

# **ANDHRA UNIVERSITY**

**2006**

## **Regulations relating to**

### **MASTER OF BUSINESS ADMINISTRATION (Retail Management)**

**(With effect from 2006 - 2007)**

Andhra University is the first University which started 2 year M.B.A. (Retail Management) Course in the country. The curriculum is innovative and is designed to address revolutionary changes that are taking place in the retail marketing environment throughout the country in recent times.

1. Candidates seeking admission into MBA (Retail Management) course need to get qualified in ICET. The admission will be made through centralized online counselling organized by A.P. State Council for Higher Education. The eligibility criteria for ICET is a pass in any Bachelor's Degree (other than B.F.A. & B.A., (OL) of Andhra University or any other University recognised by the Academic Senate as Equivalent thereto.

2. The course and scope of instruction shall be as defined in the syllabus prescribed.

3. (a) The candidate shall be required to take examination at the end of each semester as detailed in the Scheme of Examination. Each paper of the examination shall unless otherwise prescribed, be of three hours duration and carry 85 marks; with two internal examinations carrying 15 marks for each paper.

(b) A candidate shall be declared to have passed the examination if he/she obtains not less than 40% of the total marks in each subject. All other candidates shall be deemed to have failed in the examination.

Candidates who have completed the course in each semester and have earned the necessary attendance shall be permitted to continue the next semester course irrespective of whether they have appeared or not at the previous semester end examination (s). Such candidates may be permitted to appear for the examination of earlier semesters with the examinations of later semester simultaneously.

4. The scheme of instruction and the Scheme of Examination shall be as given in Annexure-I.

5. Notwithstanding anything contained in the above regulations in the case of Project Report/Dissertation/Observational study report and Viva-Voce examination a candidate shall obtain not less than 50% of marks to be declared to have passed in the examination.

6. Candidates shall put in class attendance at the College for not less than 75% of the total number of working days. Condonation for shortage of attendance may be granted on the

recommendation of the Principal/Director of the College concerned upto an extent of 15 per cent. If a candidate represents the university efficiently at games, sports and other officially organized extra curricular activities, it will be deemed that he has attended the college on the day he/she is absent for this purpose

7. The names of the successful candidates at the examination shall be arranged in the order in which they are registered for the examination on the basis of total marks obtained by each candidate in all the semester examinations put together.

I class with distinction: Those who obtain 70% and above, I Class: Those who obtain 60% and above but less than 70%, II Class: Those who obtain 50% and above but less than 60%, III Class: Those who obtain 40% and above but less than 50%.

Only those candidates who appeared and passed the examination in the first attempt in all papers of the **four** semesters in the examination are eligible to be placed in the first class with distinction. However, no candidate who has not passed all the papers relating to any semester at the first appearance shall be eligible for the award of any medals or prizes by the University and to receive certificates of rank obtained by them in the examination.

8. Practical Training: Candidate shall undergo practical training in a Retail Organisation for a minimum period of 12 weeks in the IV Semester and submit a report thereon along with a practical training certificate obtained from the Retail Organisation. Practical training shall be guided by a teacher of the course and certified by the teacher guide.

The purpose of the project work is primarily to demonstrate the application of knowledge and skills acquired during the three semesters of the programme, by studying and analysing a selected problem in the work situation in a systematic manner while suggesting solutions to the management. It is desirable that the sponsoring organisation has to identify the areas of project study for their participants at the beginning of the training programme itself. Each student is required to study the problem under the guidance of a faculty member of the department. The student is required to make a presentation on the topic he has selected for his Project Study, before a committee consisting of three teachers of the course. The student should report the progress of his project study to his guide periodically.

The completed project should be submitted to the Head at the end of the IV Semester 15 days in advancement of commencement of the Viva-Vice.

9. Paper Setting: Question paper setting for all the subjects of all the semesters shall be entrusted to external examiners approved by the P.G, Board of Studies. The question papers shall be set on 'Unit System' pattern.

10. Evaluation: M.B.A. (Retail Management) two years course is professional course, which come in the management discipline. For all academic and other examination related aspects, it comes under P.G. Board of Commerce and Management Studies of the University.

The University shall prepare examination schedule. The P.G. Board of Studies will prepare the list of paper setters. The answer scripts of all the papers shall be subjected to double valuation. All those who have completed a minimum of three years of regularized

experience in teaching M.B.A. Course shall be appointed as examiners for this purpose. The variation between first and second valuation shall be dealt with as per the rules of the University.

11. **Observational Study:** At the end of the II Semester the student will have to make an observational study for Three weeks in a corporate retail organisation and submit: a report, which carries 50 marks. First year end comprehensive viva will be conducted which carries 50 marks. At the end of the I year the students have also to face a Viva-Voce, which carries 50 marks.

The objective of the observations study is to provide practical exposure to the student, the functions, operations and managerial aspects of retail organisations. The students are required to observe the proceedings of the retail business for 21 days and submit a report: not exceeding 50 pages in his or her own hand writing for evaluation. The First year end Viva voce committee members evaluate the report and award marks. The average of the marks awarded by the Committee members will be the marks scored by a candidate.

12. **Improvement Provision:** Candidates declared to have passed Master Degree Courses in Business Administration under Semester System obtaining third or second class may reappear again for the same examination to improve their class as per the University rules in force. A first class student who gets below 65% marks is also eligible for improvement if he wants more than 65% marks.

13. **Evaluation:** Each paper will carry 85 marks examination to be held at the end of each semester. The duration of written examination for each paper shall be three hours.

