and Practice, Sultan Chand & Sons 2001
2. Khan M.Y, Jain P.K., "Financial Management", Tata McGrawHill 1999
3. Hampton, Joh. J, Financial Decision Making, Prentice Hall of India,. 1997
4. Horne Van C. & Wachowich M., "Fundamentals of Financial Management", Prentice Hall of India,. 1997
5. Pandey, I.M "Financial Management", Vikas Publishing House.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

**UBR -204****INTRODUCTION TO SERVICE MARKETING****Objective:**

The objective of this course is to give students a broad overview of the emerging disciplines of service marketing with respect to Indian context.

**Unit I**

Meaning of Services : Concept – Goods and Services – Salient features of Services – Importance, Growth and Development of Service Sector in India – New Economic Policy and its impact on Service Sector.

**Unit II**

Classification of Services : Infrastructure of Services – Business Oriented Services – Trade Services – Social and Personal Services and Public Services.

**Unit III**

Overview of 7 Ps in Service Marketing – Service Product – Pricing the Service – Service Location and Channels of Services – Promotion and Communication of Services – People in services – Process in Services – Physical Evidence in Service – Nature and Problems in Service Marketing.

**Unit IV**

Services market segmentations: The process of market segmentation, selecting the appropriate customer portfolio

**Unit V**

Creating value in a competitive market: Positioning a service in the market, value addition to the service product, planning and branding service products, new service development process.

**Text Books and references**

- 1 Rajendra Nargundkar: Services Marketing, TMH, New Delhi 2010.
2. Christian Gronroos: Service Management and Marketing, Wiley India, New Delhi,2010
3. Govind Apte: Services Marketing, Oxford University Press, New Delhi,2009

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

## **UBR-205 Retail Store Operations**

### **Objective**

This course will help the students to evaluate the nature of decision making within retail organizations pertaining to retail operations practices. The students will develop basic knowledge of professional practices and specific occupations within the retail industry.

### **Unit I**

Elements & Components of Retail Operation - Store Administration and Management  
Premises - Roles of Store Manager.

### **Unit II**

Managing Inventory & Display : Inventory Techniques - ABC Analysis – EOQ – SAP  
Analysis – GAP Model – Perpetual Inventory Control – Sales Forecast – CPFR  
Merchandise Reordering Plans – Promotional Ordering.

### **Unit III**

Managing Receipts - Store level and receiving and marking - Case Receiving – Item  
Check in - Self Service and Check out operations : Merchandising Factors in self service  
– Applying Simplification in the Selling Process – Check out Operations – Checkout  
Systems and Productivity.

### **Unit IV**

Customer Complaints and Adjustments - Causes – Redressal Practices

### **Unit V**

Store Security – Insurance – Store Maintenance – Energy Management – Credit  
Management – Crisis Management.

## **BOOKS RECOMMENDED**

- 1 McGoldrick P. Retail Marketing 2nd edition McGraw-Hill 2002
- 2 Sullivan M. & Adcock D. Retail Marketing Thomson Press 2002
- 3 Kent T. & Omar O. Retailing Palgrave Macmillan (2002)
- 4 Gilbert D. Retail Marketing Management FT Prentice Hall (2002)

The list of specific references and visits to retail stores including recent trends will be announced in the class at the time of launching of the syllabus.

## **UBR -206 Workshop on Personality Development**

### **Objective**

**The course has been desined to make the students understand the basic concepts of personality development certain positive traits in personality, improve functional efficiency and eventually experience an all round holistic personality development.**

#### **Unit 1**

The concept personality - Dimensions of personality - Term personality development - Significance. The concept of success and failure What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure - Do's and Don'ts regarding success and coping failure.

#### **Unit 2**

Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude Advantages -Negative attitude - Disadvantages - Ways to develop positive attitude - Difference between personalities having positive and negative attitude. Concept of motivation - Significance - Internal and external motives - Importance of self-motivation and its significance in life

#### **Unit 3**

Self-esteem - Symptoms - Advantages – Positive self esteem, low self esteem , symptoms, Personality having low self esteem - Positive and negative self-esteem Confidence, understanding and building confidence, lack of confidence ,effective steps to build confidence..

