

  
**UNIVERSITY OF MYSORE**  
Estd. 1916

**Vishwavidyanilaya Karyasoudha**  
**Crawford Hall, Mysuru- 570 005**  
Dated: 23-07-2024

No.AC6/57/2024-25

**Notification**

**Sub:-** Syllabus and Scheme of Examinations of B.Com. (AEDP)(UG) programme from the Academic year 2024-25.

- Ref:-** 1. Decision of Board of Studies in Commerce (UG) meeting held on 07.06.2024.  
2. Decision of the Faculty of Commerce meeting held on 15.06.2024.  
3. Decision of the Academic Council meeting held on 28.06.2024.

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The Board of Studies in Commerce (UG) which met on 07.06.2024 has resolved to recommend and approved the Syllabus and scheme of Examinations of B.Com: Logistics – AEDP ; E-Commerce – AEDP ; BFSI – AEDP ; and Retail Operation – AEDP; Under Apprenticeship Embedded Degree programme with effect from the academic year 2024-25.

The Faculty of Commerce and Academic Council at their meetings held on 15.06.2024 and 28.06.2024 respectively has also approved the above said Syllabus and scheme of Examinations hence it is hereby notified.

The syllabus and scheme of Examinations pattern contents may be downloaded from the University website i.e., [www.uni-mysore.ac.in](http://www.uni-mysore.ac.in)

  
**Registrar**  
REGISTRAR  
University of Mysore  
MYSORE 

**To;**

1. All the Principal of affiliated Colleges of University of Mysore, Mysore. Those who are running B.Com Courses.
2. The Registrar (Evaluation), University of Mysore, Mysuru.
3. The Chairman, BOS/DOS in Commerce, Manasagangothri, Mysore.
4. The Dean, Faculty of Commerce, P G Center, Hemagangothri, Hassan.
5. The Director, Distance Education Programme, Moulya Bhavan, Manasagangothri, Mysuru.
6. The Director, PMEBS, Manasagangothri, Mysore.
7. Director, College Development Council, Manasagangothri, Mysore.
8. The Deputy Registrar/Assistant Registrar/Superintendent, Administrative Branch and Examination Branch, University of Mysore, Mysuru.
9. The PA to Vice-Chancellor/ Registrar/ Registrar (Evaluation), University of Mysore, Mysuru.
10. Office Copy.

UNIVERSITY OF MYSORE

B.COM.

FIRST SEMESTER & SECOND SEMESTER

COURSE STRUCTURE

&

SYLLABUS

2024-25

## B.COM COURSE STRUCTURE

2024-25

### I SEMESTER

Course	Title	Type	Credits	MARKS		
				C1	C2	C3
Major 1	FUNDAMENTALS OF FINANCIAL ACCOUNTING	Theory	5	10	10	80
Major 2	BUSINESS MATHEMATICS	Theory	5	10	10	80
Major 3	BANKING LAW AND PRACTICE	Theory	5	10	10	80
Language 1	KANNADA	Theory	3	10	10	80
Language 2	ENGLISH	Theory	3	10	10	80
Compulsory 1	CONSTITUTIONAL VALUES	Theory	2	5	5	40
Total			23			

### II SEMESTER

Course	Title	Type	Credits	MARKS		
				C1	C2	C3
Major 3	ADVANCED FINANCIAL ACCOUNTING	Theory	5	10	10	80
Major 4	FUNDAMENTALS OF COST ACCOUNTING	Theory	5	10	10	80
Major 5	COMPANY LAW AND PRACTICE	Theory	5	10	10	80
Language 1	KANNADA	Theory	3	10	10	80
Language 2	ENGLISH	Theory	3	10	10	80
Compulsory 1	CONSTITUTIONAL VALUES	Theory	2	5	5	40
Total			23			

Continuous Assessment-1 (C1) shall be conducted during the 8<sup>th</sup> week of the Semester and Continuous Assessment-2 (C2) shall be conducted during the 16<sup>th</sup> week of the Semester. C1 & C2 shall be based on tests, assignments, seminars, and case study analysis.

**B.COM.**

**SYLLABUS**

**FIRST SEMESTER**

**MAJOR 1: FUNDAMENTALS OF FINANCIAL ACCOUNTING**

**UNIT-I: Conceptual Framework of Accounting:** Accounting Cycle-Journal Entries- Posting to Ledger-Preparation Unadjusted Trail Balance- Closing Journal Entries- Preparation Adjusted Trail Balance-Preparation of Final Accounts. Objectives and Contents of Financial Statements. Qualitative Characteristics of Financial Statements- Understandability, Comparability, Reliability, Relevance, Timeliness, Faithfull Presentation, Substance over Form.

**UNIT-II: Definition, Recognition, Measurement and Disclosure of Elements of Financial Statements:** Definition of elements of Financial Statements-Revenue/Gain, Expense/Loss, Asset, Liability, Equity. Their recognition principles, measurement methods and disclosure norms,

**UNIT-III: Financial Statements of Sole Trading Concern:** Preparation of Manufacturing account, Trading and Profit and Loss Account and Balance sheet as per regulations.

**UNIT-IV: Preparation of Financial Statements of Non-Profit Organizations-** Accounting Provision under Society Registration Act 1860 for Societies and Indian Trust Act 1882 for Trusts. Significant Accounting Principles and Polices. Preparation of Receipts and Payments Account-Income and Expenditure Account and Balance Sheet.

**UNIT-V: Departmental Accounts:** Meaning, objectives, advantages of keeping departmental accounts, basis for allocation of joint expenses, internal transfer of goods, preparation of profit and loss account and balance sheet.

**References:**

1. Ind AS- 1 Presentation of Financial Statements [www.mca.org](http://www.mca.org)
2. IASB Conceptual Framework of Accounting – [www.ifrs.com](http://www.ifrs.com)
3. Ind AS – [www.mca.org](http://www.mca.org), [www.icai.org](http://www.icai.org)
4. Accounting Theory by Porwal
5. Financial Accounting by Narayanaswamy
6. Society Registration Act 1860 and Indian Trust Act 1882

## **MAJOR-2: BUSINESS MATHEMATICS**

**UNIT-I: Application of mathematics in Business:** Ratio, Proportion, Variation and Percentages, simple interest and compound interest

**UNIT-II: Indices:** Basic laws of Indices and their application for simplification.

**UNIT-III: Logarithms:** common logarithms, their application for simplification of complex addition, subtraction, multiplication and division. Application of log table for simplification.

**UNIT-IV: Progression:** Meaning of sequence, Progression; types of progressions; arithmetic progression and geometric progression-general terms and sum of 'n' term of Arithmetic progression and Geometric Progression-Application problems on Arithmetic Progression and Geometric Progression

**UNIT-V: Matrices:** Meaning and types of matrices, matrix operation-addition, subtraction and multiplication, Application of matrix to solve business problem. Determinants of a matrix; and its evaluation, solutions of linear equations by using Cramer's rule.

### **References:**

1. [www.labourbureau.org](http://www.labourbureau.org), [www.bse.org](http://www.bse.org), [www.nse.org](http://www.nse.org)

2. Madappa Sreedharao- Business Mathematics-

3. P.R, Vittal-Business Mathematics

4 V.K. Kapoor-Introductory to Business Mathematics

5 G.K Ranganath and T.V Narsimha Rao – Basic Mathematics

6 Dr. B.H. Suresh and Dr. Mahadevaswamy G.H.-Quantitative Techniques

### MAJOR-3: BANKING LAW AND PRACTICE

**UNIT-I: Introduction**-Evolution of Banking system in India-Definition and objectives of Bank-Types of Banks-Public/Private banks – Co-Operative Sectors Banks- Payment Banks-Small Finance Banks-Land Development Bank, Forex Bank. Banking in GIFTY City.

**UNIT-II: Banking Regulation Act 1949:** Provisions under Part I – Preliminary -Short title, extent and commencement. Definitions. Provisions under Part II – Business of Banking Companies.

**UNIT-III: Banking Regulation Act 1949:** Provisions under Part II A Control over Management; Part IIAB Suppression of Board of Directors of Banking Company; Part II B Prohibition of certain activities in relation to banking companies

**UNIT-IV: Reserve Bank of India:** Establishment, Preamble, Central Board, functions, Monetary Authority, Regulator and Supervisor of Financial System, Manager of Foreign Currency, Issuer of Currency, Developmental role, Regulator and Supervisor of Payment and Settlement System and related functions.

**UNIT-V: Digital Banking:** Evolution-Meaning-features-merits-demerits-security measures-traditional banking v/s Digital banking, E-banking transactions-RTGS-NEFT-SWIFT-Digital banks apps-Mobile Banking.

#### References:

1. Reserve Bank of India, [www.rbi.org](http://www.rbi.org),
2. [www.giftgujarat.in](http://www.giftgujarat.in),
3. Banking Regulation Act 1949.
4. Indian Bank's Association, [www.iba.org](http://www.iba.org)
5. Websites of Banks – [www.sbi.org](http://www.sbi.org), [www.hdfc.org](http://www.hdfc.org) etc
6. Banking Theory, Law and Practice- E Gordan and K Natarajan
7. The Law and Practice of Banking-J M Holden
8. Money, Banking, International Trade and Public Finance-M.L.Jhingan

## **MAJOR-4: ADVANCED FINANCIAL ACCOUNTING**

**UNIT-I: Preparation of Accounts from incomplete Records**-Meaning-merits-demerits of system of book keeping. Problems on conversion of single entry into double entry system

**UNIT-II: Accounting for Hire Purchase System and Installment System:** Meaning-features-Problems on Hire Purchase System (Credit Purchase Method Only) and Installment method (Interest suspense method)

**UNIT-III: Accounting for Royalties**-Minimum Rent-Short workings, recoupment of short working-analytical table preparation of ledger accounts in the books of both parties.

**UNIT-IV: Accounting for Consignment transaction**-goods sent at cost price and at invoice price- types of commission-account sales-valuation of goods lost in transit-valuation of goods lost in transit-valuation of stock on consignment, problems on cost price and invoice price.

**UNIT-V: Accounting for Leases:** Operating Lease Accounting and Finance Lease Accounting

### **References:**

1. Ind AS 116 – Leases [www.mca.org](http://www.mca.org) IFRS 16 – Leases [www.ifrs.org](http://www.ifrs.org)
2. **Financial Accounting; Gupta, R.L. and Radhaswamy M**
3. **Accounting Theory by Porwal**
- 4 **Financial Accounting by Narayanaswamy**

## **MAJOR-5: FUNDAMENTALS OF COST ACCOUNTING**

**UNIT-I: Introduction:** Definitions, objectives, advantages and limitations of cost accounting, The Functions of ICMA, Role of Cost Accountant. Classification of cost, cost center, cost unit, behavior of cost with volume. difference between cost accounting and financial accounting and cost accounting and management accounting.

**UNIT-II: Material-** classification and codification of materials, functions of purchase department, stores department- stores records, techniques of inventory control-stock levels, EOQ, ABC analysis, Material losses-types and treatment, pricing of Materials-Problems on LIFO, FIFO and weighted average price.

**UNIT-III: Labour:** Methods of time keeping and time booking, methods remuneration- time rate, piece rate, Halsey and Rowan Plan, Idle time- causes and treatment, overtime, labour turnover –causes, measurement and treatment; Problems on Halsey method, Rowan Plan, Merick differential piece rate system, FW Taylors differential Piece system.

**UNIT-IV: Overheads:** Meaning, Nature, methods of classification of overheads, allocation and apportionment-problems on primary distribution, secondary distribution, repeated distribution methods. Methods of absorption of overheads-problems on Machine Hour Rate only. Activity based costing-meaning, purpose, benefits, stages, relevance in decision-making

**UNIT V: Cost Sheet:** Preparation of cost sheet, Estimated cost sheet, tenders and quotations

### **References:**

- 1. [www.icma.org](http://www.icma.org)**
- 2. Cost Accounting: N.K Prasad**
- 3. Cost Accounting: Nigam & Sharma**
- 4 Practical Costing: Khanna Pandey & Sharma**
- 5 Cost Accounting: M.L. Agarwal**
- 6 Cost Accounting: S.N. Maheshwari**

## **MAJOR-6: COMPANY LAW AND PRACTICE**

**UNIT-I: Introduction to Company:** Meaning and Definition- Features of Companies Act of 2013- Types of Companies- Private Company- Public Company-Company Limited by Shares- Company Limited by Guarantee- Unlimited Companies- One Person Company- Holding and Subsidiary Companies- Government Company- Associate Company.

**UNIT-II: Formation of Companies:** Introduction - Steps involved in Formation of a Company-Position and Functions of Promoters -Meaning and Contents of Prospectus, Memorandum of Association and Article of Association-Alteration of MOA and AOA- Certificate of Commencement of Business—Formation of Global Companies-Features -Legal Formalities.

**UNIT-III: Company Administration:** Managerial Personnel- Managerial Director Appointment, Powers Duties and Responsibilities-Whole Time Director- Independent Director- Auditors Appointment: Qualification, Duties and Responsibilities- Company Secretary: Qualification, Appointment, Rights, Liabilities and Removal.

**UNIT-IV: Company Meeting:** Meaning Types of Company Meeting- Importance- Requisites of A Valid Meeting- Notice -Quorum -Resolution -Voting -Proxy -Role of A Company Secretary in Convening the Meeting.

**UNIT-V: Liquidation of Companies** Meaning Modes of Liquidation- Consequence of Liquidation -Appointment of Official Liquidator- Duties and Responsibilities of Liquidator.

### **References:**

1. Company Law and Secretarial Practice by N.D. Kapoor,
- 2 Company Law and Secretarial Practice by S.C. Kuchal
- 3 Elements of Corporate Law by S.N. Maheshwari
- 4 Corporate Administration by K. Venkataramana
- 5 Business Law for Management by Balachandran

**QUESTION PAPER PATTERN FOR BOTH PROBLEM PAPER AND THEORY PAPER**

**PART-A**

**Answer any FOUR of the following, each question carries 5 marks       $5*4=20$**

1-----

2-----

3-----

4-----

5-----

6-----

**PART-B**

**Answer any THREE of the following, each question carries 10 marks       $10*3=30$**

7-----

8-----

9-----

10-----

**PART-C**

**Answer any TWO of the following, each question carries 15 marks       $15*2=30$**

11-----

12-----

13-----

**Note: Problem paper to be given only in English version and theory paper to be given in both English and Kannada version**

## QUESTION PAPER PATTERN FOR BUSINESS MATHEMATICS

### PART-A

Answer any 10 of the following, each question carries 2 marks.  
 $2 \times 10 = 20$

1

- a) ----- b) ----- c) ----- d) -----  
e) ----- f) ----- g) ----- h) -----  
i) ----- j) ----- k) ----- l) -----

### PART-B

Answer any FOUR of the following, each question carries 5 marks.  
 $5 \times 4 = 20$

2

3

4

5

6

7

### PART-C

Answer any FOUR of the following, each question carries 10 marks.  
 $10 \times 4 = 40$

8

9

10

11

12

13

**UNIVERSITY OF MYSORE**

**Apprenticeship Embedded Degree Programme  
(AEDP)**

**B.COM. (E-COMMERCE)**

**COURSE STRUCTURE**

**&**

**SYLLABUS**

**2024-25**



***B.Com E-Commerce Operations-Apprenticeship Based Degree Under Graduate Programme***

***Collaborative Programme of Logistics Sector Skill Council***

***VERSION 2024-25***

***NATIONAL SKILL QUALIFICATION FRAMEWORK LEVEL:5***

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## The Programme

Apprenticeship-based UG Degree Programme in Logistics is offered by Logistics Sector Skill Council (LSC) in collaboration with Higher Education Institutions that are duly approved by the concerned authorities.