14. Each paper is for 100 marks divided into external for 85 marks and internal for 15 marks.

15. The first year end Viva Voce Examination Committee consists of the following members.

1. Head of the Department (Convener)
2. Two subject experts (Internal) nominated by the Vice-Chancellor.

The Viva Voce Committee for the second year end Viva-Voce examination consists of the following members.

1. Head of the Department (Convener)
2. Executive from a Corporate retail organisation
3. Subject expert (Internal) nominated by the Vice-Chancellor.
4. Chairman, P.G.Board of Studies in Commerce & Management

Each member of the Committee will award marks based on the performance of a student at Viva voce examination and submit the same in sealed cover to the convener of the committee. The Convener averages the marks and send the marks statement along with originals to the Controller of Examinations of the University.

ANDHRA UNIVERSITY DEPARTMENT OF COMMERCE AND  
MANAGEMENT STUDIES

MBA - RETAIL MANAGEMENT

Semester	Course Title
Semester I	
101	Perspectives of Management & Organizational Behavior
102	Business Economics
103	Retail Business Environment
104	Quantitative Methods in Retailing
105	Business Laws & Taxation
106	Business Communications
107	Accounting & Finance For Retail Organizations
Semester II	
201	Marketing Management
202	Supply Chain Management
203	Marketing In Formation & DBMS
204	Service Marketing
205	Retail Shoppers Behavior
206	Electronic Retailing
207	Brand Management
	<i>Observational Study Report ( 3 weeks)</i>
Semester III	
301	Inventory & Merchandise Management
302	Advertising Management
303	International Retailing Practices
304	Sales Promotion Management
305	Human Resource Management
306	Customer Relationship Management
307a	Business Ethics & Social Responsibility
307b	Hindi
Semester IV	
	<i>Internship (12 weeks) -1 Report Writing (4 weeks in consultation with guide) Project Report Viva -- Voce</i>

<b>MBA (RETAIL MANAGEMENT ) COURSE</b>							
<b>Sl.No.</b>	<b>Code</b>	<b>FIRST SEMESTER</b>	<b>internal</b>	<b>term-End</b>	<b>total</b>	<b>-Irs/Wk</b>	<b>Credit</b>
1	101	Perspectives of Management & Organizational Behavior	15	85	100	4	4
2	102	Business Economics	15	85	100	v 4	4
3	103	Retail Business Environment	15	85	100	4	4
4	104	Quantitative Methods in Retailing	15	85	100	4	4
5	105	Business Laws & Taxation	15	85	100	4	4
6	106	Business Communications	15	85	100	4	4
7	107	Accounting & Finance For Retail Organizations	15	85	100	4	4
		<b>SECOND SEMESTER</b>					
8	201	Marketing Management	15	85	100	4	£
9	202	Supply Chain Management	15	85	100	4	4
10	203	Marketing In Formation & DBMS	15	85	100	4	4
11	204	Service Marketing	15	85	100	4	4
12	205	Retail Shoppers Behavior	15	85	100	4	4
13	206	Electronic Retailing	15	85	100	4	4
14	207	Brand Management	15	85	100	4	4
15		Observational Study Report			50		2
		<b>Viva – Voce</b>			50		2
		<b>THIRD SEMESTER</b>					
16	301	Inventory & Merchandise Management	15	85	100	4	£
17	302	Advertising Management	15	85	100	4	4
18	303	International Retailing Practices	15	85	100	4	4
19	304	Sales Promotion Management	15	85	100	4	4
20	305	Human Resource Management	15	85	100	4	4
21	306	Customer Relationship Management	15	85	100	4	4
22	307(A)	Business Ethics & Social Responsibility	08	42	50	2	2
23	307(B)	Hindi	08	42	50	2	2
		<b>FOURTH SEMESTER</b>					
24		<i>Project Report</i>			100		6
		<i>Viva-Voce</i>			100		4
<b>TOTAL</b>					2400		

## RM 101: PERSPECTIVES OF MANAGEMENT & ORGANISATIONAL BEHAVIOR

The objective of this paper is to familiarize the students with basic management concepts and the process of organization.

- Unit I** Management: Definition, Scope and Importance, Principles of Management, Functions of Management.
- Unit II** Planning - Nature- Purpose and Importance of Planning -Types of Plans, Steps in Planning, Planning premises and forecasting, Process of Decision Making.
- Unit III** Organisation - Importance and Universals of Organisations, Designing Organisation Structure - Functional Product - Geographic - Matrix / Hybrid Structure, Delegation, Decentralisation, Span of Control.
- Unit IV** Staffing, Leadership Theories and Styles, Motivation - Maslow theory - Herzberg theory, Individual Behavior - Learning - Personality - Perception. Group Dynamics.
- Unit V** Control, Principles, Process and Techniques of Control, Organisational Culture.

(Case study is compulsory in all the units)

### Reference Books:

1. James A. F. Stoner, R. Edward Freeman and Daniel R. Gilbirth Jr. -Management, Prentice Hall of India.
2. Heinz Weighrich and Harold Koontz - Essential of Management, Tata McGraw Hill, International.
3. Bajaj - Management Processing and Organization, Excel Publications.
4. John F. Wilson - The Making of Modern Management, Oxford University Press.
5. Ricky W. Giffin - Management 8" Edition (2005 Indian Adaptation), Wiley India, New Delhi.
6. Stephen Robbins and Mary Colder — Management, prentice Hall of India.
7. Tripathy and Reddy - Principles of Management, Tata McGraw Hill.
8. R.K. Suri, Organisational Behavior, Wisdom Publication.
9. A. Pardhasaradhy & R. Satya Raju - Management. Text and Cases, Prentice Hall of India.
10. Udai pareek- Organisational Behavior, Oxford University Press.