#### **Unit 4**

Introduction to Interpersonal relationships , analysis of different ego- states, Interpersonal relationships and communication skills , - Teaming - Developing positive personality – SWOT Analysis, concept of communication, flow , barriers and overcoming barriers of communication.

#### **Unit 5**

Other Aspects of Personality Development

Body language - Assertiveness - Problem-solving - Conflict and Stress Management – Decision making skills - Positive and creative thinking - Leadership and qualities of a successful leader - Character-building – importance of values in life.

#### **Books Reccomended:**

- 1 Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- 2 Media and Communication Management - C. S. Rayudu - Himalaya Publishing House,Bombay.
- 3 Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
- 4 Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
- 5 Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

## **UBR -207 Business Ethics**

### **Objectives**

This course aims at helping students think about some of the important ethical Implications of the day-to-day happenings and practices of today's industry and business.

It will help the students to improve ethical reasoning by correlating moral concepts to business practices

### **Unit I**

Introduction to business ethics—nature and purpose morals for organizational interest, ethics and conflict of interests..

### **Unit II**

Ethics, culture and values: Importance of culture in organizations; Indian ethos and value systems; concepts of; Nishkama Karma and Purusharthas; Kama, Darma, Artha and Moksha

### **Unit III**

Model of management in the Indian socio political environment; Work ethos; ethics and social implications of business policy—Corporate social responsibility .

### **Unit IV**

Business ethics: Relevance of values in Management; Holistic approach for managers in decision making; Ethical Management: Role of organizational culture in ethics; overview of structure of ethical management Spirituality in business.

### **Unit V**

Corporate Governance; Transparency International and other Ethical bodies—ethics in work place—ethics in finance and accounting- ethics in marketing and Environmental concerns

### **Books Recommended :**

1. Chakraborty, S.K.: Foundations of Managerial Work – Contributions from Indian Thought, Himalaya Publishing House, Delhi 1998.  
/media/cdrom/633.doc
2. Chakraborty, S.K.: Ethics in Management: Vedantic Perspectives, Oxford University Press, Delhi 1995.
3. Boatright, John R: Ethics and the Conduct of Business, Pearson Education, New Delhi 2005.
4. Sathish Modh: Ethical Management: Macmillan.
5. Griffiths, B: The Marriage of East and West, Colling , London 1985.
6. Trevion and Nelson: Managing Business Ethics, John Wiley and Sons, 1995.
7. Fernando A.C. (2009) Business Ethics An Indian perspective, Pearson Education, Chennai.
8. Chakraborty, S.K. (1991) Management by Values: towards cultural congruence New Delhi: Oxford Uni. Press.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

## **UBR 208 Retail Logistics And Supply Chain Management**

### **Objective**

The purpose of this course is to develop an understanding of Supply Chain Management and create awareness about the recent developments in Retail logistics.

### **Unit I**

Concept of Supply Chain Management - Objectives of Retail Supply Chain – Evolution of Supply Chain Management – Issues involved in developing the Supply Chain Management – Supply Chain Integration.

### **Unit II**

Integrated Supply Chain Management: Vendor Management – Value Chain – Innovations in Supply Chain Management : Collaborative Planning Forecasting and Replenishment –Cross Docking.

### **Unit II**

Retail Logistics - Definition – Evolution – Functions – Applications – Inventory Management – Transportation Management – Concept of Multimodal Transport – Different Modes.

### **Unit IV**

Distribution Centre - Management of Inbound and Outbound Logistics - Quick Response Delivery System – Logistics of Electronic Retailing – Outsourcing – 3PL & Other outsourcing methods .

### **Unit V**

Coordinating a supply chain and the role of E-business. Coordination in a supply chain – E-business and the supply chain – Financial evaluation of supply chain decisions.