Logistics Sector Skill Council, established by the Ministry of Skill Development and Entrepreneurship (MSDE) through the National Skill Development Corporation of India (NSDC), has taken up several initiatives to create adequate skills for gainful employment at various levels in Logistics Industry. The apprenticeship - based UG Degree Programme in Logistics is one of the programmes.

The Collaborating Institution may choose either B.Com. or BBA or BMS as the nomenclature for this UG Degree Programme. LSC takes up the following responsibilities so far as BBA/BMS/B.Com. Degree is concerned.

- Curriculum Development and Continuous Improvement
- Sensitization of Students on Apprenticeship Assignment
- Create Course Materials on all Domain Courses and provide access to students through Logistics Learning Management System
- Securing Apprenticeship Training (On-the-job Training) in Logistics Companies for all students of this Programme under the provisions of Apprentices Act, 1961
- Securing a monthly stipend, as fixed by the Government from time to time, during the Apprenticeship Training period for every student.
- Assessing the performance & learning of students in Apprenticeship
- Arrange the conduct of final placement drive for the students of this Programme
- Assessment of the progress made by the Collaborating Institutions (CI) in the Programme, and offering suggestions & help achieve the objective of making the students skillful.

The Regulation and Curriculum given below shall be duly approved by the various academic bodies of the HEI/University and apply to all candidates admitted to the Programme.

### 1. Eligibility for Admission

Candidates for admission to this Apprenticeship-based UG Degree Programme should have passed 10+2 in any Board or possess an equivalent qualification. Any subject group in 10+2 is acceptable.

### 2. Admission

The Collaborating Institutions shall decide the minimum mark percentage for admission. The Reservation Policy of the State where the HEI is functioning is applicable.

### 3. Programme Duration

The Programme extends for three years consisting of Four teaching semesters and two apprenticeship semesters.

### 4. Programme Content

- 12 Domain Courses in Semesters I, II, III, and IV
- 2 Allied Courses in the MOOC format in Semesters V and VI
- 2 Spells of Apprenticeship Training for six months each in Semesters V and VI

### 5. Standard of Passing & Award Division

Standard of Passing & Award Divisions shall be as per the Collaborating Institution's policies that offer this Programme.

### 6. Continuous Internal Assessment

The Continuous Internal Assessment System, including the assessment components, periodicity, and proportionate weight in the total score for a particular course, is as per the policies and practices of the Collaborating Institution.

### 7. Attendance

The mandatory minimum attendance in teaching Semesters is as per the existing policies and practices of the Collaborating Institution.

Attendance requirement during Apprenticeship Training is as per the conditions/norms of the Apprenticeship Contract, Apprentices Act 1961, and National Apprenticeship Promotion Scheme.

## **8. Examination**

The End Semester Examination for courses scheduled in teaching Semesters will be conducted and results declared by the Collaborating Institution. The question paper pattern for these examinations is as per the format decided by the Collaborating Institution.

## **9. Miscellaneous**

- Each student shall possess Aadhaar Card, PAN, and Bank Account, which are necessary for onboarding for Apprenticeship.
- Students shall be willing to move out of their present place of residence to get onboarded in companies that might be located in different cities.
- Students shall take care of Boarding and Lodging arrangements in cities where the Apprenticeship providing company is located.
- Students need to possess the prescribed textbooks for all Courses of the Programme.
- The Collaborating Institution will award the Degree to students who successfully complete the Programme.

## **10. Fee Payment**

The Programme Fee and Examination Fee are payable by students to the Collaborating Institution as per its norms.

## Assessment System

The Assessment System of the apprenticeship-based Degree Programmes developed & offered by Logistics Sector Skill Council is designed to make an objective assessment of Knowledge, Skill, and Attitude development of students. In order to make the Assessment System fool-proof and inclusive, the Programme provides adequate & appropriate representation to the Industry, Sector Skill Council, and the Collaborating Institution in assessing the students. This makes the Assessment System objectively measure industry-readiness of students.

### Teaching Semesters:

Semesters I, II, III, and IV are Teaching Semesters. All Courses scheduled in Teaching Semesters are assessed by the Collaborating Institution. The Assessment System (proportion of marks between the Continuous Internal Assessment & End Semester Examination, and the Question Paper Pattern) for these courses shall be as per the norms, standards and practices of the Collaborating Institution, notwithstanding the Regulations given in the Curriculum Booklet issued by LSC.

### Apprenticeship Semesters:

Semesters V, and VI are Apprenticeship Semesters. Assessment System for the Courses scheduled in these Semesters will be as per the process described below.

**Allied Courses:** The Allied Courses are offered by LSC on the pattern of MOOC. LSC delivers the course online through Logistics Learning Management System (LLMS), and makes online assessment of students. End Semester Examination (online) comprising 50 multiple choice questions is conducted for a maximum mark of 100. Each question will have four choices of answers from which the candidate should choose the right answer. While each correct answer fetches 2 marks, each wrong answer is given a score of – (minus) 0.50. The marks scored by students would be communicated to the Collaborating Institution by LSC. Being offered under MOOC format, the Allied Courses do not have Internal Assessment.

**Apprenticeship:** The CIA Component of Apprenticeship is assessed by the Manager / Supervisor under whom the students work during Apprenticeship Semesters, and LSC for a maximum mark of 250. The Manager / Supervisor makes the assessment for 150 marks based on skill & attitudinal development of students. LSC assess the practical knowledge of students for 100 marks by conducting a Test on conceptual knowledge relevant to the process undergone during Apprenticeship, and Viva.

The Collaborating Institution will evaluate the Apprenticeship Report (comprising Work Diary) submitted by students, and conduct Viva for a mark of 150, which is considered as ESE. The Evaluation & Viva shall be conducted by a Panel comprising of the HoD (or Programme Coordinator), Student's Mentor, and one Executive from Logistics Sector. The Collaborating Institution may modify the proportion of marks between CIA and ESE as per its norms, standards, and practices.

### Minimum Marks, Grading & Classification:

Minimum Marks required for passing courses, Pattern of Grading, and Classification of Successful Candidates between 'Distinction', 'First Class', 'Second Class', etc. shall be as per the norms, standards, and practices of Collaborating Institution.

### Curriculum Structure-From Academic Year 2024-25

SN	Course Code	Title of the Course	Credit	Hours	Category of Courses	CIE	ESE	Total
<b>Semester 1- NSQF 3</b>								
1		Lang.-1	3	45	Lang.	20	80	100
2		Lang.-2	3	45	Lang.	20	80	100
3	LED2401	Inventory Management	5	75	Major	20	80	100
4	LED2402	Introduction to E Commerce and Logistics Operations	5	75	Major	20	80	100
5	LED2403	Outsourcing in E Commerce	5	75	Major	20	80	100
6		Word and Presentation Skill	2	60	Practical	20	80	100
7		Constitutional Values	2	30	Compulsory	20	80	100
			<b>25</b>	<b>405</b>		<b>140</b>	<b>560</b>	<b>700</b>
<b>Semester 2- NSQF 3</b>								
1		Lang.-1	3	45	Lang.	20	80	100
2		Lang.-2	3	45	Lang.	20	80	100
3	LED2404	Warehouse Management	5	75	Major	20	80	100
4	LED2405	Material Handling	5	75	Major	20	80	100
5	LED2406	First and Last Mile Operations	5	75	Major	20	80	100
6		Data Spread Sheet	2	60	Practical	20	80	100
7		Constitutional Values	2	30	Compulsory	20	80	100
			<b>25</b>	<b>405</b>		<b>140</b>	<b>560</b>	<b>700</b>
<b>Semester 3- NSQF 4</b>								
1		Lang.-1	3	45	Lang.	20	80	100
2		Lang.-2	3	45	Lang.	20	80	100
3	LED2407	MIS for E Commerce	5	75	Major	20	80	100
4	LED2408	E Commerce Customer Service	5	75	Major	20	80	100
5	LED2409	Reverse Logistics for E Commerce	5	75	Major	20	80	100
6		Business Communication	2	60	Practical	20	80	100
7		Constitutional Values	2	30	Compulsory	20	80	100
			<b>25</b>	<b>405</b>		<b>140</b>	<b>560</b>	<b>700</b>

Semester 4- NSQF 4								
1		Lang.-1	3	45	Lang.	20	80	100
2		Lang.-2	3	45	Lang.	20	80	100
3	LED24010	Hub & Line Operations	5	75	Major	20	80	100
4	LED24011	Fulfilment Operations	5	75	Major	20	80	100
5	LED24012	Packaging for E Commerce	5	75	Major	20	80	100
6		Constitutional Values	2	30	Compulsory	20	80	100
			<b>23</b>	<b>345</b>		<b>120</b>	<b>480</b>	<b>600</b>
Semester 5- NSQF 5								
1	LED24013	Allied course - MOOC	2	60	Major		100	100
2	LED24014	Apprenticeship – I	22	1008	Major	250	150	400
			<b>24</b>	<b>1068</b>		<b>250</b>	<b>250</b>	<b>500</b>
Semester 6- NSQF 5								
1	LED24015	Allied course - MOOC	2	60	Major		100	100
2	LED24016	Apprenticeship – I	22	1008	Major	250	150	400
			<b>24</b>	<b>1068</b>		<b>250</b>	<b>250</b>	<b>500</b>

## Semester V-Allied courses- MOOC

No.	Course
1	Principles of Cataloguing
2	Export & Import Documentation

## Semester VI-Allied courses - MOOC

No.	Course
1	International E Commerce
2	Multimodal Transportation

## INVENTORY MANAGEMENT

### COURSE OBJECTIVES:

- To understand the concepts of inventory management.

### LEARNING OUTCOMES:

The students will be able to:

- Understand basics of inventory management in warehousing.
- Compare various inventory management techniques.
- Explain the requirement for warehouse management systems.
- Demonstrate the importance of and inventory management.

Unit	Topics
I	<p>Introduction to Inventory Management</p> <p>What is inventory management-Why is inventory management important-Role in inventory management in e-commerce supply chain-Inventory management terms-Types of inventory in e-commerce supply chain -Management of inventory in e-commerce supply chain.</p>
II	<p>Basic Inventory Management Techniques and Relevance to E-Commerce Logistics</p> <p>Economic order quantity-Minimum order quantity -ABC analysis. -Just-in-time inventory management. -Safety stock inventory. -FIFO and LIFO. -Batch tracking. -Consignment Inventory-Perpetual inventory management-Six Sigma and Lean Six Sigma-Demand Forecasting-Cross-docking-Bulk shipments.</p>
III	<p>Key Inventory Management Metrics</p> <p>Inventory turnover -Safety stock -Reorder point -Backorder rate-Carrying cost of inventory</p>
IV	<p>Inventory Management Software</p> <p>What is inventory management software? - Features of good quality software. -Choosing the correct warehousing management system.</p>
V	<p>Latest Trends in Inventory Management</p> <p>Predictive picking using artificial Features of good quality software-Choosing the correct warehousing management system-Omnichannel inventory management solutions-Streamlined management of returned inventory -Streaming Analytics-Advanced sales forecasting-New inventory management skills.</p>

### Textbooks & Suggested Readings:

1. Course Material Prepared by LSC
2. Sunil Chopra and Peter Meindl, Supply Chain Management Pearson Education Asia, 3rd edition, 2007
3. Operations Research – Concepts, Problems & Solutions- Kapoor V.K.-Sultan Chand & Sons/2017- 978-81-8054-854-3 (TC-532)
4. Vijay Kumar Khurana, 2007, Management of Technology and Innovation, Ane books India, Chennai Further Reading Source
5. Simchi-Levi, David, “Designing and Managing Supply Chain”, Tata McGraw Hill, 3rd Edition, 2007.
6. David E Mulcahy, “Warehouse Distribution and Operations Handbook, McGraw Hill, 6th Edition, 1993.

## INTRODUCTION TO E-COMMERCE AND LOGISTICS OPERATIONS

### COURSE OBJECTIVES:

- To understand the basics of e-commerce logistics

### LEARNING OUTCOMES:

The students will learn:

- Basics of e-commerce logistics.
- Types of e-commerce logistics in India.
- Impact of technology on e-commerce logistics.
- Future of e-commerce logistics in India.