## RM 102: BUSINESS ECONOMICS

*The objective of this course is to enable the students to understand economic concepts and theories and their application in Retail Business.*

- UNIT I** Introduction: Nature and Scope of Business Economics; Objectives of the Firm - Theory of Firm, Sales and Revenue Maximizing Theories, Managerial and Behavioural Theories; Profit Maximization Vs. Wealth Maximization;
- UNIT II** Consumer Behaviour: Utility and Satisfaction; Measurement of Utility; Cardinal Utility Theory - Law of Diminishing Marginal Utility, Law of Equi-marginal Utility; Ordinal Utility Theory - Indifference curve analysis.
- UNIT III** Demand Analysis: Demand - Meaning, Determinants of Demand, Demand Function; Law of Demand; Elasticity of Demand - Types of **Elasticity** and Its Managerial uses; Demand forecasting - Methods for existing and new products, Criteria for good forecasting method. Business Forecasting - Nature and Scope of Forecasting and different methods of Business Forecasting and their advantages and disadvantages.
- UNIT IV** Market Analysis: Perfect Competition, Monopoly; Imperfect competition - Price and Output determination under Monopolistic Competition, Oligopoly and Duopoly.
- UNIT V** Pricing Methods and Profit Analysis: Cost oriented pricing methods - full cost pricing and Marginal cost pricing, Target Return Pricing, Retail Pricing and Price Discrimination in general and in monopoly; Meaning of Profit, Limiting Factors of Profit, Criteria for Standard Profit: Theories of Profit.

### *Recommended Books:*

1. *Dean, Joel: Managerial Economics, Prentice Hall*
2. *Mole, Paul and Gupta: Managerial Economics, Text, and Cases, Prentice Hall*
3. *Peterson H. Craig, Lewis W. Chris and Jain Sudhir K: Managerial Economics, Pearson Education/Prentice Hall, 2006.*
4. *Trivedi M.L.: Managerial Economics, 'Theory and Applications, Tata McGraw Hill Publishing Company, 2002.*
5. *Mukherjee Sampat: Business and Managerial Economics (In the Global Context), Third Edition, New Central Book Agency (P) Ltd., Kalkota, 1996.*
6. *Mehta, P.L.: Managerial Economics, Text and Cases, S.Chand & Co.*
7. *Paul G. Keat and Philip K.Y. Young: Managerial Economics: Economic Tools for Today's Decision Makers, Pearson Education, 2004.*
8. *Mithani, D.M.: Managerial Economics: Theory and Application, Himalaya Publishing House, 2003.*
9. *Varshney, R.L. and Maheswari, K.L.: Managerial Economics, S.Chand & Co, Delhi.*
10. *Dwivedi, D.N.: Managerial Economics, Vikas Publishing House Pvt. Ltd., 2003*

## RM 103: RETAIL BUSINESS ENVIRONMENT

The objective behind introducing this course is to acquaint the students with the various domestic factors, changes in foreign countries, changing foreign exchange rates that influence retail business.

- Unit I** Business Environment: various factors like Socio - Cultural, Economic, Legal, Political, Technological domestic and international level and their impact on Retailing Business, Retailing and Economy.
- Unit II** Concept of Retailing, classification of Retailing Units, special characteristics of Retailing, Emergence of organized Retailing, Traditional Retail Formats, Modern Retail Formats in India, Retail Strategy with respect to specific product categories like Food Products, Restaurants, Health and Beauty, Home Furniture, and Household Goods, Clothing and Foot Wear, Durable Goods, Petro Retailing, and Retail Banking.
- Unit III.** Industrial Policy 1991 and changes afterwards and their impact on establishment of companies, Foreign Technology Flow - Patents and B<sup>f</sup> and names flow — Capital (low with special reference to Retail Business. The position before and the changes after liberalization and globalization
- Unit IV** Role of International Trade in the development of a country, the development of International Retailing - opportunities and threats in Retailing, Retail Institutions by ownership various retail institutions like Wall Mart and Other International Retail Units. Motives and reasons for International Retail Trade.
- Unit V** WTO and its impact on imports and exports of consumer goods like Clothes, Garments, Leather Goods, Gems and Jewellery - Pharmaceuticals Products, Processed Food Products and Fruits. Foreign exchange its Definition, Changes in Exchange Rate and their influence on Goods and Services

### *Reference Books:*

1. Chetan banaj, Rajnish Tuli and N.V. Srivaslava, *Retail Management*, Oxford University Press.
2. David Gilbert, *Retail Marketing Management*, Pearson Education.
3. J.V. Prabahkara Rao & A. V. Ranganadhachary, *International business*.
4. Francis Cherunilm *International Business - Text and cases*, Himalaya Publishers Ltd.
5. S.K. Mishra & V.K. Ruri, *Economic Envvironment of Business*, Himalaya Publishers Ltd.
6. *Journals: Business World & Business India*.
7. *New Papers: Business Line & The Economic Times*.



## RM 104: QUANTITATIVE METHODS IN RETAILING

The objective of this paper is to acquaint the students with various quantitative techniques useful in managing retailing organization effectively.

- Unit I** Importance and application of Quantitative techniques in Business decisions. Probability Theory: Definition - Addition theorem, conditional probability - Multiplication theorem - Baye's theorem - Random Variable - Distribution function - p.m.f - p.d.f. - Expectation of a random variable. Probability Distributions and their characteristics - Binominal - Poisson and Normal.
- Unit II** Correlation and Regression Analysis, concepts of multiple regression, Partial and multiple correlations. Sampling and sampling distributions - Estimation - Point and interval estimates of averages and proportions of small and large samples. Concept of testing of hypothesis — one sample and two sample tests for mean and proportions and tests for their differences. Chi-square test of independence and goodness of fit test.
- Unit III** Operations Research: Nature, scope and importance. General methods of deriving solution. Linear programme -- formulation of the problem, graphical solution - simples method - big M method - Duality and dual simplex method Transportation and assignment problems.
- Unit IV** Integer programming - Gomory's fractional cut and Branch and Bound methods. Inventory management: Introduction, types of inventory, analysis and structure of inventory models. EOQ, Quantity discounts, price break approach. EOQ model with shortages.
- Unit V** Decision analysis: Types of decision models, decision models with uncertainty, EMV, EOL, EVP1, Decision Tree Analysis. Network analysis: PERT, CPM.