### **BOOKS RECOMMENDED**

- 1 Murphy, P R., Wood, D F., Contemporary Logistics, Prentice Hall, 2007
- 2 Gourdin, K. N., Global Logistics Management, 2nd Edition, Blackwell Publishing, 2006
- 3 Grant, D. B. et al, Fundamentals of Logistics Management (European Edition), McGraw Hill, 2006
- 4 S. Chopra and P. Meindl(C&M). Supply Chain Management: Strategy, Planning, and Operations (THIRD EDITION)
- 5 Menon K. S., “Stores Management”, Macmillan India, Second Edition, 2006
- 6 Newman, A. & Cullen, P. Retailing: Environment and Operations, Thomson Learning, 2001

The list of specific references and visits that including recent trends will be announced in the class at the time of launching of the syllabus.

## **UBR 209 Customer Service And Personal Selling In Retailing**

### **Objective**

The objective of this course is to provide an introduction to the personal selling as a systematic process. The students would be able to understand the basic qualities of sales personnel and relate these qualities with customer service.

### **UNIT I**

Customer service – Importance of service in Retail – Steps in evolving effective customer service model in retail.

### **UNIT II**

Reasons for gaps in service – Steps in reducing customer service gap - Collecting customer information and enhancing loyalty – Service recovery

### **UNIT III**

Customer Relationship Management – Process – Collection of customer data – Analysing and identifying target customers – Developing and implementing Customer Relationship programmes - Customer Relationship Management In retail.

### **UNIT IV**

Role of personal selling in retailing – Retail selling process – Theories of personal selling, Objection handling techniques, Difference between Advertisement and personal selling – Role of sales personnel in retail organization.

### **UNIT V**

Duties and responsibilities of Sales Personnel – Traits of sales personnel - Qualities of Sales Personnel – Appearance – Communication – Vocabulary – Building Rapport – Ego problems – Adequacy of Knowledge - Careers in retailing

### **BOOKS RECOMMENDED**

- 1 Michael Levy and Barton A. Weitz, Retail Management Tata McGraw Hill, Fifth Edition, 2004.
- 2 James R. Ogden and Denise T. Ogden Integrated Retail Management (Indian Adaptation, Biztantra, 2005)
- 3 William, G. Zikmund, Raymond McLeod Jr.; Faye W. Gilbert, Customer Relationships Management, 2003.
- 4 Alex Berson, Stephen Smith, Kurt Thearling, Building Data Mining Applications for CRM. Tata McGraw Hill, 2006.

. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

**UBI -210 Industrial Training**

- **The students of BBA are required to undergo summer training for 4/6 weeks in any organization.**
- **The training is aimed at exposing the students to the practical aspects of management and the application of theories of management. They are required to carry out a project and submit a report to the institution at the end of training.**
- **This training report is required to be presented to the class and evaluated by the experts.**

## **UBR-301 Research Methodology**

### **Objective**

The objective of the course is to equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern statistical tools like SPSS

### **Unit I**

Research : Meaning types fundamental/ applied Approaches : Historical / Experimental / Exploratory Methodology.

### **Unit II**

Research Process : Selection and identification of research problem etc.  
Hypotheses : Meaning and formulation : Investigation : Research design :  
Meaning, types, essentials.

### **Unit III**

Data : Types, methods of collection observation interview, schedule /questionnaire. Survey :  
Meaning procedure, Types - questionnaire survey / interview survey, steps and problems of  
survey methods. Case Study : Meaning, assumptions procedure, merits and limitation.

### **Unit IV**

Source of Social Science Information, Problems encountered by researches in India.

### **Unit V**

Research Report : General Principles and Practice. Layout of Research Report, Types of  
Reports, Mechanics of writing Research Report. Preliminary and Reference section.