Unit	Topics
I	Basics of E-Commerce & Logistics Operations E-Commerce-Meaning, Role & Revolution of E-commerce & Logistics Operations-Challenges & Impact of E-commerce & Logistics Operations on the world and global trade. Roadmap of e-commerce in India. Regulatory policies and impact on e-commerce logistics. -Disruption in E-commerce logistics.
II	Logistics and System Concept, Objectives and Role of Logistics Introduction-Logistics Functions and Management-Role of Logistics in the Supply Chain-Catalysts for Outsourcing Trends -Benefits of Logistics Outsourcing-Third- and Fourth-Party Logistics- Logistics goals and types-General capacity theory in logistics-Inbound and outbound operation- Capacity management in inbound and outbound logistics
III	Types of E-Commerce Logistics in India Business to Consumer (B2C) - Business model and challenges. -Business to Business (B2B) - Business model and challenges. -Consumer to Consumer (C2C) - Business model and challenges. -Other E-Commerce Models- Integrating Logistics into the Operations Process-Assessment, Planning, Preparing, Executing and Terminating for Logistics Operations
IV	Impact of Technology on E-Commerce Logistics Role and advantages of technology in e-commerce logistics. -Technology disruption and innovation in e-commerce logistics- Challenges in adopting technology in Indian e-commerce logistics. -Major upcoming technologies and systems in e-commerce logistics- GPS tracking-Drone delivery-Electric vehicle delivery systems
V	Future of E-Commerce in India Growth projections for e-commerce in India-Upcoming regulations and their likely impact on e-commerce logistics- Global research on e-commerce logistics. Integration with stock & order processing systems-Systems used in Inbound and outbound operations-Systems used for Value-added delivery options (premium/express / scheduled / location mapping)-Customer and Support Relationships

### Textbooks & Suggested Readings:

- Course Material Prepared by LSC
- E-Commerce an Indian Perspective P.T. Joseph, S. J. - PHI publication
- IT Encyclopedia.Com: Volume 8: Parag Diwan & Sunil Sharma: E-commerce - Pentagon Press.
- E-Commerce Strategies: Charles Trepper – PHI
- S. R. Bhansali, Information Technology Act, 2000, University Book House Pvt. Ltd., Jaipur.
- Essential Cybersecurity Science, Josiah Dykstra, 2017 – O'Reilly

## OUTSOURCING IN E COMMERCE

**COURSE OBJECTIVES:**

- To understand the role of Outsourcing in E-Commerce

**LEARNING OUTCOME:**

The students will be able to:

- Understand how outsourcing works in E-Commerce
- Understand how to outsource strategic assessments
- Understand how to outsource Risk Management
- Future of E-Commerce Outsourcing

Unit	Topics
I	Introduction--
	1.1 What is Outsourcing?
	1.2 Why do companies outsource?
	1.3 When to Outsource?
	1.4 How to implement outsourcing?
	1.5 Problems with outsourcing
II	Ecommerce Outsourcing
	2.1 What is Ecommerce Outsourcing?
	2.2 How do Ecommerce Outsourcing help Business?
	2.3 The Big Benefits of Outsourcing Your eCommerce
	2.4 Best countries for Ecommerce Outsourcing and why?
III	Outsourcing Strategic Assessment
	3.1 Business Value Assessment
	3.2 Operational Assessment
	3.3 Financial Assessment
	3.4 Risk Assessment
	3.5 Integrating the four risk elements
IV	Outsourcing Risk Management
	4.1 Hidden Cost of Outsourcing
	4.2 Models of Outsourcing
	4.3 What risk are there with outsourcing?
	4.4 Techniques and tools to assess risk
V	Future
	5.1 Will outsourcing continue to grow in the years to come?
	5.2 Future outsourcing trends
	5.3 Future of outsourcing in India

**Text & Reference Books:**

1. Course Material Prepared by LSC

## WAREHOUSE MANAGEMENT

**COURSE OBJECTIVES:**

- To develop competencies and knowledge of students to become Warehouse professionals
- To orient students in the field of Logistics
- To help Students to understand Warehousing and distribution centre operations

**LEARNING OUTCOMES:**

- Students will be able to apply the Basic knowledge of Warehousing and distribution centre operations in the real-life situation
- This subject will enable them to enhance their ability and professional skills.

Unit	Topics
I	Introduction to Warehouse (Storage and Packaging) Background – Need for Warehouse – Importance of warehouse - Types of Warehouses - Broad functions in a warehouse - warehouse layouts and layout related to functions. Associate warehouse -Its functions - equipment available in associate ware house - Video on warehouse – Visits to ware houses - Warehouse Organization Structure - Benefits of Warehousing.
II	Receiving and Dispatch of Goods in warehouse Various stages involved in receiving goods – Stages involved receipt of goods- Advanced shipment notice (ASN) or invoice items list- Procedure for Arranging of goods on dock for counting and Visual inspection of goods unloaded- Formats for recording of goods unloaded from carriers- Generation of goods receipt note using computer- Put away of Goods- Put away list and its need-Put away of goods into storage locations - storage location codes and its application- Process of put away activity- Procedure to Prepare Warehouse dispatches
III	Warehouse Activities Explain receiving, sorting, loading, unloading, Picking Packing and dispatch, activities and their importance in a warehouse - quality parameters - Quality check-need for quality check-importance of quality check. Procedure to develop Packing list / Dispatch note-Cross docking method - Situations suited for application of cross docking -Information required for coordinating cross docking- Importance of proper packing-Packing materials -Packing machines -Reading labels
IV	Warehouse Management: Warehouse Utilization Management - Study on emerging trends in warehousing sector - DG handling -use of Material Handling Equipment's in a warehouse - Inventory Management of a warehouse - Inbound & Outbound operations of a warehouse and handling of Inbound & Outbound operations. Distribution – Definition – Need for physical distribution – functions of distribution – marketing forces affecting distribution. The distribution concept – system perspective. Channels of distribution: role of marketing channels – channel functions – channel structure –designing distribution channel – choice of distribution channels
V	Warehouse Safety Rules and Procedures: The safety rules and' Procedures to be observed in a Warehouse - Hazardous cargo – Procedure for Identification of Hazardous Cargo - safety data sheet- Instructions to handle hazardous cargo - Familiarization with the industry. Health, Safety & Environment - safety Equipment's and their uses - 5S Concept on shop floor. Personal protective Equipment's (PPE) and their uses.

**Text & Reference Books:**

1. Course Material Prepared by LSC
2. J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition, 2003.
3. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 2006.
4. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.
5. Kapoor Satish K., and Kansal Purva, 'Basics of Distribution Management: A Logistical Approach', Prentice HALL of India.

## MATERIAL HANDLING

### COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become effective professionals
- To orient students on recent changes and development in the field of material management
- To help Students to understand basic Principles and concept of material Management

### LEARNING OUTCOMES:

- Students will be able to apply the knowledge about material management in the real-life business situation
- This subject will enable them to enhance their managerial ability and professional skills

Unit	Topics
I	Introduction: Introduction: Materials Management - Evolution, Importance, Scope and Objectives- Interface with other functions. Concept of Logistics and Supply Chain Management and evolution to 4PL-Supply Chain Management - Objectives, Components, Significance, Trade off Customer Service & Cost.
II	Types of Material Handling Equipment Storage and Handling Equipment: -Racks, Bins and Drawers., Stacking Frames, Shelves, Mezzanines. Transport Equipment: Conveyors, Cranes, Lifts and elevators. Engineered Systems: Automated Guided Vehicles (AGVs), Automated Storage and Retrieval Systems (AS/RS), Conveyor Systems, Robotic Delivery System. Bulk Material Handling Equipment, Stackers and Reclaimers., Hoppers and Silos.
III	Material Requirement Planning (MRP) Material Requirement Planning (MRP) - Advantages over conventional planning (Order Point Method) – Input and output of MRP system - Forecasting - Overview of quantitative and qualitative methods of forecasting - Master Production Schedule - Bill of Materials - BOM Explosion - Material flow in MRP. MRP II. Concept of ERP. (Numerical likely on BOM Explosion, estimating Net requirements). Design of Material Handling Systems The Unit Load Concept-In-Process Handling-Distribution.
IV	Quality control of material Quality control of material: Incoming material quality control- statistical quality control- governmental purchasing practices and procedures-Inventory control & Cost Reduction techniques: Inventory turns ratios-Standardization – need and importance. Codification – concept, benefits. Value Engineering and Value Analysis – concept and process.
V	Health and Safety Materials handling and storage systems, Physical distribution logistics- transportation, Traffic and claims management- operations research and related techniques- Principles of Materials Handling system - Materials Handling Equipment – Safety issues.

### Text & Reference Books:

1. Course Material Prepared by LSC
2. Materials management: procedures, text and cases - A.K. Datta
3. Materials management: An integrated approach - P. Gopalakrishnan
4. Introduction to Materials management - J.R. Tony Arnold & Stephen N. Chapman
5. Materials & Logistics Management - L.C. Jhamb

**FIRST AND LAST MILE OPERATIONS**

**COURSE OBJECTIVES:**

- To understand the First Mile operational processes in E-commerce logistics.

**LEARNING OUTCOMES:**

THE STUDENTS WILL LEARN:

- Basics of First Mile operations.
- Shipment pickup operations.
- Different types of shipment processing operations at Processing Centers.
- Layout of a Processing Centre.
- Key challenges in First Mile operations and First Mile metrics.

Unit	Topics
I	Role of First Mile in E-Commerce Logistics Difference between First Mile, Line Haul and Last Mile operations. -First Mile Operations - Overview. -Why is First Mile operations important in e-commerce logistics-First Mile process flow.
II	Shipment Pickup and Processing Operations Shipment pickup process. -Pickup operations staff - roles and responsibilities. -Pickup coordination. -Safety and security of shipments during pickup-Pickup Documentation-Primary and secondary processing. -Bagging operations. -Manual processing operations-Automated processing operations
III	Layout of A Processing Centre Inbound Operations-Processing Operations-Outbound Operations-Safety and security-Processing Centre staff-roles and responsibilities-Productivity-Pickup operations metrics-Processing operations metrics-First Mile dashboard-Pickup and Processing tools and applications-Exceptions in First Mile and impact on operations.
IV	Introduction to Last mile operations What is the Last Mile in Ecommerce? -Importance of the Last Mile in the supply chain-Last Mile Delivery challenges for e-commerce-Trends in Last Mile delivery-Route optimisation in Last Mile Operations-Delivery Process & its challenges-Reverse pickup process in Last mile operations and its Challenges -Tools and applications in Last Mile Operations-Metrics to measure in the last file-Automation and technology driving metrics.
V	Customer service and Prospects of Last Mile Logistics Customer service and its importance-Good and bad customer service (Dos and Don'ts of customer service)-Relationship between metrics and customer service. -Innovations in Last Mile Logistics-Technology Trends in Last Mile Delivery-Future Prospects

**Text & Reference Books:**

1. Course Material Prepared by LSC

## MIS FOR E COMMERCE

### COURSE OBJECTIVES:

- To understand the concepts of Managing information systems

### LEARNING OUTCOMES:

The students will be able to:

- Understand the basics of management information systems
- Understand various global E-business processes.
- Explain the concept of electronic commerce.
- Explain the relationship between decision making and Information systems

Unit	Topics
I	Management Information Systems Information Systems Changing Business Environment in Retail Management Information System and the Trends business should monitor Information and Knowledge-Economy Contemporary Approach to Information Systems: Business Analytics and Business Intelligence
II	Global E-business and Collaboration E- Commerce Business Processes and Information Systems Types of Information Systems Systems for Collaboration and Social Commerce The Information Systems Function in Business
III	Electronic Commerce and the Digital Organization Electronic Commerce Digital Organization, Role of Digital Technologies Customer Segmentation, Personalization and Recommendations Role of IT Infrastructure and Cloud Computing
IV	Enhancing Decision Making Decision Making and Information Systems Business Intelligence in the Enterprise Business Intelligence Constituencies Building Information Systems including Mashups Managing Projects: Project Management Methodology Managing Global Systems
V	Redesigning the Organization with Information Systems Systems as Planned Organizational Change Business Process Process Improvement: Business Process Management System Analysis and Change Management Systems Design: Agile Architecture

### Text & Reference Books:

- Course Material Prepared by LSC

## E COMMERCE CUSTOMER SERVICE

**COURSE OBJECTIVES:**

- To understand the concept of customer service in E-Commerce

**LEARNING OUTCOME:**

The students will be able to:

- Understand how to create customer centric organization
- Understand how to communicate effectively with customers
- Explain the strategies used in servicing customers
- Understand customer encounters and tools used in customer service.

Unit	Topics
I	Creating the Customer-Centric Organization
	1.1 Championing Customer Service
	1.2 In-Focused or Customer-Focused: Where Do You Stand?
	1.3 Building a Winning Service Strategy
	1.4 Better Service through Surveys: Questionnaires, Focus Groups, and Interviews
II	Communicating Effectively with Customers
	2.1 Developing Active Listening Skills
	2.2 Speaking in the Positive: Words and Tone of Voice
	2.3 Body Language: Yours and Theirs
	2.4 Sending a Message Through Physical Surroundings
	2.5 Improving Verbal communication
	2.6 Understanding Your Customer's Communication Style
III	Customer Service Strategies
	3.1 Anticipating Needs - The Key to Your Customer's Heart
	3.2 Ten Principles to Keep Your Clients Happy and Loyal!
	3.3 Exceeding Your Clients' Expectations
	3.4 The Value of Customer Service Training for Your Staff
	3.5 7 Ways to Make Your Customers Feel Important
	3.6 Recovering from Customer Service Blunders
	3.7 Five Customer Service Commandments
	3.8 When It is Time to Fire a Customer
IV	Managing the Customer Encounter
	4.1 Showing Customers That You Value Their Business
	4.2 Understanding Customer Behaviour and Creating Positive Outcomes
	4.3 Asking the Right Questions
	4.4 Dealing Effectively with Customer Hand-Offs
	4.5 Making the Customer's Problem Your Problem
	4.6 Telling the Customer "No"
	4.7 Closing the Customer Encounter
	4.8 Following Through with the Customer
V	Customer Service Tools
	5.1 The Client Needs Analysis (CNA)
	5.2 The Customer Service Survey & Analysis

**Text & Reference Books:**

1. Course Material Prepared by LSC

## REVERSE LOGISTICS FOR E COMMERCE

**COURSE OBJECTIVES:**

- To understand the role of Reverse Logistics in E-Commerce

**LEARNING OUTCOME:**

The students will be able to:

- Understand the basics concepts of reverse logistics in E-Commerce
- Understand the process involved in reverse logistics.
- Explain the prospects and systems used in reverse logistics
- Understand value creation using reverse logistics.