### *Recommended Books:*

1. *Misra: Quantitative techniques for Management, Excel Publications.*
2. *Bany Render et al: Quantitative Analysis for Management, Prentic hall of India.*
3. *Shenoy et al: QT for Management, New Age (International) Pvt., Ltd.*
4. *C.R. Khothari, QT, Vikas Publications.*
5. *Boot and Cox: Statistical analysis for managerial decisions, Tata McGrcnv Hill.*
6. *S.D. Sharma: Opera'ions Research.*
7. *Gupta. P.K and Man Mohan: OR and Quantitative Analysis, Sultan Chain! and Co.*

## RM 105: BUSINESS LAWS & TAXATION

The objective of this course is to provide basic level of knowledge about business laws, service tax and VAT.

- Unit I** The Indian Contract Act, 1872: Introduction, Classification of Contracts - Offer and acceptance - Consideration - Capacity - Free consent - Legality of object - Discharge - Breach and its remedies of a contract.
- Unit II** The Sale of Goods Act, 1930: Introduction, Distinction between sale and agreement to sell - Conditions and warranties - Transfer of property (ownership) of goods — Performance of the contract of sale - Rights of an unpaid seller.
- Unit III** The Consumer Protection Act, 1986: Introduction, Rights of Consumer - Machinery for Redressal of Consumer Grievances. Package Commodities Order - Salient features of Standards of Weights and Measures Act.
- Unit IV** Service Tax: Introduction, Constitutional validity; levy of service tax - threshold exemptions, general exemptions, not applicable, taxation of services - rate of tax, registration formalities, books and records; filling of returns and assessments.
- Unit V** VAT - Definitions, Incidence, Levy and Calculation of Tax; Registration; Returns and Assessments, Appeals and Revisions.

### **Reference Books:**

1. N.C. Kuchhel- "Business Law", Vikas Publishing Company, New Delhi.
2. P.C Tulisan - "Business Law", Tata-McGraw-Hill, New Delhi.
3. S.S. Gulshan & Kapoor — "Business Law including Company Law", New Age International Publishers.
4. K. Rama Mohana Rao - "Consumer Protection in India", Kalyani Publishers, Ludhiana.
5. A. Narasimha Rao ■ - VAT: AP Value Added Tax Act, 2005", S. Gosia & Co., Hyderabad.
6. TVR Satya Prasad- "Service Tax-Made Easy", Asia Law House, Hyderabad.
7. J.K. Mittal, "Service Tax", Taxman's Publishers.
8. U. Vijayanand, "Service Tax -Simplified", New Southern Book House, Chennai.

## RM 106: BUSINESS COMMUNICATIONS

The objective of this paper is to provide an understanding on required Business Communication Skills.

- Unit-I :** Importance of Communication; Objectives of Communication; The Human Communication Process; Non Verbal Communication
- Unit-II :** Written Communication; Oral Communication; Listening Skills; Technology enabled Business Communications
- Unit-III :** Communication barriers; Gateways of effective communication; Business Writing and Correspondence; Organisation of Meetings and Conferences
- Unit-IV :** Business conversations and instructions; Business reports and proposals; Business presentations and negotiation skills; Communication with Groups
- Unit-V :** Cross Cultural Communication; Human Communication Styles; Interpersonal trust and interpersonal influence; Ethics in Business Communication

### ***Recommended Books :***

1. Wofford, Jerloff and Cummins "Organisational Communications".
2. Bovee, Thill and Schatzman "Business Communication Today", Pearson Education
3. Meenakshi Raman, Prakash Singh "Business Communication", Oxford University Press
4. Mary Ellen Gufjey "Essentials of Business Communication", South-Western College Publishing
5. Lesikar, Pettit, Fladey "Basic Business Communication", Tata-McGraw-Hill Edition

## RM 107: ACCOUNTING & FINANCE FOR RETAIL ORGANISATIONS

The objective of this paper is to create awareness about the accounting procedures, cost concepts and working capital practices in Retail Management

- Unit 1** Introduction to Accounting - Financial — Cost - Management Accounting: Recording of Business Transactions - Double-entry accounting system - Journal - Ledger - Cash book columnar - Book reconciliation.
- Unit II** Accounting for Merchandising Transactions - Income measurement for a Merchandising company — Revenue from sales - Cost of goods sold - Operating expenses - Work sheet for Merchandising Company - Classified Financial Statements.
- Unit III** Introduction to costing - Cost concepts - Cost classification - CVP analysis - BEP calculation - Cost control - Cost reduction technique and tools in Retail business.
- Unit IV** Management of Working Capital - Meaning - Significance - Types; Factors Determining working capital needs in retail business - optimum working capital — working capital cycle.
- Unit V** Management of Debtors - Objectives - Credit standard norms - Credit analysis - Determination of credit policy - Management of cash - Motives -Cash planning and control - preparation of cash budget in Retail Management.