### **Practical Sessions on SPSS**

### **BOOKS RECOMMENDED**

- 1 Kothari, C.R. : Research Methodology, Methods and Techniques (Vishwa Prakashan, New Delhi, 2006
- 2 Herman J. Ader and : Research Methodology in the life, behavioural social and Gideon J. Mellebeegh Sciences SAGE publications,1998
- 3 Davis, Martha. Scientific Papers and Presentations. San Diego: Academic Press, 1997.
- 4 Fuscaldo, AA, Erlick, BI, Hindman, B. Laboratory Safety: Theory and Practice. New York: Academic Press, 1980.
- 5 Bajpai, PK. Biological Instrumentation and Methodology. New Delhi: S. Chand & Co. Ltd., 2006.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

## **UBR -302 Business Laws**

### **Objective**

The course is designed to assist the students in understanding basic laws governing the operations of a business enterprise.

### **Unit-I**

The Indian Contract Act 1872

Meaning & Nature of contract, Types of contract, Essentials of a valid contract, offer, Acceptance, capacity to contract, free consent, consideration, Performance of contract, Discharge of contract & Remedies for breach of contract.

### **Unit-II**

RTI act, law of limitation, banker's book evidence act.

### **Unit-III**

The Sale of Goods Act 1930

Definition of Sale & Goods, Essentials of valid contract of Sale of Goods, Conditions & warranties, passing of property, Rule of caveat emptor & its exceptions, Rights of unpaid seller, Remedies for breach of contract.

### **Unit-IV**

The Indian Partnership Act 1932

Meaning & Nature of partnership, Types of Partners, Rights & Duties of Partners, Registration of Partnership firm & Dissolution of Partnership firm.

### **Unit-V**

The Indian Companies Act 1956

Meaning & Nature of Company, Characteristics of a Company, Memorandum of Association and its contents, Articles of Association and its contents, Rights & Duties of a Director, Doctrine of ultra virus & Indoor Management, Basic Knowledge of winding up of a company.

## **BOOKS RECOMMENDED**

- 1.V.S. Datey, Students' Guide to Business and Corporate Laws - 3rd Edition - 2006 , Taxmann Publications Pvt. Ltd., New Delhi.
2. V.S. Datey, Students' Guide To Economic Laws - 2006, Taxmann Publications Pvt. Ltd., New Delhi
3. Avatar Singh, Company Law, Eastern Books Company, Lucknow..
4. Avatar Singh, Law of Contract and Specific Relief,, Eastern Book Company, Lucknow.
5. Avatar Singh, Introduction to Law of Negotiable Instruments, Eastern Book Company, Lucknow.
6. N.D. Kapoor,Mercantile Law,2005 Sultan Chand & Sons, New Delhi

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

**UBI -303 Employment Enhancing Skills – 1**

- **The course has been designed to prepare the students for various Competitive Exams and enhance their employability skills.**

- **Mathematics/ Data interpretation**

**Number system**

**Percentage**

**Interest**

**Average**

**Profit and loss**

**Discounts**

**Ratio and proportion**

**Time**

**Speed**

**Distance**

**Algebra**

**Coordinate geometry**

**Geometry**

**Menstruation**

**Logical consistency**

**Introduction to analogies**

**Tables**

**Circles**

**Graphs**

**Bar graphs**

**Line graphs**

**Cumulative graphs**

## **UBR-304 Information Technology & E-Tailing**

### **Objective**

In this course students will learn how to navigate and utilize the virtual world of the web and understand, appreciate and apply the basic underpinnings of information retrieval, entertainment, community and commerce of retail industry.

### **UNIT I**

Information Technology – Meaning and its growing role in retailing – Indian scenario – Applications of Information Technology in retailing.

### **UNIT II**

Retail Management Information System –Types of information systems - Role of retail data capture in retail transaction – Campaign management.

### **UNIT III**

Adopting coding systems – Radio Frequency identification (RFID) – Benefits of data base marketing – Limitation of web applications – Information technology innovation to tackle web limitations.

### **UNIT IV**

Electronic point of sale (EPOS) - Electronic funds transfer and point of sale (EFTPOS) – Quick response replenishment system - Electronic loyalty scheme.

### **UNIT V**

Information technology in merchandising – Information technology in Supply chain management - Information technology in Customer Relationship management –E-Commerce in retailing institutions.