Unit	Topics
I	Introduction
	1.1 What is Reverse Logistics & its importance in Ecommerce?
	1.2 Reverse Logistics challenges for ecommerce
	1.3 Trends in Reverse Logistics
	1.4 Implementing the right reverse logistics strategy?
	1.5 Types of returns in reverse logistics
II	Reverse Processes
	2.1 Forward vs. Reverse Logistic
	2.2 Stages in Reverse logistics: Gatekeeping, Collection, Sorting stage, Processing stage.
	2.3 Challenges and barriers in Reverse Process
	2.4 Tools and applications in Reverse logistic operations
III	Prospects of Reverse Logistics
	3.1 Shipping or redistribution system
	3.2 Information system
	3.3 Performance management
	3.4 Innovations in Reverse Logistics
	3.5 Reverse Logistic Market Prospects
IV	Creating value through reverse logistics
	4.1 Network design and management integrating reverse logistics, General strategic decisions, target markets, networks, products, Processes
	4.2 Strategic, tactical, and operational decisions specific to Reverse logistics
	4.3 Monitoring and controlling the value of reverse logistics
	4.4 Maintaining partnerships using reverse logistics..
V	Technology and Reverse Logistics
	5.1 New Technology Trends in Reverse Logistics
	5.2 Digital Transformation in Reverse Logistics
	5.3 AI for Reverse Logistics

**Text & Reference Books:**

1. Course Material Prepared by LSC

## HUB & LINE OPERATIONS

**COURSE OBJECTIVES:**

- To understand the concepts of Hub & Line Operations

**LEARNING OUTCOME:**

- Understand the basics of Hub and line operations in Ecommerce
- Understand inbound and outbound logistics
- Explain in detail all the machines and equipment used in hub operations.
- Explain the prospects of line haul logistics

Unit	Topics
I	Introduction
	1.1 What is Hub and line Logistics in Ecommerce?
	1.2 Importance of line haul Logistics in Ecommerce
	1.3 Line haul challenges for ecommerce
	1.4 Trends in Line haul Logistics
	1.5 How to optimize a Line Haul or Line Haul Network?
	1.6 What are the results of optimizing a Line Haul or Line Haul Network?
II	Inbound Logistics
	2.1 What is Inbound Logistics?
	2.2 Objectives of Inbound Logistics
	2.3 Steps in Inbound Process
	2.4 Role of Inbound Supply chain Management in ecommerce logistics
III	Outbound Logistics
	3.1 What is Outbound Logistics?
	3.2 Objectives of Outbound Logistics
	3.3 Steps in Outbound process
	3.4 What are the Differences Between Inbound and Outbound Logistics?
	3.5 Tools Utilized by Both Inbound and Outbound Logistics
IV	Machines & Equipment
	4.1 Introduction to the machines & equipment used
	4.2 Types of sorters
	4.3 Types of equipment to handle
	4.4 Equipment and machine handling Compliances
V	Prospects of Line haul Logistics
	5.1 Innovations in Line Haul Logistics
	5.2 New Technology Trends in Line Haul Logistics
	5.3 Future Automated Line Haul Processes
	5.4 Line Haul Market Prospects

**Text & Reference Books:**

1. Course Material Prepared by LSC

## FULFILMENT OPERATIONS

**COURSE OBJECTIVES:**

- To understand the role of Fulfilment operations in E-Commerce

**LEARNING OUTCOMES:**

The students will be able to:

- Understand the basics concepts of fulfilment operations in E-Commerce
- Understand the various operational models in fulfilment
- Explain the relationship between logistics and fulfilment services
- Understand the role of technology in fulfilment

Unit	Topics
I	<b>Introduction to fulfilment operations</b>
	1.1 What is Fulfilment?
	1.2 Understanding ECommerce Fulfilment
	1.3 Logistics Organization Forms in E-Commerce
	1.4 Characteristics of Fulfilment Service
II	<b>Fulfilment Models</b>
	2.1 Fulfilment offered as a key service
	2.2 Fulfilment offered by sales platforms
	2.3 Fulfilment offered by logistics service providers
	2.4 Fulfilment offered by other market players
III	<b>Logistics and Fulfilment Services</b>
	3.1 Key Drivers
	3.2 Warehousing Aspects
	3.3 Freight Transit
	3.4 Packaging
IV	<b>Technology in fulfilment</b>
	4.1 Fulfilment Processes & platforms
	4.2 E-Fulfilment and Customer retention strategies
V	<b>Prospectus in Fulfilment</b>
	5.1 Fulfilment of Bundled Orders using technology
	5.2 Mini Fulfilment via tech

**Text & Reference Books:**

1. Course Material Prepared by LSC

## PACKAGING FOR E COMMERCE

### COURSE OBJECTIVES:

- To understand the concept of packaging E-Commerce

### COURSE OUTCOME

The students will be able to:

- Understand the concept of packaging in E-Commerce
- Understand the types and functions of packaging
- Understand the concept of brand equity
- Explain the packaging journey.

Unit	Topics
I	<b>Introduction to packaging</b>
	1.1 Brief Introduction
	1.2 Definition of Key Terms
	1.3 What is Packaging
	1.4 The origins of packaging
	1.5 Packaging and the Modern Industrial Society
	1.6 The Modern Packaging Industry
II	<b>Types and Functions of Packaging</b>
	2.1 Types of Packaging
	2.2 Packaging Materials
	2.3 The Functions of Packaging
III	<b>Understanding the Brand</b>
	3.1 What is a Brand?
	3.2 Elements that make up a Brand
	3.3 Is there a difference between a Brand, a Product and a company?
	3.4 Brand History
	3.5 The marketing matrix
	3.6 The basic brand development process
	3.7 Guidelines for good brand management
IV	<b>The Concept of Brand Equity</b>
	4.1 Motivations for Brand Equity
	4.2 Rationale for Studying Brand Equity
	4.3 Customer-based brand equity
	4.4 Brand Knowledge
	4.5 Guidelines for Managing Customer-Based Equity
	4.6 Complementary Approaches to Measuring Customer-Based Equity
	4.7 Asset Dimensions of Brand Equity
	4.8 A five assets model of brand equity (Benefits of customer-based brand equity)
V	<b>The Packaging Journey in E-Commerce</b>
	5.1 The journey
	5.2 Consumer research
	5.3 Order
	5.4 Inbound logistics
	5.5 Preparation of orders
	5.6 Picking
	5.7 Sorting
	5.8 Packing
	5.9 Shipment preparations
	5.10 Outbound logistics
	5.11 Order delivery and receipt
	5.12 Returns

### Text & Reference Books:

- Course Material Prepared by LSC

## PRINCIPLES OF CATALOGUING

### COURSE OBJECTIVES:

- To understand the concept of Cataloguing in E-Commerce

### LEARNING OUTCOME:

The students will be able to:

- Understand the principles of Cataloguing
- Understand rules and authorities in Cataloguing
- Explain the technology infrastructure required for Cataloguing
- Understand different compliances in Cataloguing

Unit	Topics
I	<b>Principles of Cataloguing</b> 1.1 Different principles used in cataloguing 1.2 International Cataloguing Principles 1.3 Skills used in cataloguing 1.4 Building a Catalog Team 1.5 Strategies used in cataloguing
II	<b>Rules and Authorities</b> 2.1 Rules and Authorities 2.1 Regulatory authority and guidelines for cataloguing 2.2 Responsibilities of cataloguing authority 2.3 Rules for product cataloguing 2.4 Rules for Price Cataloguing 2.5 Interdepartmental Communication regarding cataloguing
III	<b>Information Technology Infrastructure</b> 3.1 Role of information analysis 3.2 Hardware and Software 3.3 Information Technology Security
IV	<b>MIS in Cataloguing</b> 4.1 Databases and Storage 4.2 Shelf life of product data 4.3 Expiry of data
V	<b>Compliances in Cataloguing</b> 5.1 Digital Repository 5.2 Cataloguing digital content as per job roles 5.3 Cataloguing digital content as per business verticals 5.4 Content Management system

#### Text & Reference Books:

1. Course Material Prepared by LSC

## EXPORT AND IMPORT DOCUMENTATION

### COURSE OBJECTIVES:

- To familiarize the student with the basic concept of formalities for export trade, and the documentation process required for import and export.

### LEARNING OUTCOMES:

- Recognize the impact of information and communication technologies, especially of the internet in business operations.
- Recognize the fundamental principles of eBusiness and eCommerce.
- Explain the security protocols and the issues in internet security.

Unit	Topics
I	Introduction to Export and Import 12 Hrs Basics of Exports - Classification of goods - Preparation for Exports - Methods of Exporting - Export Marketing Organizations - Functions - Registration formalities IEC Number - Procedure of obtaining IEC Number - RCMC (Registration Cum Membership Certificate) –Export Credit Guarantee Council (ECGC) - Application for import and export of restricted items.
II	Documentation Framework and Contracts 15 Hrs Aligned Documentation System: Commercial Documents - Auxiliary Commercial Documents - Regulatory Documents - Documents related to goods - Documents related to Shipment - Documents related to Payments - Documents related to Inspection - Documents related to Excisable Goods - Types of Contracts - Export Contracts.
III	Payments and Finance 15 Hrs Factors - Methods of receiving Payment - Instruments of Payments-Letter of Credit Pre-shipment Finance - Post-shipment Finance - Post-shipment Credit in Foreign Currency - Negotiation of documents with bank - CENVAT - Duty Draw back
IV	Quality Control and Clearance of Cargo 15Hrs Objective of Quality Control - Methods - Procedure for Pre-shipment Inspection - Role of Clearing and Forwarding Agents – Role of Inspection Agents-Clearance of Cargo Central Excise Clearance Procedure - Central Excise Clearance Option - Shipment of Export Cargo.
V	Customs Clearance, Risk and Insurance Policy 15 Hrs Customs Clearance of Export Cargo - Customs Clearance of Import Cargo - Risk: Types - Types of cover issued by ECGC - Cargo Insurance. Processing of an export order - Major laws governing export contract.

### Text & Reference Books:

1. RAMA, GOPAL C. (2008) Export Import Procedures Documentation and Logistics. New Age International Publishers: New Delhi.
2. KHUSHPAT, S. J. (2013) Export Import Procedures and Documentation. Himalaya Publishing House: New Delhi.
3. PAWAN, KUMAR (2001) Export of India's Major Products Problems and Prospects. New Century Publications: New Delhi.
4. KAPOOR, D. C. (2002) Export Management. Vikas Publications: New Delhi.
5. CHERUNILAM, F. (2004) International Trade and Export Management. Himalaya Publications: New Delhi.

### Websites:

1. [www.cbec.gov.in/customs/cs-act/cs-act-idx.htm](http://www.cbec.gov.in/customs/cs-act/cs-act-idx.htm) (Central Board of Excise and Customs - Customs Act, 1962, Customs Tariff Act – 1975, Other Acts)
2. [www.epckenya.org/](http://www.epckenya.org/)(Export Promotion Council)
3. [commerce.nic.in/MOC/index.asp](http://commerce.nic.in/MOC/index.asp) (Ministry of Commerce and Industry)
4. [www.dgft.gov.in/](http://www.dgft.gov.in/) (Directorate General of Foreign Trade)

## APPRENTICESHIP I

The students would be onboarded in Logistics Processes of companies by the Logistics Sector Skill Council for Apprenticeship Training. The duration of Apprenticeship Training is 6 months. During Apprenticeship Training students would be assigned on-the-job-training by companies. Being a legal engagement, students would receive a monthly stipend during Apprenticeship Training as per the existing norms.

On completion of the Apprenticeship Training, students shall submit Apprenticeship Report in the form of Work Diary to the Collaborating Institutions. The Report would be evaluated and Viva conducted by the Collaborating Institution.

## INTERNATIONAL E COMMERCE

### COURSE OBJECTIVES:

- To understand the aspects of International E Commerce

### LEARNING OUTCOME:

The students will be able to:

- Understand the Importance of international E-Commerce
- Understand Cross border E-commerce in detail
- Explain the import and export procedures in India
- Understand the cross-border markets, regulations.
- Understand the future of cross-border In India.

Unit	Topics
I	<b>Introduction:</b>
	1.1 What is International Ecommerce?
	1.2 Importance of International Ecommerce
	1.3 Advantages of International Ecommerce
	1.4 Challenges of International Ecommerce
	1.5 What are the risks of International Ecommerce?
II	<b>Cross Border Ecommerce</b>
	2.1 Why Online Sellers Should Expand Internationally?
	2.2 When is a company ready to sell abroad?
	2.3 How should a company determine market entry strategy?
	2.4 How to identify market opportunities and create a sell forecast?
III	<b>Export and Import in India</b>
	3.1 Export and Import procedure
	➤ Commercial Invoice
	➤ Air Waybills
	➤ Bill of Lading
	➤ Bill of Exchange
	➤ Certificate of Origin
	➤ Packing List
	➤ Letter of Credit
	3.2 Steps Involved in the Processing of an Export Order
	3.3 Import taxes and duties
IV	<b>Cross-border markets and common governance</b>
	4.1 Benefits of cross border markets
	4.2 International legislation in Ecommerce
	4.3 International Ecommerce strategy
	4.4 Impact of Ecommerce on international trade
V	<b>Future of Cross Border Ecommerce</b>
	5.1 Emerging Trends in Cross Border E-commerce that Define the Future of Retail
	5.2 Why Is Cross-Border E-Commerce the Future Of E-Commerce Industry?
	5.3 Why Cross-Border E-Commerce Will Be Crucial to the Future of Manufacturing

### Text & Reference Books:

- Course Material Prepared by LSC

## MULTI-MODAL TRANSPORTATION

### COURSE OBJECTIVES:

- Introduce Multi-modal and Intermodal Transport concepts.
- Explain Regulatory framework and policies for Multi-modal transportation.
- Describe Indian Railways' initiatives to promote Multimodal Logistics in India.
- Overview evolution of infrastructure facilitating Multi-modal Logistics in India.

### LEARNING OUTCOMES:

After completing this Course, the student will have the following learnings:

- The importance and role played by Multi-modal transport in the efficient and cost-effective movement of cargo
- Types of multi-modal movement and the role of containerisation for security and speed
- The provisions and procedures for Exim trade and INCOTERMS
- Indian Government's policies and vision R for development of seamless multi-modal transport.

Unit	Topics
I	Transportation Systems & Multi modal Transport – Concept of Multi modal & Intermodal Transport – introduction to Multi modal transport, the difference between Multi modal and Intermodal transport-Type of transport Modes – detail and characteristics of air, road, rail, water, pipelines, package carriers-Need, Aim and Key Issues of Multi modal transport.
II	How to organise Multi modal transport-Role of Containerisation in MMT- history, utility, types, ease of handling, cost saving-Types of Multi modal transport – combined container transport, rolling Road & forwarding of trailers, RORO & LASH transportation-National Multi modal Transport Committee (NMTC) and Logistics Policy of India – key features and importance
III	Multi modal Transportation Act & Procedures-MMTG Act of 1993-Custom procedures for Export & Import - Bill Of Lading – Hague Rules, Visby Rules, Hamburg Rules, Voyage by Sea-INCOTERMS – meaning, explanation, list, and types
IV	MMT and Indian Railways-PFT Policy – maintenance of rolling stock, cargo handling, customs, etc-Warehousing Policy – stuffing, de-stuffing, stacking, use of MHE, etc-Layout and design of Multi modal Logistics parks
V	Multi modal transport & Practice Today-India's growing conflict between Trade & transport – issues, policy, problems & pricing-Integrated Transport – Bharatmala, Sagarmala, IWT, DFC, the concept of ICP (International Check Posts-Scenario in India and neighbouring countries with a case study

## TEXT BOOKS

1 Course Material Prepared by LSC

## APPRENTICESHIP II

The students would be onboarded in Logistics Processes of companies by the Logistics Sector Skill Council for Apprenticeship Training. The duration of Apprenticeship Training is 6 months. During Apprenticeship Training students would be assigned on-the-job-training by companies. Being a legal engagement, students would receive a monthly stipend during Apprenticeship Training as per the existing norms.

On completion of the Apprenticeship Training, students shall submit Apprenticeship Report in the form of Work Diary to the Collaborating Institutions. The Report would be evaluated and Viva conducted by the Collaborating Institution.