### *Reference Books:*

1. R. Narayana Swamy - "*Financial Accounting - A Managerial Perspective*"
2. Jain and Narang - "*Cost Accounting*"
3. P.C. Tulsian — "*Financial Accounting*"
4. Manash Dutt - "*Cost. Accounting: Principles and Practice* "
5. S.N. Maheswari - "*Financial Management*"
6. R.M. Srivastava — "*Financial Management*"
7. Ambrisha Gupta - "*Financial Accounting for Management.* "

## MBA (RETAIL MANAGEMENT)

### 2<sup>nd</sup> SEMESTER SYLLABUS

#### RM 201: MARKETING MANAGEMENT

The objective of this course is to introduce basic concepts and process of Marketing Management with a focused approach to Retailing Marketing and its Management.

- Unit-I** Marketing - Meaning, Definition, Importance, Evolution - Marketing in Business Sector, Service Sector, Non Profit Section and International Sector.
- Unit-II** Marketing Analysis - Marketing Inter-nation systems and Marketing Research - Analysis Marketing - Environment - Analysing Consumer markets, Business markets and their behavior - Analysing - Industry and competitors.
- Unit-III** Planning Marketing Programmers - Managing product lines, brands, packaging - Marketing services - **Pricing** policies - Managing marketing channel - Managers promotion.
- Unit-IV** Developing Marketing Strategies - Developing differencing and product position strategy - Life cycle strategies - Planning strategies - Promotional Mix strategies - Distribution strategy with special emphasis on retailing.
- Unit-V** Contemporary issues in marketing. : Marketing and Ethics - Social Responsibility Marketing - Social Marketing - Green Marketing - Global Marketing - Marketing Audit.

#### Suggested Books:

1. *Philip Roller and Kevin Lane Keller: Marketing Management, Pearson Education, New Delhi.*
2. *VJ Ramaswami and S. Namahvmari: Marketing Management, Macmillan Business Books, Delhi.*
3. *William J Stan tan & Futrell: Fundamentals of Marketing*
4. *Zinkota & Kotabe: Marketing Management, Prentice Hall of India*

## RM 202: SUPPLY CHAIN MANAGEMENT

The objective of this course is to introduce basic concepts and process of Supply Chain Management with a focused approach to Retailing Management.

- Unit -1** Introduction to Supply Chain - Concept - Need and Evolution. Approaches, phases and processes of supply chain drivers and obstacles. SC strategies - strategic fit and scope.
- Unit-II** Planning Demand and Supply in SCM - Demand forecasting, aggregate planning, managing predictable variability. Customer Service and Integration of Technology in SCM(IT & E business)
- Unit-III** Inventory planning and managing inventory in SCM - Factors affecting inventory approaches and methods to manage inventory
- Unit- IV** Sourcing and Logistics - Purchasing & Sourcing Decisions in Supply Chain Management - Transportation, Logistics, Warehousing, Containerisation and packaging.
- Unit-V** Designing SC Network - Distribution network-Performance management and control. Benchmarking, Gap Analysis and Balance Score Card for Supply chain management.

### Suggested Books:

1. Sunil Chopra and Peter M, SCM-Strategy, Planning & Operation, PHI
2. Rahul VAttekar, SCM-Concepts & Cases, PHI
3. Mohanty RP, & Deshmukh SG, Essentials of SCM, Jaico
4. Mentzer, John T., Fundamentals of SCM-Twelve Drivers of Competitive Advantage, Sage
5. Agarwal DK, Logistics & SCM, Macmillnn India

**RM 203: MARKETING INFORMATION  
&  
DATABASE MANAGEMENT SYSTEM**

Objective of this course is to introduce basic concept of Information System and its application in retail organizations with particular focus on Database Management Systems.

- Unit-I** Introduction to Information Systems, Functions, Classification, Role, Information Management, Information Resources, Computing Resources, Communication Resources, Internet, Intranet, Extranet, Strategic Planning for Information Resources in an organization.
- Unit-II** Organisation of data, File environment & Database management systems, Components of DBMS, Hierarchical Model, Network Model, Relational Model, Distributed Database Environment, Database trends. Multidimensional Data Analysis, Data Warehouse and Data Mining.
- Unit-III** Systems Development: Systems Development life cycle, Prototyping, Rapid Application development, Phased development, Business process redesign, Process modeling, Project management.
- Unit-IV** Information system applied in an Organisation: Transaction processing systems, Management information systems, Executive support systems, Introduction to CRM, Marketing information systems, Sales information systems, Sales support. Sales analysis, Customer analysis. Introduction to marketing research and intelligence information system.
- Unit-V** Integration of various information systems for E-business, E-Commerce, Retail MIS, Use of Information systems in Retail Business and Supply Chain Management.

**Suggested Books:**

1. *Management Information Systems* by W S Jawadekar.
2. *Relational Database Management Systems* by Gerald. V. Post.
3. *System Analysis and Design* by Ellas. M. Award.
4. *Data Warehousing* by Mohanly, Sonmendra — Tata McGraw Hill.
5. *Retail Management* by Swapna Pradhan, Welinkar Institute of Management - Tata McGraw Hill.
6. *Management Information System* by Mahadeo Jaiswal and Monika Mital, Oxford University Press.

## RM 204: SERVICES MARKETING

Objective of the course is to develop insights into emerging trends in Services Marketing and to develop distinctive managerial skills in Services Marketing.

- Unit-I** Importance of services marketing - Service characteristics - Reasons for growth of services sector — Services sector in India. Strategic approach to services marketing - Service Triangle.
- Unit —II** Consumer behavior in services — Consumer expectations and purchase decision process; Market segmentation and targeting; Services marketing mix; Service product design and strategies - The basic service package - CVH - Service flower - New service development - Service differentiation - Service branding.
- Unit-III** Service quality management - Quality determinants - Managerial framework - Gap model of service quality - Total quality services marketing; Pricing of services - Objectives and strategies.
- Unit- IV** Service distribution; Service Demand and Capacity Management; Physical evidence - Type of service scapes - Physical evidence strategy; Service recovery strategies.
- Unit-V** Internal marketing - Importance and objectives - Roles of a service employee - Internal marketing strategies; External marketing -Promotional mix - Promotional campaign design; Interactive marketing.