### **BOOKS RECOMMENDED**

- 1 Michael Levy and Barton A. Weitz, Retail Management Tata McGraw Hill, Fifth Edition, 2004.
- 2 Howard Rheingol, The Virtual Community: Homesteading on the Electronic Frontier, revised edition MIT Press - Publisher
- 3 Brynjolfsson & Saunders, Wired for Innovation: How IT is reshaping the Economy, MIT Press, 2010.
- 4 Laudon & Traver, E-Commerce 2011, Prentice Hall, 7th edition

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

## **UBR 305 Retail Advertising, Branding and Promotion**

**Objective:** To aware the students about the concepts, techniques for developing an effective advertising program and to develop a basic understanding of the concepts of branding and understanding various promotional techniques prevalent in India.

### **UNIT I :**

Advertising in retailing: Advertising principles-steps in planning a retail advertising campaign-advertising for the retail store.

### **UNIT II :**

. Retail promotional strategy: Promotional objectives, promotional budget, selecting the promotional mix, implementing the promotional mix.

### **UNIT III:**

Management of sales promotion: Role of sales promotion-types of sales promotionevaluating sales promotion.

### **UNIT IV:**

Basic Concepts-Branding Concepts & Functions, Types of Brand, Branding Decisions, Branding Strategy, Concept of Co-Branding, Branding Identity, Brand Positioning & Extensions

### **UNIT V:**

Brand Personality-Brand-Product Relationship, Meaning of Brand Personality, Brand Personality, Retail Branding.

## **BOOKS RECOMMENDED**

1. Drake, Mary Frances and Spoone, Janice Ha-Retail Fashion Promotion and Advertising,
2. Prentice Hall-Pearson, New Delhi, First Edition, 2003.
3. Chunawalla Reddy, Appannaiah-An Introduction to Advertising and Marketing Research,Himalaya Publishing House, 2004.
4. Varma Harsh. V, Brand Management, Excel Books
5. Gupta S.L, Brand Management, Himalaya Publishing House

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

## **UBR -306 Management Information System**

### **Objective**

The objective of this course is to introduce the students with the role of computers in processing information and to equip the students with certain design methodologies and techniques.

### **Unit I**

Introduction to MIS: -What is MIS, Need for Management Information System, Evolution of MIS, Key Component of Information System, Impact of Computers, MIS and Decision Support System, Characteristics of Effective MIS, Limitations of MIS, Impact of MIS on Different level of Management

### **Unit II**

Design Methodologies & Techniques : - Strategic & Project Planning for MIS, Preliminary Survey & feasibility study, systems analysis, conceptual & detailed systems design, implementation and evolution.

### **Unit III**

Managing the Information and Computing Resources: - The Computer Department, Managing & controlling the MIS function, Acquisition of Hardware & Software, Preparation of Proposals and contracts, Bid Examination procedures, Comparison of Bids, Contracts; Hardware Proposals Evaluation Techniques: Workload definition; Benchmark: Methods of Procuring Software: Purchase or Development; Evaluating and selecting software.

### **Unit IV**

Managing DP Activities: - Managing Computer Operations & Programming Projects

### **Unit V**

Estimating Software Development Cost; Planning & Controlling DP Activities; Developing & Controlling DP budget, Costing of Computer Services.

## **BOOKS RECOMMENDED**

- 1      Laudon, Kenneth C., and Jane P. Laudon. 2007. Management Information Systems: Managing the Digital Firm, 10 edition,
- 2      Carol V. Brown, Daniel W. DeHayes, Managing Information Technology, 2008 6th edition. Prentice-Hall,
- 3      Laudon and Laudon, Essentials of Management Information Systems, 9th edition, Prentice Hall 2011

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

**UBR -307          Employment Enhancing Skills-II****Objective**

The course is aimed at grooming the employment skills of the students, make them participate in group learning exercises and enhance their personal effectiveness.