**UNIVERSITY OF MYSORE**

**Apprenticeship Embedded Degree Programme  
(AEDP)**

**B.COM. (BANKING FINANCIAL SERVICES & INSURANCE)**

**COURSE STRUCTURE**

**&**

**SYLLABUS**

**2024-25**

<b>Bachelor of Commerce (B.Com) in Banking Financial Services &amp; Insurance</b>					
	<b>Course Title</b>	<b>No of Papers</b>	<b>No of Hours</b>	<b>No of Credits</b>	<b>Courses Credits</b>
<b>Semster I</b>		<b>6</b>	<b>300</b>	<b>20</b>	<b>20</b>
Skill Courses	Accounts Assistant	1	90	6	6
Core Courses	Basic Business & Applied Law	1	45	3	9
	Business Mathematics & Statistics	1	45	3	
	Business Economics	1	45	3	
General Courses	Language I	1	45	3	5
	Language II	1	30	2	
<b>Semster II</b>		<b>6</b>	<b>300</b>	<b>20</b>	<b>20</b>
Skill Courses	Insurance Advisor/Agent	1	90	6	6
Core Courses	Financial Analysis	1	45	3	9
	Investments - Risk and Returns	1	45	3	
	Financial Management	1	45	3	
General Courses	Language I	1	45	3	5
	Language II	1	30	2	
<b>Semster III</b>		<b>6</b>	<b>300</b>	<b>20</b>	<b>20</b>
Skill Courses	Mutual Fund Distributor	1	90	6	6
Core Courses	Personal Financial Planning	1	45	3	9
	Introduction to Indian Capital Markets	1	45	3	
	Sales & Distribution Management	1	45	3	
General Courses	Language I	1	45	3	5
	Language II	1	30	2	
<b>Semster IV</b>		<b>6</b>	<b>300</b>	<b>20</b>	<b>20</b>
Skill Courses	Credit Processing Officer	1	90	6	6
Core Courses	Retail Banking Assets Sales and Underwriting	1	45	3	9
	Retail Banking Liabilities Sales	1	45	3	
	Taxation	1	45	3	
General Courses	Language I	1	45	3	5
	Language II	1	30	2	

<b>Semster V &amp; VI</b>			<b>1800</b>	<b>40</b>	<b>40</b>
	Apprenticeship		1800	40	
		<b>Grand Total</b>	<b>4,800</b>	<b>160</b>	<b>160</b>

Semester I – Core Subject 1

## Basic Business and Applied Law:

Introduction to Indian Business Law

Overview of the Indian legal system

Sources of Indian business law (constitution, statutes, case law)

Importance of legal compliance in Indian business operations

Key Legal Concepts in Indian Law

Principles of Indian contract law

Essentials of valid contracts under the Indian Contract Act, 1872

Overview of tort law and its application in business disputes

Regulatory Framework for Business in India

Role of regulatory agencies (SEBI, RBI, IRDAI, CCI)

Overview of company law (Companies Act, 2013)

Overview of taxation laws (Income Tax Act, GST Act)

## Contract Law and Commercial Transactions:

Indian Contract Act, 1872

Formation and essentials of a valid contract

Types of contracts under Indian law (sale, lease, agency)

Performance, breach, and discharge of contracts

Special Contracts

Bailment and pledge

Indemnity and guarantee

Contract of agency

Commercial Transactions

Sale of Goods Act, 1930

Negotiable Instruments Act, 1881

Overview of e-commerce laws and electronic contracts

## Corporate Law and Business Organizations:

### Companies Act, 2013

- Incorporation and registration of companies
- Corporate governance requirements for Indian companies
- Directors' duties and liabilities

### Limited Liability Partnerships (LLPs)

- Formation and registration of LLPs
- Rights and duties of partners in an LLP
- Conversion and winding up of LLPs

### Partnership Act, 1932

- Formation and types of partnerships
- Rights and duties of partners
- Dissolution of partnerships

## Intellectual Property Rights (IPR) in India:

### Intellectual Property Laws in India

- Indian Patents Act, 1970
- Trademarks Act, 1999
- Copyright Act, 1957

### Protection of Trade Secrets and Designs

- Indian laws on trade secrets
- Design protection under the Designs Act, 2000
- Geographical Indications (GI) protection

## Regulatory Compliance and Business Ethics:

### Regulatory Compliance for Businesses

- Securities laws and regulations (SEBI Act)
- Competition law (Competition Act, 2002)

Consumer protection laws (Consumer Protection Act, 2019)  
Business Ethics and Corporate Social Responsibility (CSR)

Legal and ethical responsibilities of businesses  
CSR provisions under the Companies Act, 2013  
Compliance and reporting requirements for CSR activities

## Dispute Resolution Mechanisms:

Indian Judiciary and Legal Proceedings

Structure of Indian courts (civil and criminal)  
Jurisdiction and hierarchy of courts  
Overview of alternative dispute resolution (ADR) methods  
Arbitration and Conciliation Act, 1996

Arbitration agreements and proceedings  
Appointment and powers of arbitrators  
Enforcement and challenge of arbitral awards

## Emerging Areas in Indian Business Law:

Data Protection and Privacy Laws

Overview of the Personal Data Protection Bill, 2019  
Compliance requirements for data protection  
Impact of data protection laws on businesses  
Start-up and Entrepreneurship Laws

Legal framework for start-ups in India  
Incentives and support mechanisms for start-ups  
Intellectual property strategies for start-ups

## Case Studies and Practical Applications:

Analyzing real-world legal cases and business disputes in India  
Drafting legal documents and contracts under Indian law

Simulated negotiations and legal advisory exercises

#### Additional Resources and Tools:

Indian business law textbooks, casebooks, and legal journals  
Legal databases and online resources (Manupatra, SCC Online)  
Guest lectures by legal practitioners and business lawyers

#### Evaluation and Assessment:

Assignments, quizzes, and exams assessing understanding of Indian business law concepts and principles

Case analysis and legal memo writing

Oral presentations and moot court simulations on legal issues

This curriculum provides a comprehensive understanding of applied Indian business law, covering both theoretical concepts and practical applications in the Indian business environment. It prepares students for legal compliance, risk management, and ethical decision-making in Indian businesses and commercial transactions.

Semester 1 - Core Subject – 2

## Business Mathematics and Statistics:

### Basic Arithmetic Operations

Addition, subtraction, multiplication, and division

Order of operations (PEMDAS)

Fractions, decimals, and percentages

### Algebraic Concepts

Variables, constants, and expressions

Solving linear equations and inequalities

Formulas and their applications in business

### Functions and Graphs

Linear functions and their graphs

Quadratic functions and parabolas

Exponential and logarithmic functions

## Financial Mathematics:

### Time Value of Money

Future value and present value calculations

Compound interest and simple interest

Annuities and perpetuities

### Discounted Cash Flow Analysis

Net present value (NPV) and internal rate of return (IRR)

Capital budgeting decisions

Sensitivity analysis and scenario modeling

### Financial Ratios and Analysis

Liquidity ratios (current ratio, quick ratio)

Solvency ratios (debt-to-equity ratio, interest coverage ratio)

Profitability ratios (return on investment, profit margin)

## Descriptive Statistics:

### Data Presentation and Summary

- Frequency distributions and histograms
- Measures of central tendency (mean, median, mode)
- Measures of dispersion (variance, standard deviation)

### Probability Distributions

- Discrete probability distributions (binomial, Poisson)
- Continuous probability distributions (normal distribution)

### Sampling and Estimation

- Sampling techniques (random sampling, stratified sampling)
- Point estimation and interval estimation

## Inferential Statistics:

### Hypothesis Testing

- Null and alternative hypotheses
- Type I and Type II errors
- One-sample and two-sample hypothesis tests

### Regression Analysis

- Simple linear regression
- Multiple regression analysis
- Interpretation of regression coefficients

### ANOVA and Nonparametric Tests

- Analysis of variance (ANOVA)
- Nonparametric tests (Mann-Whitney U test, Kruskal-Wallis test)

## Time Series Analysis:

### Trend Analysis

Moving averages and trend lines  
Seasonal variations and seasonal decomposition  
Forecasting Techniques

Exponential smoothing methods  
Time series models (ARIMA)

## Decision Analysis and Optimization:

Decision Trees

Decision nodes, chance nodes, and terminal nodes  
Expected value and decision tree analysis  
Linear Programming

Formulating linear programming problems  
Graphical and simplex methods for solution

## Business Applications and Case Studies:

Financial analysis using ratios and financial models  
Market research and data analysis for business decision-making  
Risk assessment and management using statistical techniques

## Additional Resources and Tools:

Business mathematics and statistics software (e.g., Excel, MATLAB, R)  
Online resources, textbooks, and academic journals  
Workshops, tutorials, and webinars on business mathematics and statistics

## Evaluation and Assessment:

Problem-solving exercises and assignments on mathematical and statistical concepts  
Data analysis projects and case studies  
Exams and quizzes assessing understanding and application of business mathematics and statistics principles

This curriculum provides a comprehensive understanding of business mathematics and statistics, covering both mathematical concepts and statistical techniques relevant to various business applications. It integrates theoretical knowledge with practical skills to prepare students for analyzing data, making informed business decisions, and solving complex problems in real-world contexts.

## Semester 1 – Core Subject – 3

### Foundations of Business Economics:

#### Introduction to Business Economics

- Definition and scope of business economics

- Importance of economic analysis in business decision-making

#### Economic Fundamentals

- Basic concepts of economics (scarcity, opportunity cost, supply and demand)

- Microeconomics vs. macroeconomics

#### Economic Systems and Market Structures

- Overview of different economic systems (capitalism, socialism, mixed economy)

- Market structures (perfect competition, monopoly, oligopoly, monopolistic competition)

### Microeconomic Analysis:

#### Consumer Behavior

- Utility theory and consumer preferences

- Indifference curve analysis and budget constraints

- Elasticity of demand and its applications

#### Producer Behavior

- Production and cost analysis

- Profit maximization under different market structures

- Theory of the firm: short-run vs. long-run decisions

#### Market Equilibrium and Pricing

- Equilibrium in competitive markets

- Pricing strategies and price discrimination

- Non-price competition and product differentiation

## Macroeconomic Analysis:

### National Income Accounting

- Concepts of GDP, GNP, and national income

- Measures of economic performance (unemployment rate, inflation rate)

### Aggregate Demand and Supply

- Determinants of aggregate demand and supply

- Keynesian and classical approaches to macroeconomic equilibrium

- Fiscal and monetary policy tools

### Economic Growth and Development

- Theories of economic growth (Solow model, endogenous growth theory)

- Factors influencing economic development (human capital, technology, institutions)

## Business Cycles and Economic Fluctuations:

### Understanding Business Cycles

- Phases of the business cycle (expansion, peak, contraction, trough)

- Causes and consequences of economic fluctuations

### Role of Government in Stabilization

- Fiscal policy tools for stabilization (taxation, government spending)

- Monetary policy tools (interest rates, open market operations)

## Applied Business Economics:

### Cost-Benefit Analysis

- Principles of cost-benefit analysis

- Application in project evaluation and decision-making

### Risk Analysis and Uncertainty

- Decision-making under uncertainty

Techniques for risk assessment and management  
Market Research and Forecasting

Methods of market research (surveys, interviews, focus groups)  
Forecasting techniques (time-series analysis, regression analysis)

## International Economics and Global Business Environment:

International Trade Theory

Comparative advantage and gains from trade  
Tariffs, quotas, and trade policies  
Foreign Exchange Markets and Exchange Rate Determination

Exchange rate regimes (fixed vs. floating)  
Factors influencing exchange rates

## Business Economics and Strategy:

Strategic Decision Making

Game theory and strategic interactions  
Competitive dynamics and strategic positioning  
Economic Analysis of Pricing and Product Strategies

Price discrimination strategies  
Product differentiation and market segmentation

## Case Studies and Practical Applications:

Analyzing real-world business scenarios and case studies  
Applying economic concepts to business decision-making processes  
Simulation exercises on market behavior, strategic interactions, and policy analysis

## Additional Resources and Tools:

Economic textbooks, journals, and academic literature

Economic databases and statistical resources  
Industry reports and market analysis tools

### Evaluation and Assessment:

Assignments, quizzes, and exams assessing understanding of economic principles and theories

Case study analyses and presentations evaluating application of economic concepts in business contexts

Project work and group activities measuring ability to conduct economic analysis and make informed business decisions

This curriculum provides a comprehensive understanding of business economics, covering both microeconomic and macroeconomic principles, applied analysis techniques, and their relevance to business strategy and decision-making.

## Semester 2 – Core Subject – 1

### Basic Finance Concepts:

#### Introduction to Finance

- Overview of financial markets
- Key participants (individuals, institutions)
- Objectives of financial analysis

#### Time Value of Money (TVM)

- Future value, present value, and compounding
- Understanding interest rates and discounting

#### Risk and Return

- Types of risk (systematic, unsystematic)
- Calculating risk measures (standard deviation, beta)
- Relationship between risk and return

### Financial Statement Analysis:

#### Understanding Financial Statements

- Balance Sheet, Income Statement, Cash Flow Statement
- Reading and interpreting financial statements

#### Financial Ratios

- Liquidity ratios
- Solvency ratios
- Profitability ratios
- Efficiency ratios

#### DuPont Analysis

- Decomposition of return on equity (ROE)
- Identifying drivers of performance

## Valuation Techniques:

### Discounted Cash Flow (DCF) Analysis

- Forecasting cash flows
- Estimating terminal value
- Calculating present value

### Comparable Company Analysis (CCA)

- Identifying comparable companies
- Analyzing multiples (P/E, EV/EBITDA, etc.)
- Valuation using market comparables

### Asset-Based Valuation

- Valuing assets and liabilities
- Adjusted book value method
- Liquidation value method

## Financial Modeling:

### Excel Skills for Financial Modeling

- Building income statement, balance sheet, cash flow statement
- Creating dynamic financial models

### Building Integrated Financial Models

- Forecasting revenue, expenses, and cash flows
- Sensitivity analysis and scenario modeling

### Company Valuation Modeling

- Integrating DCF, CCA, and other valuation methods
- Developing valuation models for different industries

## Advanced Topics:

### Financial Risk Management

Hedging techniques  
Derivatives and their use in risk management  
Corporate Finance

Capital structure decisions  
Cost of capital estimation  
Mergers and Acquisitions (M&A) Analysis

M&A process overview  
Valuation techniques in M&A

### Case Studies and Practical Applications:

Analyzing real-world financial statements  
Valuing companies based on case studies  
Hands-on financial modeling exercises

### Additional Resources and Tools:

Financial analysis software (e.g., Bloomberg Terminal, FactSet)  
Online resources, books, and academic journals  
Guest lectures from industry professionals

### Evaluation and Assessment:

Assignments on financial statement analysis  
Valuation projects and presentations  
Quizzes and exams to test understanding

This curriculum covers a comprehensive range of topics in financial analysis, starting from basic concepts to advanced techniques, and integrates practical applications to provide a well-rounded learning experience.