### Suggested Books:

1. *K. Rama Mohan a Rao: Services Marketing, Pearson Education (Asia)*
2. *Valarie A. Zeithami & Mary Jo Bitner: Services Marketing, McGra-w Hill Publishing Inc.*
3. *Christopher Lovelock: Services Marketing, Pearson Education.*
4. *Christian Gronross: Services Marketing and Marketing, McMillan Inc.*
5. *Ravi Shankar: Servii es Marketing, Tata McGraw Hill Publishing Company.*



## RM205: RETAIL SHOPPERS' BEHAVIOUR

Objective of this Course is to explain basic concepts of Consumer Behaviour and explain the process of Consumer Decision Making and the factors influencing such decisions with specific reference to Retail Shoppers Behaviour

- Unit I** Introduction to the Study of Shoppers behaviour, dynamics of shopping - Demographics of shopping (Men, Women and Kids) factors influencing Shoppers Behaviour - Shoppers Behaviour in Indian Environment
- Unit II** Shopper Decision Making Process - Need/Problem Recognition - Information Collection - outlet selection and Purchase Alternative evaluation in shopping - Shopping Behaviour - Post of Purchase Behaviour.
- Unit III** Influence of Culture on Shoppers Behaviour- Sub Culture on Shoppers Behaviour - Cross Culture on Shopper Behaviour- Influences of Social class on Shopper's Behaviour- Attitude Development and Attitude measurement of Shoppers Behaviour
- Unit IV** Personality and Shopper Behaviour - Perception of Shoppers - Elements of Perception -Learning- Motivation and Motives.
- Unit V** Shopper Delight - e-shopper Behaviour overview of Mark and Spencer - Reabok and Company - Wal-mart

### Suggested Books:

1. *Paco Underhill : Why we buy - the ScienceofShopping, SIMON & SCHUSTER Rockefeller Center, New York.*
2. *Andrew J. Newman & Peter Cullen : Retailing Environment A Operations, Thomson Learning Berkshire Huse, London.*
3. *ICFAI: Retailing Sector, ICFAI Press, Hyderabad, Andhra Pradesh.*
4. *LEONG SCHIFF MAM : Consumer Behaviour, Pearson Education, Delhi, India.*
5. *S. Ramesh Kumar : Conceptual Issues in Consumer Behaviour, Pearson Education, Delhi, India.*

## RM 206: E - RE TAILING

Objective of this course is to introduce basic E-Commerce concepts and its applications in retailing process and explain techniques of E-Commerce.

- Unit-I** Introduction: Meaning, E-Commerce, E-Business and E-Marketing, Evolution of E-Commerce, E-Commerce Vs Traditional Commerce, Net work infrastructure for E-Commerce, Internet, Extranet. Prospects in India.
- Unit-II** E-Commerce applications: E-Commerce Consumer Applications. E-Commerce Organisation Applications, Procurement - Online Marketing and Advertisement, Online Interactive Retailing, E-Commerce - Business Models: B2B, B2C, C2C, B2 Government, Government to Government, E-Business, Storefronts, Infomediary, Trust intermediary. E-business enables and Infrastructure providers.
- Unit-III** E-advertising and Marketing: The new age of information based marketing, E-Marketing Mix - Cost, Connectivity, Convenience, Customer, interface, Speed of delivery, Emergence of internet as a competitive advertising media.  
Scope of the web retailing, Characteristics of web users, Role of the web, store- based retailer, Process of website development, Market research on net weakness in internet Advertising, E-Advertising Marketing in India, E-Retailing/reverse Marketing.
- Unit-IV** E-Security: E Security Issues - Hacking, Spoofing and viruses: Network Security and Transaction Security, Cryptology, Digital Signatures, Security protocols for web commerce, Cyber laws - IT Act, 2000.
- Unit-V** Electronic Payment Systems: Introduction to payment systems, On-line payment systems-Prepaid E - payment systems, Post - paid E-payment systems, E-Cash or Digital Cash, E-Cheques, Credit cards. Smart cards, Debit cards.

### Suggested Books

1. Jeffrey F. Rayport c& Bernard J. Jaworski: *Introduction to E-Commerce*, Tata Mc-Graw Hill.
2. Kalakota & Winston- *Frontier of E-commerce*, Pearson Education.
3. David Whitely: *E-commerce - strategy technologies and applications*, Tata Mc-Graw Hill.
4. Kamallesh K. Bajaj & Debjani Nag: *E-commerce - The cutting edge of business*, Tata Mc-Graw Hill.
5. Perry: *E-commerce*, Thomson Publications.
6. Ravi Kalakota & Andrew B. Whinston: *E-commerce - A manager's Guide*, Pearson Education.
7. Efrain Turban, Jae Lee Kavid King and H. Michael Chung: *E-commerce - A Managerial Perspective*, Pearson Publication.
8. C.S.V. Murty: *E-commerce, Concepts, Models & Strategies*. Himalaya Publications.

## RM 207: BRAND MANAGEMENT

Objective of this course is to introduce basic concepts and techniques of branding and its application for retailing trade.