- Current events
- General Knowledge
- Students will be given test modules along with the co-curricular activities for their overall development.
- Co curricular activities
  - Group Discussions
  - Management Games
  - Ad-Mad show
  - JAM (Just a Minute)
  - Debates
  - Quizzes
  - Seminars
  - Role Plays
  - Presentations
  - Statement-of-purpose writing

## **UBR 308 Merchandise Management & Pricing**

### **Objective:**

The course is aimed at introducing the students to the basic principles and practices of Merchandise management, Financial merchandise management and Retail pricing.

### **UNIT I**

Merchandising - Meaning of merchandising – Evolution of merchandising – Factors affecting the merchandising function – Roles and Responsibilities of merchandiser – Roles and responsibilities of the buyer – The concept of Life style merchandising.

### **UNIT II**

Merchandise Planning – Devising merchandise plans – Developing Sales Forecast – Forecasting at the store (SKU) – Collaborative planning forecasting and replenishment (CPFR) - Determining the merchandise requirements – Merchandising control – Assortment planning – The range plan – The model stock plan – Tools used for merchandise planning.

### **UNIT III**

Merchandising sourcing – Identifying the source of supply – Contracting & evaluating the sources of supply – Negotiating with vendors – Establishing vendor relationship – Analyzing vendor performance – Advantages - The process of private label creation.

### **UNIT IV**

Financial Merchandise Management – Merchandise Budget Plan – Components Evaluation – Open – to – Buy Systems – Allocating Merchandise to Stores – Evaluating the Merchandise Performance.

### **UNIT V**

Pricing in Retailing – External influences on retail pricing strategy – Retail pricing objectives – Retail pricing strategies – Consumer response to pricing.

### **BOOKS RECOMMENDED**

- 1 Levy and Weitz, RETAILING MANAGEMENT , 6th edition, McGraw-Hill Irwin,
- 2 Berman, B. and Evans, Retail Management: A Strategic Approach- 9th edition, J. R. (2003). Prentice Hall 2007
- 3 Michael Levy & Barton A. Retailing Management. McGraw Hill. 5th Edition
- 4
- 5 Swapna Pradhan, Retailing Management Texts & Cases, 3/e-McGraw Hill, 2009.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

## **UBR 309 Mall Management & Risk Management**

The aim of this course is to make the students understand the basic concept of Malls management and endow the students with the conceptual framework for analyzing risk and making decisions in a corporate setting.

### **UNIT I**

Global Overview of Retail and Mall Management, Introduction to Malls Site Selection Process, Understanding and Review of Commercial Lease Tenant Mix ,Marketing Planning and Branding of Malls

### **UNIT II**

Maintenance Management, Shopping Entertainment, Shopping Centers

### **UNIT III**

Learn Risk assessment techniques and reduce personal/safety risks, Techniques of preventing violence against staff, Improve Cash Security, Major causes of Retail Crime Prevention and deterrence of Retail Crime Security and Loss Control Techniques , Identify Potential Shoplifters and various method they use.

### **UNIT IV**

Strengths and weakness for Mall Format: Licensing and permits for Mall operations, HRM planning and Organization Structure.

### **UNIT V**

Stories of some successful Malls world wide: DLF, Walmart, Shoppers Stop, Reliance Fresh, ITC e-Chaupal, Big Bazaar. Some examples and visit to retail stores in and around Tricity.

## **BOOKS RECOMMENDED**

- 1 Abhijit Das Mall Management Taxmann Publications Pvt. Ltd 2ND EDITION
- 2 Harvey M. Rubenstein Pedestrian *malls*, streetscapes, and urban spaces 1992
- 3 Pradhan Retailing Management 3E Tata McGraw-Hill Education 2005

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the syllabus.

**UBI -310 Industrial Training**

- **The students of BBA are required to undergo training for 4/6 weeks in any organization.**
- **The training is aimed at exposing the students to the practical aspects of management and the application of theories of management. They are required to carry out a project and submit a report to the institution at the end of training.**
- **This training report is required to be presented to the class and evaluated by the experts.**