## Semester 2 – Core Subject – 2

### Foundations of Investments:

#### Introduction to Investments

- Definition and objectives of investment

- Importance of risk-return trade-off in investment decisions

- Overview of investment vehicles (stocks, bonds, mutual funds, ETFs)

#### Financial Markets and Instruments

- Overview of financial markets (stock market, bond market, money market)

- Types of financial instruments (stocks, bonds, derivatives)

- Understanding market efficiency and pricing mechanisms

### Risk and Return Concepts:

#### Risk and Return Fundamentals

- Definition of risk and return

- Relationship between risk and return (risk-return trade-off)

- Measures of risk (standard deviation, beta) and return (expected return, yield)

#### Capital Asset Pricing Model (CAPM)

- Theory of CAPM and its assumptions

- Calculation of expected return using CAPM

- Role of beta in measuring systematic risk

#### Modern Portfolio Theory (MPT)

- Portfolio diversification and risk reduction

- Efficient frontier and optimal asset allocation

- Capital Market Line (CML) and Risk-Free Rate

### Risk Assessment and Management:

#### Types of Risk in Investments

- Systematic vs. unsystematic risk

Market risk, credit risk, liquidity risk, and operational risk  
Political and regulatory risk  
Risk Measurement Techniques

Value at Risk (VaR)  
Conditional Value at Risk (CVaR)  
Stress testing and scenario analysis  
Risk Management Strategies

Asset allocation strategies (strategic vs. tactical asset allocation)  
Hedging techniques (options, futures, swaps)  
Portfolio insurance strategies

## Investment Analysis and Valuation:

### Fundamental Analysis

Analysis of financial statements (income statement, balance sheet, cash flow statement)

Valuation methods (discounted cash flow, relative valuation)

Qualitative analysis (industry analysis, competitive advantage assessment)

### Technical Analysis

Price and volume analysis

Chart patterns and trends

Technical indicators (moving averages, MACD, RSI)

## Portfolio Management:

### Portfolio Construction

Asset allocation strategies based on risk tolerance and investment objectives

Portfolio optimization techniques

Rebalancing and monitoring portfolio performance

### Diversification Strategies

Benefits of diversification

Correlation analysis and portfolio diversification  
Risk-parity and risk-budgeting approaches  
Performance Evaluation

Measures of portfolio performance (Sharpe ratio, Treynor ratio, Jensen's alpha)  
Benchmarking and performance attribution analysis  
Evaluation of active vs. passive investment strategies

## Behavioral Finance:

Behavioral Biases and Heuristics

Overconfidence, loss aversion, herd behavior, and other biases  
Impact of behavioral biases on investment decisions  
Strategies to mitigate behavioral biases

Market Anomalies and Investor Irrationality

Market bubbles and crashes  
Momentum effect, value effect, and other market anomalies  
Contrarian investment strategies

## Case Studies and Practical Applications:

Analyzing real-world investment scenarios and case studies  
Conducting risk assessments and constructing investment portfolios  
Simulated trading exercises and portfolio management simulations

## Additional Resources and Tools:

Investment textbooks, journals, and academic literature  
Financial modeling software (e.g., Excel, Bloomberg)  
Investment analysis platforms and databases

## Evaluation and Assessment:

Assignments, quizzes, and exams assessing understanding of investment concepts and principles

Case study analyses and presentations evaluating application of investment theories in real-world scenarios

Portfolio construction projects and performance evaluations

This curriculum provides a comprehensive understanding of investments focusing on risk and returns, covering theoretical concepts, practical applications, and behavioral aspects to prepare students for careers in investment management, financial analysis, and portfolio management.

## Semester 2 – Core Subject - 3

### Foundations of Financial Management:

#### Introduction to Financial Management

- Definition and objectives of financial management
- Role and responsibilities of financial managers
- Overview of financial markets and institutions

#### Financial Statements Analysis

- Understanding financial statements (income statement, balance sheet, cash flow statement)
- Financial ratio analysis and interpretation
- DuPont analysis for assessing profitability

#### Time Value of Money

- Principles of time value of money (present value, future value, discounting)
- Applications of time value of money in investment decision-making
- Calculating present and future values of cash flows

### Capital Budgeting and Investment Decisions:

#### Capital Budgeting Techniques

- Net present value (NPV) analysis
- Internal rate of return (IRR) method
- Payback period and discounted payback period

#### Risk and Return Analysis

- Understanding risk and return relationship
- Capital asset pricing model (CAPM) for calculating cost of equity
- Risk-adjusted discount rate and sensitivity analysis

#### Project Evaluation and Selection

- Evaluating strategic alignment and project viability
- Capital rationing and project prioritization
- Real options analysis for investment flexibility

### Financing Decisions and Capital Structure:

#### Capital Structure Theory

- Modigliani-Miller theorem and capital structure irrelevance
- Trade-off theory and pecking order theory
- Factors influencing optimal capital structure

#### Debt and Equity Financing

- Sources of long-term financing (debt, equity, hybrid securities)
- Cost of debt and cost of equity calculation
- Dividend policy and distribution decisions

#### Financial Leverage and Risk Management

- Impact of financial leverage on returns and risk
- Managing financial risk through hedging and derivatives
- Working capital management and liquidity risk

### Financial Planning and Forecasting:

#### Budgeting and Forecasting

- Types of budgets (operating budget, capital budget, cash budget)
- Zero-based budgeting and flexible budgeting techniques
- Rolling forecasts and variance analysis

#### Financial Modeling

- Building financial models for forecasting and scenario analysis
- Sensitivity analysis and scenario planning
- Forecasting financial statements and cash flows

#### Working Capital Management

- Managing cash, receivables, and inventory
- Cash conversion cycle optimization
- Short-term financing and liquidity management

### Financial Performance Measurement and Analysis:

#### Financial Performance Metrics

- Key performance indicators (KPIs) for financial analysis
- Economic value added (EVA) and shareholder value analysis
- Balanced scorecard approach to performance measurement

#### Financial Reporting and Disclosure

International Financial Reporting Standards (IFRS) and Generally Accepted Accounting Principles (GAAP)

- Corporate governance and financial transparency
- Regulatory compliance and financial reporting requirements

Financial Risk Management

- Identification and assessment of financial risks (market risk, credit risk, liquidity risk)
- Risk mitigation strategies (diversification, hedging, insurance)
- Stress testing and risk scenario analysis

## Corporate Finance and Strategic Financial Management:

Mergers and Acquisitions

- M&A process and valuation methods
- Financial and strategic considerations in mergers and acquisitions
- Post-merger integration and performance evaluation

Corporate Restructuring

- Types of corporate restructuring (divestitures, spin-offs, joint ventures)
- Financial implications of restructuring activities
- Shareholder value creation through restructuring

International Financial Management

- Foreign exchange risk management
- Multinational capital budgeting and financing decisions
- Global financial markets and international investment opportunities

## Case Studies and Practical Applications:

- Analyzing real-world financial management scenarios and case studies
- Financial modeling and decision-making projects
- Simulations and business games for strategic financial management

## Additional Resources and Tools:

- Financial management textbooks, journals, and research papers
- Financial analysis software and tools (e.g., Excel, financial modeling software)
- Workshops and seminars on financial management topics

## Evaluation and Assessment:

Assignments, quizzes, and exams assessing understanding of financial management concepts and theories

Case analysis and presentation evaluations

Financial modeling and forecasting projects assessment

This curriculum provides a comprehensive understanding of financial management, covering theoretical concepts, practical applications, and tools and techniques to equip individuals with the skills needed to make informed financial decisions and effectively manage financial resources within organizations.

## Semester 3 – Core Subject -1

### Foundations of Personal Financial Planning:

#### Introduction to Personal Finance

- Importance of personal financial planning
- Key financial goals (short-term, medium-term, long-term)
- Overview of the financial planning process

#### Financial Statements and Budgeting

- Understanding income statements and balance sheets
- Budgeting techniques (zero-based budgeting, envelope system)
- Developing a personal budget and tracking expenses

#### Financial Goal Setting and Prioritization

- Identifying financial goals and objectives
- Setting SMART financial goals
- Prioritizing goals based on importance and urgency

### Managing Cash Flow and Debt:

#### Cash Flow Management

- Managing income and expenses effectively
- Strategies for increasing income (career advancement, side hustles)
- Emergency fund planning and savings strategies

#### Debt Management

- Understanding different types of debt (credit card debt, student loans, mortgages)
- Debt repayment strategies (snowball method, avalanche method)
- Consolidation and refinancing options

### Savings and Investment Strategies:

## Building a Savings Plan

- Importance of saving for emergencies and future goals

- Strategies for increasing savings rate (automatic transfers, pay yourself first)

- Savings vehicles (savings accounts, money market accounts, certificates of deposit)

## Introduction to Investments

- Overview of investment options (stocks, bonds, mutual funds, ETFs)

- Risk-return trade-off and investment objectives

- Basics of asset allocation and diversification

## Retirement Planning

- Understanding retirement needs and expenses

- Retirement savings vehicles (401(k), IRA, pension plans)

- Retirement income sources (Social Security, annuities)

## Risk Management and Insurance:

### Understanding Insurance

- Types of insurance (life insurance, health insurance, property insurance)

- Evaluating insurance needs and coverage options

- Importance of risk management in financial planning

### Estate Planning

- Basics of estate planning (wills, trusts, power of attorney)

- Estate planning considerations for different life stages

- Minimizing estate taxes and probate costs

## Tax Planning and Optimization:

### Tax Basics

- Understanding the tax system (income tax, capital gains tax, estate tax)

- Tax deductions and credits

- Strategies for tax-efficient investing

## Tax Planning Strategies

- Retirement account contributions and withdrawals

- Tax-loss harvesting

- Charitable giving and tax deductions

## Behavioral Finance and Psychology of Money:

### Understanding Behavioral Biases

- Common behavioral biases in personal finance (loss aversion, overconfidence, anchoring)

- Impact of emotions on financial decision-making

- Strategies for overcoming behavioral biases

### Financial Psychology and Money Mindset

- Building a healthy relationship with money

- Goal visualization and motivation techniques

- Financial mindfulness and stress management

## Case Studies and Practical Applications:

- Analyzing real-life financial scenarios and case studies

- Developing personalized financial plans and strategies

- Simulated investment portfolio management exercises

## Additional Resources and Tools:

- Personal finance books, blogs, and podcasts

- Financial planning software and tools (e.g., Mint, Personal Capital)

- Workshops and seminars on personal finance topics

## Evaluation and Assessment:

- Assignments, quizzes, and exams assessing understanding of personal financial planning concepts and principles

- Case study analyses and presentations evaluating application of financial planning strategies

## Development of personal financial plans and portfolios

This curriculum provides a comprehensive understanding of personal financial planning, covering theoretical concepts, practical applications, and behavioral aspects to empower individuals to make informed financial decisions and achieve their financial goals.

## Semester 3 – Core Subject -2

### Foundations of Indian Capital Market:

#### Introduction to Indian Financial Markets

- Overview of Indian capital markets (equity, debt, derivatives)

- Role and importance of capital markets in the Indian economy

- Regulatory framework (SEBI, RBI, stock exchanges)

#### Market Participants

- Role of investors, issuers, intermediaries, and regulators

- Overview of market infrastructure (stock exchanges, depositories, clearing corporations)

- Types of market participants (retail investors, institutional investors, market makers)

### Equity Market Products:

#### Introduction to Equities

- Basics of stocks and shares

- Types of equities (common stock, preferred stock)

- Stock exchanges in India (NSE, BSE)

#### Equity Market Operations

- Trading mechanisms (cash market, derivatives market)

- Order types and execution

- Market indices (Nifty, Sensex) and their significance

#### Initial Public Offerings (IPOs)

- Process of IPO issuance

- IPO valuation methods

- Investing in IPOs: Opportunities and risks

### Debt Market Products:

#### Introduction to Debt Instruments

Types of debt securities (bonds, debentures, government securities)  
Characteristics of debt instruments (coupon rate, maturity, credit rating)  
Role of debt markets in financing

#### Bond Market Operations

Bond pricing and yield calculation  
Primary bond market vs. secondary bond market  
Government securities market (G-Sec market)

#### Corporate Bonds and Debentures

Issuance process and documentation  
Credit rating agencies and credit risk assessment  
Investing in corporate bonds: Strategies and considerations

### Derivatives Market Products:

#### Introduction to Derivatives

Basics of derivatives (futures, options, swaps)  
Purpose and functions of derivatives markets  
Regulatory framework for derivatives trading

#### Futures and Options

Mechanics of futures contracts (trading, margin, settlement)  
Options contracts (call options, put options)  
Trading strategies using futures and options  
Currency and Interest Rate Derivatives

Currency futures and options  
Interest rate futures  
Hedging and speculation using currency and interest rate derivatives

### Mutual Funds and Exchange-Traded Funds (ETFs):

#### Introduction to Mutual Funds

- Basics of mutual funds (structure, types)
- Mutual fund units and NAV calculation
- Role of mutual funds in investment management

#### Types of Mutual Funds

- Equity funds, debt funds, hybrid funds
- Index funds vs. actively managed funds
- Sectoral funds and thematic funds

#### Exchange-Traded Funds (ETFs)

- Structure and features of ETFs
- Advantages of investing in ETFs
- ETFs vs. mutual funds: A comparative analysis

### Alternative Investment Products:

#### Real Estate Investment Trusts (REITs)

- Introduction to REITs
- Structure and operation of REITs
- Investing in REITs: Pros and cons

#### Infrastructure Investment Trusts (InvITs)

- Basics of InvITs
- InvIT structure and regulation
- Investing in InvITs: Risks and rewards

### Case Studies and Practical Applications:

- Analyzing real-world investment scenarios and case studies
- Simulated trading exercises using virtual trading platforms
- Portfolio construction projects incorporating various capital market products

### Additional Resources and Tools:

- Financial market textbooks, research papers, and regulatory publications
- Financial news portals and market analysis websites (e.g., Moneycontrol, Economic

Times)

Interactive trading platforms and virtual investment simulations

### Evaluation and Assessment:

Assignments, quizzes, and exams assessing understanding of Indian capital market products and concepts

Case study analyses and presentations evaluating application of investment strategies

Portfolio performance assessments and investment simulations

This curriculum provides a comprehensive understanding of Indian capital market products, covering theoretical concepts, practical applications, and regulatory aspects to equip participants with the knowledge and skills needed to navigate and invest in the Indian financial markets.