- Unit-I** Introduction to Brand Management -Concept of Brand - Brand significances - Brand functions - Brand Loyalty and Equity - Brand Stretching and Extensions - Brand Planning - Brand Building and implications.
- Unit-II** Strategic Brand Management Process - Identifying and establishing brand positing and values - Planning and implementing Brand Marketing Programmes - Measuring and interpreting Brand performance -Growing and sustaining Brand equity - Organising for Branding.
- Unit - III** Designing Brand Marketing Programmes - Criteria for choosing Branding elements to build Brand equity - Marketing Programmes to build Brand equity - Integrating Marketing communication.
- Unit-IV** Evaluating Brand Performance - Developing Brand Equity measurement and Management system - Measuring sources of Brand equity - Capturing consumer mindset - Measuring outcomes of Brand equity - Capturing market performance.
- Unit-V** Branding in Retail Business - The retailer as a Brand - The role of own label - Retailers perspective towards Manufactures and their Brands - Emerging trends in Branding of Retail Business.

### Cases

### Suggested Books

1. *Kevin Lane Keller, Strategic Brand Management, Pearson Education Inc. 2004.*
2. *Mathur, U.C., Brand Management - Text and Cases, Macmillan India Ltd., 2006.*
3. *Geofferey Randall, Branding, Kogan Page India (P) Ltd., 2004.*
4. *Chunnawalla, S.A., Compendium of Brand Management, Himalaya Publications House, 2004.*

## **RM 301 :RM: INVENTORY AND MERCHANDISE MANAGEMENT**

- Unit-I** Merchandising philosophy - Introduction: Developing Merchandising plans - Setting objectives, Buying organization formats and processes, Dividing merchandising plans. Category management, Merchandise software.
- Unit-II** Buying systems - Merchandise budget plans, Branding strategies, International sourcing decisions.
- Unit - III** Financial Merchandise Management - The cost and retail methods of accounting, Financial inventory control.
- Unit - IV** Merchandise Pricing - Pricing strategies, Approaches for setting prices, Price adjustments.
- Unit - V** Merchandise inventory management - Store layout, Design, and Visual merchandising space planning, Merchandise presentation techniques.

### **Suggested Books:**

1. Retail Management by Berry Bennan and Joel Evans.
2. Retail Management by Levy Weitz, Tata McGraw Hill.
3. Retail Management by Davwidgilbert, Pearson Education.

## RM – 302: ADVERTISING MANAGEMENT

### UNIT – I

Role of Advertising in Promotional Mix – Types and purpose of Advertising – Process of Communication in Advertising – Integrated Marketing communication (IMC) – Economic, Social and Ethical aspects of Advertising

### UNIT – II

Consumer behaviour and Audience analysis in Advertising – Media planning – Media mix decisions – Developing media strategy popular media vehicles used in Retail sector – Leaflets/flyers, posters, booklets, local cable channels, bill boards, wall paintings, banners – Deciding on Media timing and scheduling

### UNIT – III

Creative strategy and copy writing – Copy writing pyramid – Different types of appeals – copy layout

### UNIT – IV

Advertising budgets – Methods of formulating advertising budgets – advertising research – Evaluation of Advertising effectiveness.

### UNIT – V

Advertising agencies - features, functions and types of advertising agencies – Selection of advertising agency – Agency-Client relations – Direct response advertising – Catalogs, direct mail Telemarketing, Internet advertising – International advertising – Culture – Customs – Law and Regulations.

### Suggested Books:

1. Chetan bajaj, Rajnish Tuli and Nidhi Srivastava: Retail Management, Oxford I press
2. William Wills, John brunet and Sandra Mariarty : Advertising Principles and practice, 5<sup>th</sup> edition, Pearson Edition
3. Manendra Mohan : Advertising Management concepts and Cases, Tata McGraw Hill
4. William E.Arensand, Courtland Bovee: Contemporary Advertising, 5<sup>th</sup> edition.
5. S.A. Chunnawala, Advertising Sales and Promotion Management, Himalaya Publishers, Mumbai.

## RM 303 : SALES PROMOTION MANAGEMENT

- Unit - I** Sales promotion - The scope and role of sales promotion - The growth of sales promotion - Consumer-Oriented sales promotion Techniques - Coordinating sales promotion with other tools of market promotion.
- Unit - II** Major Decisions in Sales Promotion - Establishing objectives - Selecting consumer - Promotion Tools - Developing the programme -Pre-testing the programme - Implementing & Controlling the program -Evaluating Results.
- Unit - III** Public Relations - Meaning & Importance - The new role of PR - Integrating PR with promotion mix - Marketing PR Functions - the process of Public Relations - Establishing PR plan - Developing and Executing the PR program - Measuring effectiveness of PR.
- Unit - IV** Publicity & Public Relations - The power of Publicity - Control and Dissemination of Publicity - Advantages and Disadvantages of Publicity - Major Decisions in Marketing PR - Establishing the Marketing Objectives - Choosing Messages and Vehicle - Implementing the plan -Measuring the effectiveness of publicity & PR.
- Unit - V** Event Marketing & Management: Events Definition - 5 C's of Events - Event Designing - Relative Importance of Events as a Marketing Communication Tools - Understanding the Event market - The concept of Market in events - STP of the Market for Events - Concepts of Product, Pricing & Promotion in Events - Event Management Activities.

### References:

1. Kazim SHH., & Satish K.Batra, Advertising and Sales Promotion, Excel Books
2. Jim blithe, Marketing Communications, Pearson Education – Asia
3. Kotler Philip & K.Keller, Marketing Management, Person education – Asia
4. Chunawalla SA., Advertising, Sales & Promotion Management, Himalaya.