## Semester 3 – Core Subject – 3

### Foundations of Sales and Distribution Management:

#### Introduction to Sales Management

- Definition and scope of sales management

- Importance of sales function in business

- Evolution of sales management concepts

#### Sales Process

- Steps in the sales process (prospecting, pre-approach, approach, presentation, closing, follow-up)

- Sales cycle and pipeline management

- Customer relationship management (CRM) systems

#### Distribution Channels

- Types of distribution channels (direct, indirect, omnichannel)

- Channel design and management

- Selection of distribution partners and intermediaries

### Sales Strategies and Planning:

#### Sales Planning and Forecasting

- Setting sales objectives and targets

- Sales forecasting methods (qualitative and quantitative)

- Sales budgeting and resource allocation

#### Sales Strategies

- Market segmentation and targeting

- Positioning and differentiation strategies

- Pricing strategies and tactics

#### Sales Promotion and Personal Selling

- Sales promotion techniques (discounts, coupons, sales contests)

- Personal selling skills and techniques
- Sales presentation and negotiation skills

## Sales Force Management:

### Recruitment and Selection

- Sales force recruitment methods
- Selection criteria for sales personnel
- Assessing sales aptitude and skills

### Training and Development

- Sales training programs and methods
- Product knowledge training
- Sales techniques and communication skills training

### Motivation and Compensation

- Sales incentive schemes (commission, bonuses, contests)
- Motivational theories and techniques
- Performance appraisal and feedback mechanisms

## Sales Analytics and Performance Measurement:

### Sales Performance Metrics

- Key performance indicators (KPIs) for sales
- Sales activity tracking (calls, meetings, conversions)
- Sales productivity and efficiency metrics

### Sales Analytics

- Data-driven decision making in sales
- Sales forecasting models
- Customer lifetime value analysis

### Sales Force Automation

- CRM systems and sales automation tools
- Lead management and tracking

Integration with other business systems (ERP, marketing automation)

## Channel Management and Logistics:

### Channel Relationship Management

- Partner selection and evaluation

- Channel conflict resolution

- Channel incentives and support programs

### Logistics and Supply Chain Management

- Inventory management and replenishment strategies

- Order processing and fulfillment

- Warehousing and distribution network design

## Retail Management:

### Retailing Concepts

- Types of retail formats (brick-and-mortar, e-commerce, mobile commerce)

- Retail store layout and design

- Merchandising and visual merchandising techniques

### Customer Service and Experience

- Importance of customer service in retail

- Managing customer complaints and feedback

- Creating memorable customer experiences

## Emerging Trends and Technologies in Sales and Distribution:

### E-commerce and Digital Sales

- Trends in online retailing and e-commerce

- Digital marketing strategies for sales

- Omnichannel retailing and integrated sales approaches

### Artificial Intelligence (AI) in Sales

- AI-powered sales automation and predictive analytics
- Chatbots and virtual assistants in sales
- Personalization and recommendation engines

### Case Studies and Practical Applications:

- Analyzing real-world sales and distribution management scenarios and case studies
- Developing sales plans and strategies for hypothetical businesses
- Simulated sales presentations and negotiations

### Additional Resources and Tools:

- Sales management textbooks, journals, and academic literature
- Sales training programs and workshops
- Sales automation software and CRM platforms

### Evaluation and Assessment:

- Assignments, quizzes, and exams assessing understanding of sales and distribution management concepts and principles
- Case study analyses and presentations evaluating application of sales strategies and techniques
- Sales role-playing exercises and performance evaluations

This curriculum provides a comprehensive understanding of sales and distribution management, covering theoretical concepts, practical applications, and emerging trends to prepare students for careers in sales management, channel management, retail management, and related fields.

## Semester 4 – Core Subject – 1

### Foundations of Retail Banking Asset Sales:

#### Introduction to Retail Banking

- Overview of retail banking products and services
- Importance of retail banking asset sales in revenue generation
- Role of retail banking sales professionals

#### Understanding Retail Banking Products

- Types of retail banking assets (loans, mortgages, credit cards)
  - Features, benefits, and risks associated with each product
  - Regulatory requirements and compliance considerations
- #### Sales Process in Retail Banking

- Sales funnel stages (prospecting, qualification, presentation, closing)
- Relationship-building techniques with retail banking customers
- Cross-selling and upselling strategies

### Retail Banking Sales Techniques:

#### Customer Needs Analysis

- Understanding customer financial goals and needs
  - Conducting financial health checks and risk assessments
  - Identifying opportunities for personalized product recommendations
- #### Effective Sales Communication

- Active listening and questioning techniques
  - Value-based selling approach
  - Overcoming objections and handling customer concerns
- #### Product Knowledge and Demonstration

- In-depth understanding of retail banking products and features
- Demonstrating product benefits and suitability to customers
- Using product comparison and visualization tools

## Relationship Management and Customer Service:

### Building Customer Relationships

- Building rapport and trust with retail banking customers

- Managing customer expectations and preferences

- Strategies for retaining and nurturing customer relationships

### Customer Service Excellence

- Providing personalized service and support

- Handling customer inquiries, complaints, and feedback

- Resolving customer issues promptly and effectively

### Client Onboarding and Retention

- Onboarding new retail banking customers smoothly

- Developing customer retention strategies

- Conducting customer satisfaction surveys and feedback sessions

## Regulatory Compliance and Risk Management:

### Compliance Requirements in Retail Banking Sales

- Understanding regulatory frameworks (e.g., Consumer Financial Protection Bureau, Anti-Money Laundering laws)

- Compliance with Fair Lending laws and regulations

- Responsible lending practices and customer privacy protection

### Risk Assessment and Mitigation

- Identifying and assessing credit risk in retail banking assets

- Implementing risk management controls and procedures

- Monitoring and managing portfolio risk exposure

### Ethical Sales Practices

- Adhering to ethical standards and professional conduct

- Avoiding predatory lending practices and deceptive sales tactics

- Promoting financial literacy and consumer education

## Sales Performance Measurement and Improvement:

### Key Performance Indicators (KPIs)

- Tracking sales metrics (conversion rates, average deal size, customer lifetime value)

- Setting SMART sales goals and targets

- Performance evaluation and feedback mechanisms

### Continuous Learning and Development

- Staying updated on industry trends and market developments

- Participating in training programs and skill enhancement workshops

- Learning from successful sales strategies and best practices

## Case Studies and Practical Applications:

- Analyzing real-world retail banking sales scenarios and case studies

- Role-playing exercises and simulations

- Field visits to observe retail banking sales processes in action

## Additional Resources and Tools:

- Retail banking sales manuals, scripts, and training materials

- Sales automation tools and customer relationship management (CRM) software

- Online resources and industry publications on retail banking sales strategies

## Evaluation and Assessment:

- Sales performance evaluations and assessments

- Role-play observations and feedback sessions

- Case study analyses and presentations

This curriculum provides a comprehensive understanding of retail banking asset sales, covering theoretical concepts, practical applications, and regulatory compliance considerations to equip sales professionals with the skills and knowledge needed to succeed in retail banking sales roles.

## Foundations of Retail Banking Assets Underwriting:

### Introduction to Retail Banking Underwriting

- Overview of retail banking assets (loans, mortgages, credit cards)
- Importance of underwriting in retail banking risk management
- Role of underwriters in the loan approval process

### Credit Risk Management

- Understanding credit risk and its components
- Credit risk assessment methodologies
- Factors affecting creditworthiness of borrowers

### Regulatory Environment

Overview of retail lending regulations (e.g., Consumer Financial Protection Bureau, Fair Lending laws)

- Compliance requirements and regulatory guidelines
- Ethical considerations in retail banking underwriting

## Loan Underwriting Processes:

### Pre-Application Assessment

- Customer eligibility criteria and pre-qualification requirements
- Initial customer screening and risk profiling
- Gathering relevant customer information and documentation

### Credit Analysis

Assessing borrower's creditworthiness (credit history, income, debt-to-income ratio)

- Financial statement analysis and cash flow assessment
- Evaluating collateral and loan security

### Decision Making and Approval

- Loan structuring and terms negotiation
- Risk-based pricing and interest rate determination
- Credit scoring models and automated underwriting systems

## Retail Banking Products Underwriting:

### Consumer Loans Underwriting

- Types of consumer loans (personal loans, auto loans, student loans)
- Underwriting criteria and risk assessment factors
- Loan documentation requirements and processing procedures

### Mortgage Underwriting

- Mortgage loan types (fixed-rate, adjustable-rate, FHA, VA)
  - Mortgage underwriting standards and guidelines
  - Appraisal and valuation of real estate properties
- ### Credit Card Underwriting

- Credit card application screening and evaluation
- Credit limit determination and risk management
- Assessing credit card affordability and usage patterns

## Risk Management and Mitigation:

### Credit Risk Mitigation Strategies

- Loan diversification and portfolio management
- Collateralization and asset-backed securities
- Credit enhancements and guarantees

### Fraud Prevention and Detection

- Identifying red flags and warning signs of fraud
- Anti-money laundering (AML) and know-your-customer (KYC) procedures
- Fraud detection tools and techniques

### Loan Loss Provisioning and Reserving

- Estimating and provisioning for loan losses
- Reserve management and impairment testing
- Regulatory requirements for loan loss reserves

## Underwriting Quality and Performance Monitoring:

### Quality Control and Assurance

- Underwriting quality standards and best practices
- Quality control measures and audits
- Continuous improvement and process optimization

### Monitoring and Reporting

- Tracking loan performance and delinquency rates
- Early warning indicators and risk triggers
- Reporting to senior management and regulatory authorities

## Case Studies and Practical Applications:

- Analyzing real-world underwriting scenarios and case studies
- Role-playing exercises and simulations
- Underwriting decision-making projects and presentations

## Additional Resources and Tools:

- Underwriting manuals, guidelines, and training materials
- Underwriting software and decision support systems
- Industry publications and research reports on retail banking underwriting practices

## Evaluation and Assessment:

- Underwriting case analysis and presentations
- Quality assurance evaluations and audits
- Performance metrics tracking and analysis

This curriculum provides a comprehensive understanding of retail banking assets underwriting, covering theoretical concepts, practical applications, and regulatory compliance considerations to equip underwriting professionals with the skills and knowledge needed to effectively assess and manage credit risk in retail banking portfolios.

## Semester 4 – Core Subject – 2

### Foundations of Retail Banking Liabilities Sales:

#### Introduction to Retail Banking Liabilities

Overview of retail deposit products (savings accounts, checking accounts, certificates of deposit)

Importance of liabilities sales in retail banking revenue generation

Role of liabilities sales professionals in banking institutions

#### Understanding Customer Needs and Preferences

Identifying customer financial goals and objectives

Conducting needs assessments and financial health checks

Segmentation and targeting of retail banking customers

#### Regulatory Environment and Compliance

Regulatory framework governing retail banking liabilities sales (e.g., Consumer Financial Protection Bureau, Know Your Customer regulations)

Compliance requirements and ethical considerations in retail banking sales practices

Anti-money laundering (AML) and customer due diligence (CDD) procedures

### Retail Deposit Products and Features:

#### Savings Accounts

Types of savings accounts (regular savings, high-yield savings, money market accounts)

Features, benefits, and interest rate structures

Target customer segments and marketing strategies

#### Checking Accounts

Types of checking accounts (basic checking, interest-bearing checking, premium checking)

Account features, fees, and overdraft protection options

Cross-selling opportunities and relationship-building strategies

#### Certificates of Deposit (CDs)

- Characteristics of CDs (term length, interest rates, early withdrawal penalties)
- Advantages and limitations of CDs for customers
- Positioning CDs as part of a diversified savings portfolio

## Sales Techniques and Strategies:

### Consultative Selling Approach

- Building rapport and trust with retail banking customers
- Asking probing questions to uncover customer needs and financial goals
- Tailoring product recommendations based on customer profiles

### Value Proposition and Benefits Communication

- Articulating the value proposition of retail deposit products
- Highlighting key features and benefits to customers
- Overcoming objections and addressing customer concerns

### Cross-Selling and Up-Selling

- Identifying cross-selling opportunities based on customer relationships and transaction history

- Promoting bundled product offerings and package deals
- Maximizing customer lifetime value through up-selling strategies

## Relationship Management and Customer Service:

### Building Customer Relationships

- Developing long-term relationships with retail banking customers
- Providing personalized service and proactive account management
- Leveraging customer feedback for product improvement and innovation

### Customer Onboarding and Engagement

- Streamlining the account opening process for new customers
- Onboarding best practices and welcome communication strategies
- Engaging customers through targeted marketing campaigns and loyalty programs

## Customer Retention and Loyalty

- Strategies for retaining retail banking customers and reducing churn

- Recognizing and rewarding customer loyalty

- Handling customer complaints and resolving issues promptly

## Sales Performance Measurement and Improvement:

### Key Performance Indicators (KPIs)

- Tracking sales metrics (account openings, deposit balances, cross-sell ratio)

- Setting sales targets and performance goals

- Performance evaluation and feedback mechanisms

### Continuous Learning and Development

- Staying updated on retail banking products and industry trends

- Participating in sales training programs and skill enhancement workshops

- Learning from successful sales strategies and best practices

### Sales Automation and Technology

- Leveraging sales automation tools and customer relationship management (CRM) software

- Analyzing customer data and behavior to inform sales strategies

- Using technology to streamline sales processes and improve efficiency

## Case Studies and Practical Applications:

- Analyzing real-world retail banking sales scenarios and case studies

- Role-playing exercises and simulations

- Sales campaign development and execution projects

## Additional Resources and Tools:

- Retail banking sales manuals, scripts, and training materials

- Sales automation software and CRM platforms

- Industry publications and research reports on retail banking sales strategies

## Evaluation and Assessment:

- Sales performance evaluations and assessments
- Role-play observations and feedback sessions
- Case study analyses and presentations

This curriculum provides a comprehensive understanding of retail banking liabilities sales, covering theoretical concepts, practical applications, and regulatory compliance considerations to equip sales professionals with the skills and knowledge needed to succeed in retail banking sales roles.

## Semester 4 – Core Subject – 3

### Foundations of Direct Taxes:

#### Introduction to Direct Taxes

- Definition and types of direct taxes
- Historical perspective and evolution of direct taxation
- Constitutional Framework

- Constitutional provisions related to taxation in India
- Distribution of taxing powers between the central and state governments
- Basic Principles of Taxation

- Concepts of income, exemptions, deductions, and tax credits
- Principles of equity, certainty, convenience, and economy in taxation

### Income Tax Laws and Regulations:

#### Income Tax Act, 1961

- Overview of the Income Tax Act and its amendments
- Structure and organization of the Income Tax Act

## Residential Status and Tax Incidence

- Determination of residential status for individuals and companies

- Scope of total income and tax incidence on residents and non-residents

- Heads of Income

- Income from salary, house property, business or profession, capital gains, and other sources

- Taxability of various types of income and exemptions

## Corporate Taxation:

- Taxation of Companies

- Classification of companies for tax purposes

- Computation of taxable income for companies

- Tax Planning for Corporates

- Strategies for minimizing corporate tax liability

- Provisions related to deductions, incentives, and exemptions for corporates

## Tax Deductions, Exemptions, and Rebates:

- Deductions and Exemptions

- Deductions under Section 80C, 80D, 80G, etc.

- Exemptions for agricultural income, dividends, etc.

- Tax Rebates and Relief

- Rebates under Section 87A

- Relief under Double Taxation Avoidance Agreements (DTAA)

## Assessment and Appeals:

- Assessment Procedures

- Types of assessments (scrutiny assessment, best judgment assessment, etc.)