## 5. RM304

### RM : INTERNATIONAL RETAILING PRACTICES

#### Unit -1 International Retailing: An over view

1. Introduction to International Retailing
2. Type of Retailers
3. Multi Channel Retailing - A view into the future
4. Global Customer Buying Behavior

#### Unit - II International Retailing Strategy - An Over View

1. Retail Market Strategy
2. Finance Strategy
3. Location Strategy
4. HR Strategy

#### Unit - III Retailing Practices - USA (Case Studies)

1. Wal-Mart
2. Kroger
3. Albertsons
4. JC Penny

#### Unit - IV Retailing Practices - EU (Case Studies)

1. J. Sainsbury (UK)
2. Carrefour (France)
3. Metro (Germany)
4. Ahold (Netherlands)

#### Unit - V Retailing Practices - ASIA (Case Studies)

1. Ito - Yokada (Japan)
2. Lianhua (China)
3. Big Bazar (India)
4. Reliance (India)

#### References:

1. Levy & Weitz, Retail Management, Tata McGraw Hill, New Delhi, 2005 (Unit 1 & 2)
2. Hand out to be prepared from various websites of companies for unit 3-5.

## RM 305 : HUMAN RESOURCE MANAGEMENT

- Unit-I** Human Resource Management - Scope and objectives - Role and functions - HR challenges - Emerging global scenario.
- Unit-II** Human Resource Policy and Planning - Developing HR policies - HR planning process - Recruitment and Selection - Job analysis - Promotions and transfers.
- Unit - III** Training and Development - Organization off training programme Measurement of training effectiveness - Training methods and techniques - Performance appraisal methods - Merits and limitations.
- Unit - IV** Compensation and welfare - Principles of salary administration - Methods of wage payment - Job evaluation - Incentives schemes - Welfare facilities.
- Unit - V** Managing sales force - Understanding diversity and motivating salesman  
- Creating organization culture - Counseling monitoring.

### Suggested Books:

1. *Human Resource Management, Desslerr, Prentic Hall of India, New Delhi.*
2. *Human Resource Management, Biswajeet Paltanayak, Prentic Hall of India, New Delhi.*
3. *Human Resource Management: Principles and Prctice, P.G. Aquinas, Vikas Publishing House.*
4. *Human Resource in Retailing, Lamba, Tata McGraw Hill.*
5. *Sales Administration: Principles and Problems, Bettrand R. Canfield, Prentic Hall of India.*



## RM - 306 RM: CUSTOMER RELATIONS1HIP MANAGEMENT (CRM)

- Unit-I** Introduction to CRM-Conceptual Foundations of CRM - Building Customer Relationship - Economics of CRM - The Relationship selling concept.
- Unit - II** CRM in Consumer Markets - Customer Service and Contact Centres for CRM- Customer Satisfaction and Loyalty—Customer acquisition, Retention and Development - Complaint Management - Sales Force Automation.
- Unit - III** Technological Tools for CRM - Components of CRM solutions - Product offerings in the CRM Market Space - Comparison of Siebel, Oracle, MySAP, Peoplesoft - Comparison of talisman, sales logic, Microsoft, onyx and sales notes, sales force, netcrm Choosing CRM Tool.
- Unit - IV** Managing CRM Project - Planning CRM program - Implementing CRM - The CRM Road Map - Operational Issues in implementing CRM -Organising CRM.
- Unit-V** Customer Relationship Quality Management - Designing an Effective Relationship Management System - Managing Customer Relationship Quality - CRM Road blocks.

### Books Recommended

1. *G.Shainesh & Jagadish N Sheth, Customer Relationship Management: A strategic Perspective, Macmillan India Ltd.*
2. *Jill Dyche, The CRM Handbook - A Business Guide to Customer Relationship Management, Pearson Education.*
3. *Pierre Chenet & John Ivar Johnsen, Beyond Loyalty, The next generation of Stratetic Customer Relationship Management, Prentice - Hall of India Pvt. Ltd*
4. *John W.Gosney and Thomas P.Boehm, Customer relationship Management Essentials, Prentice - Hall of India Pvt. Ltd.*
5. *Jim Cathcart, The Eight Competencies of Relationship Selling, Macmillan India Ltd.*

**RM 307(a) BUSINESS ETHICS AND SOCIAL RESPONSIBILITY (MARKS:50)**

- Unit - I** : Ethics in Business - Basic Principles - Need for Business Ethics - Nature, Scope and Objectives of Business Ethics — Ethics Vs Morals and Values -Normative Ethics in Management.
- Unit II** : Managing Ethics in Organization - Ethical activities - Codes of Ethics - Ethical Aspects in Marketing- Ethics in HRM -Ethics in Production - Ethics in Finance.
- Unit III** : Ethics in Social Responsibility - Changing Expectations of Social Responsibility- Managerial Ethics and Social Responsibilities of Business.

**Reference Books:**

U.C. Mathur, "CORPORATE GOVERNANCE AND BUSINESS ETHICS" Macmillan India Ltd.,  
Manuel G. Velasquez, "Business ethics concepts and cases fifth edition", Pearson Education.  
Theophand A. Mathias, "CORPORATE ETHICS", Allied Publishers Ltd., New Delhi.  
Thomas R. Piper, Mary C. Centile, Sharon Dalo Parks, "CAN THICS BE TAUGHT", Harvard Business School, Boston.  
R.P. Banerjee, "ETHICS IN BUSINESS AND MANAGEMENT", Himalaya Publishing House, Mumbai.  
Laura P. Hartman, "PERSPECTIVES IN BUSINESS ETHICS", Tata McgrawHill Publications, New Delhi.  
S.A. Sherlekar, "ETHICS AND MANAGEMENT", Himalaya Publishing House, Mumbai.

**RM307(B) HINDI  
(50 MARKSYLLABUS DUE TO BE RECEIVED FROM CHAIRMAN BOS)**