Time limits for filing returns and assessment proceedings  
Appeals and Dispute Resolution

Appellate authorities under the Income Tax Act  
Procedures for filing appeals and resolution of tax disputes

## Tax Administration and Compliance:

Tax Administration Structure

Role of Central Board of Direct Taxes (CBDT)  
Tax collection mechanisms and procedures  
Tax Compliance Requirements

Tax deduction at source (TDS) provisions  
Tax audit requirements and penalties for non-compliance

## Advanced Topics:

International Taxation

Taxation of foreign income and non-resident entities  
Transfer pricing regulations  
Taxation of Specific Entities

Taxation of partnerships, LLPs, trusts, etc.  
Special provisions for startups and small businesses

## Case Studies and Practical Applications:

Analyzing case studies related to tax planning, computation, and compliance  
Preparation of tax returns for individuals and corporates  
Simulation exercises on handling tax assessments and appeals

## Additional Resources and Tools:

Tax software and online tools for computation and filing of tax returns

Taxation journals, books, and online resources  
Workshops, seminars, and webinars conducted by tax experts

## Evaluation and Assessment:

Practical assignments on tax computation, planning, and compliance  
Quizzes and tests assessing understanding of tax laws and principles  
Project work involving application of tax knowledge in real-world scenarios

This curriculum provides a comprehensive understanding of direct taxes, covering theoretical concepts, practical applications, and advanced topics to prepare students for careers in taxation, accounting, or related fields.

## Foundations of Indirect Taxes:

Introduction to Indirect Taxes

Definition and types of indirect taxes  
Importance and role of indirect taxes in the economy  
Evolution of Indirect Taxation in India

Historical overview of indirect taxation in India  
Transition from cascading taxes to GST regime  
Basic Concepts in Indirect Taxation

Concepts of supply, goods, services, and taxable events  
Principles of levy, collection, and administration of indirect taxes

## Goods and Services Tax (GST):

Overview of GST

Introduction to GST and its objectives  
GST structure (CGST, SGST, IGST) and compliance mechanism  
GST Law and Regulations

Provisions of the CGST Act, 2017 and related rules

Amendments and updates in GST law  
GST Registration and Compliance

GST registration process and eligibility criteria  
Filing GST returns (GSTR-1, GSTR-3B, etc.) and compliance requirements

## Customs Duty:

Customs Law and Regulations

Customs Act, 1962 and related rules  
Classification of goods, valuation, and assessment under customs  
Import Duties and Procedures

Basic customs duty, countervailing duty (CVD), and special additional duty (SAD)  
Customs clearance procedures, documentation, and compliance requirements

## Excise Duty and Other Indirect Taxes:

Excise Duty

Overview of central excise duty and related laws  
Excise duty on manufacturing, production, and clearance of goods  
Service Tax

Introduction to service tax and its applicability  
Service tax rates, exemptions, and compliance procedures

## Indirect Tax Planning and Management:

Tax Planning Strategies

Strategies for minimizing indirect tax liability  
Impact of indirect taxes on business decisions and operations  
Tax Compliance Management

Record-keeping requirements for indirect tax compliance

Internal controls and audit procedures for indirect taxes

## Advanced Topics:

### GST in Specific Industries

GST implications for manufacturing, services, and e-commerce sectors

Sector-specific exemptions and compliance challenges

### International Trade and Customs

Customs duties on imports and exports

Customs valuation, classification, and tariff concessions

## Case Studies and Practical Applications:

Analyzing case studies related to GST registration, compliance, and indirect tax planning

Preparation of GST returns and customs documentation using case studies

Simulation exercises on handling GST-related queries and customs clearance procedures

## Additional Resources and Tools:

GST portals, customs websites, and online resources provided by government authorities

Training materials and guides on GST compliance and customs procedures

Workshops, seminars, and webinars conducted by experts in indirect taxation

## Evaluation and Assessment:

Practical assignments on GST registration, filing returns, and customs clearance procedures

Quizzes and tests assessing understanding of indirect tax laws and compliance requirements

Project work involving application of indirect tax knowledge in real-world scenarios

This curriculum provides a comprehensive understanding of indirect taxes, covering theoretical concepts, practical applications, and advanced topics to prepare students

for careers in taxation, customs, international trade, or related fields.

**UNIVERSITY OF MYSORE**

**Apprenticeship Embedded Degree Programme  
(AEDP)**

**B.COM. (LOGISTICS)**

**COURSE STRUCTURE**

**&**

**SYLLABUS**

**2024-25**



***B.Com Logistics -Apprenticeship Based Degree Under Graduate Programme***  
***Collaborative Programme of Logistics Sector Skill Council***

***VERSION 2024-25***

***NATIONAL SKILL QUALIFICATION FRAMEWORK LEVEL:5***

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# Apprenticeship-based UG Degree Programme in Logistics

## The Programme

Apprenticeship-based UG Degree Programme in Logistics is offered by Logistics Sector Skill Council (LSC) in collaboration with Higher Education Institutions that are duly approved by the concerned authorities.

Logistics Sector Skill Council, established by the Ministry of Skill Development and Entrepreneurship (MSDE) through the National Skill Development Corporation of India (NSDC), has taken up several initiatives to create adequate skills for gainful employment at various levels in Logistics Industry. The apprenticeship - based UG Degree Programme in Logistics is one of the programmes.

The Collaborating Institution may choose either B.Com. or BBA or BMS as the nomenclature for this UG Degree Programme. LSC takes up the following responsibilities so far as BBA/BMS/B.Com. Degree is concerned.

- Curriculum Development and Continuous Improvement
- Sensitization of Students on Apprenticeship Assignment
- Create Course Materials on all Domain Courses and provide access to students through Logistics Learning Management System
- Securing Apprenticeship Training (On-the-job Training) in Logistics Companies for all students of this Programme under the provisions of Apprentices Act, 1961
- Securing a monthly stipend, as fixed by the Government from time to time, during the Apprenticeship Training period for every student.
- Assessing the performance & learning of students in Apprenticeship
- Arrange the conduct of final placement drive for the students of this Programme
- Assessment of the progress made by the Collaborating Institutions (CI) in the Programme, and offering suggestions & help achieve the objective of making the students skillful.

The Regulation and Curriculum given below shall be duly approved by the various academic bodies of the HEI/University and apply to all candidates admitted to the Programme.

### 1. Eligibility for Admission

Candidates for admission to this Apprenticeship-based UG Degree Programme should have passed 10+2 in any Board or possess an equivalent qualification. Any subject group in 10+2 is acceptable.

### 2. Admission

The Collaborating Institutions shall decide the minimum mark percentage for admission. The Reservation Policy of the State where the HEI is functioning is applicable.

### 3. Programme Duration

The Programme extends for three years consisting of Four teaching semesters and two apprenticeship semesters.

### 4. Programme Content

- 12 Domain Courses in Semesters I, II, III, and IV
- 2 Allied Courses in the MOOC format in Semesters V and VI
- 2 Spells of Apprenticeship Training for six months each in Semesters V and VI

### 5. Standard of Passing & Award Division

Standard of Passing & Award Divisions shall be as per the Collaborating Institution's policies that offer this Programme.

### 6. Continuous Internal Assessment

The Continuous Internal Assessment System, including the assessment components, periodicity, and proportionate weight in the total score for a particular course, is as per the policies and practices of the Collaborating Institution.

### 7. Attendance

The mandatory minimum attendance in teaching Semesters is as per the existing policies and practices of the Collaborating Institution.

Attendance requirement during Apprenticeship Training is as per the conditions/norms of the Apprenticeship Contract, Apprentices Act 1961, and National Apprenticeship Promotion Scheme.

## **8. Examination**

The End Semester Examination for courses scheduled in teaching Semesters will be conducted and results declared by the Collaborating Institution. The question paper pattern for these examinations is as per the format decided by the Collaborating Institution.

## **9. Miscellaneous**

- Each student shall possess Aadhaar Card, PAN, and Bank Account, which are necessary for onboarding for Apprenticeship.
- Students shall be willing to move out of their present place of residence to get onboarded in companies that might be located in different cities.
- Students shall take care of Boarding and Lodging arrangements in cities where the Apprenticeship providing company is located.
- Students need to possess the prescribed textbooks for all Courses of the Programme.
- The Collaborating Institution will award the Degree to students who successfully complete the Programme.

## **10. Fee Payment**

The Programme Fee and Examination Fee are payable by students to the Collaborating Institution as per its norms.

## Assessment System

The Assessment System of the apprenticeship-based Degree Programmes developed & offered by Logistics Sector Skill Council is designed to make an objective assessment of Knowledge, Skill, and Attitude development of students. In order to make the Assessment System fool-proof and inclusive, the Programme provides adequate & appropriate representation to the Industry, Sector Skill Council, and the Collaborating Institution in assessing the students. This makes the Assessment System objectively measure industry-readiness of students.

### Teaching Semesters:

Semesters I, II, III, and IV are Teaching Semesters. All Courses scheduled in Teaching Semesters are assessed by the Collaborating Institution. The Assessment System (proportion of marks between the Continuous Internal Assessment & End Semester Examination, and the Question Paper Pattern) for these courses shall be as per the norms, standards and practices of the Collaborating Institution, notwithstanding the Regulations given in the Curriculum Booklet issued by LSC.

### Apprenticeship Semesters:

Semesters V, and VI are Apprenticeship Semesters. Assessment System for the Courses scheduled in these Semesters will be as per the process described below.

**Allied Courses:** The Allied Courses are offered by LSC on the pattern of MOOC. LSC delivers the course online through Logistics Learning Management System (LLMS), and makes online assessment of students. End Semester Examination (online) comprising 50 multiple choice questions is conducted for a maximum mark of 100. Each question will have four choices of answers from which the candidate should choose the right answer. While each correct answer fetches 2 marks, each wrong answer is given a score of – (minus) 0.50. The marks scored by students would be communicated to the Collaborating Institution by LSC. Being offered under MOOC format, the Allied Courses do not have Internal Assessment.

**Apprenticeship:** The CIA Component of Apprenticeship is assessed by the Manager / Supervisor under whom the students work during Apprenticeship Semesters, and LSC for a maximum mark of 250. The Manager / Supervisor makes the assessment for 150 marks based on skill & attitudinal development of students. LSC assess the practical knowledge of students for 100 marks by conducting a Test on conceptual knowledge relevant to the process undergone during Apprenticeship, and Viva.

The Collaborating Institution will evaluate the Apprenticeship Report (comprising Work Diary) submitted by students, and conduct Viva for a mark of 150, which is considered as ESE. The Evaluation & Viva shall be conducted by a Panel comprising of the HoD (or Programme Coordinator), Student's Mentor, and one Executive from Logistics Sector. The Collaborating Institution may modify the proportion of marks between CIA and ESE as per its norms, standards, and practices.

### Minimum Marks, Grading & Classification:

Minimum Marks required for passing courses, Pattern of Grading, and Classification of Successful Candidates between 'Distinction', 'First Class', 'Second Class', etc. shall be as per the norms, standards, and practices of Collaborating Institution.

### Curriculum Structure-From Academic Year 2024-25

SN	Course Code	Title of the Course	Credit	Hours	Category of Courses	CIE	ESE	Total
<b>Semester 1- NSQF 3</b>								
1		Lang.-1	3	45	Lang.	20	80	100
2		Lang.-2	3	45	Lang.	20	80	100
3	LD2401	Fundamentals of Logistics	5	75	Major	20	80	100
4	LD2402	Materials Management	5	75	Major	20	80	100
5	LD2403	Warehousing & Distribution Centre Operations	5	75	Major	20	80	100
6		Word and Presentation Skill	2	60	Practical	20	80	100
7		Constitutional Values	2	30	Compulsory	20	80	100
			<b>25</b>	<b>405</b>		<b>140</b>	<b>560</b>	<b>700</b>
<b>Semester 2- NSQF 3</b>								
1		Lang.-1	3	45	Lang.	20	80	100
2		Lang.-2	3	45	Lang.	20	80	100
3	LD2404	Freight Forwarding (Ocean & Air Cargo)	5	75	Major	20	80	100
4	LD2405	Forecasting and Inventory Management	5	75	Major	20	80	100
5	LD2406	Surface Transportation	5	75	Major	20	80	100
6		Data Spread Sheet	2	60	Practical	20	80	100
7		Constitutional Values	2	30	Compulsory	20	80	100
			<b>25</b>	<b>405</b>		<b>140</b>	<b>560</b>	<b>700</b>
<b>Semester 3- NSQF 4</b>								
1		Lang.-1	3	45	Lang.	20	80	100
2		Lang.-2	3	45	Lang.	20	80	100
3	LD2407	MIS for Logistics	5	75	Major	20	80	100
4	LD2408	Retail Logistics and E-Commerce	5	75	Major	20	80	100
5	LD2409	Liner Logistics	5	75	Major	20	80	100
6		Business Communication	2	60	Practical	20	80	100
7		Constitutional Values	2	30	Compulsory	20	80	100
			<b>25</b>	<b>405</b>		<b>140</b>	<b>560</b>	<b>700</b>

Semester 4- NSQF 4								
1		Lang.-1	3	45	Lang.	20	80	100
2		Lang.-2	3	45	Lang.	20	80	100
3	LD24010	Port Terminal Logistics	5	75	Major	20	80	100
4	LD24011	Specialisation Module – Course I	5	75	Major	20	80	100
5	LD24012	Specialisation Module – Course II	5	75	Major	20	80	100
6		Constitutional Values	2	30	Compulsory	20	80	100
			<b>23</b>	<b>345</b>		<b>120</b>	<b>480</b>	<b>600</b>
Semester 5- NSQF 5								
1	LD24013	Allied course - MOOC	2	60	Major		100	100
2	LD24014	Apprenticeship – I	22	1008	Major	250	150	400
			<b>24</b>	<b>1068</b>		<b>250</b>	<b>250</b>	<b>500</b>
Semester 6- NSQF 5								
1	LD24015	Allied course - MOOC	2	60	Major		100	100
2	LD24016	Apprenticeship – I	22	1008	Major	250	150	400
			<b>24</b>	<b>1068</b>		<b>250</b>	<b>250</b>	<b>500</b>

#### Semester V-Allied Courses - MOOC

No.	Course
1	Export & Import Documentation
2	Inland Waterways & Costal Shipping

#### Semester VI-Allied Courses - MOOC

No.	Course
1	Courier, Express & Parcel Services
2	Multi Modal Transportation

#### Specialisation Modules

Course	Group A – Aviation	Group B – Ecommerce	Group C – Land Transportation
1	Introduction to Aviation Industry & Airport Operations	First Mile Operations	Principles & Practices of Tourism
2	Introduction to Air Cargo Industry	Last Mile Operations	Commercial Aspects of Transportation

Students shall choose one of the three Modules and pursue both courses listed in the chosen Module.

## FUNDAMENTALS OF LOGISTICS

### COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become logistics professionals
- To orient students in the field of Logistics
- To help Students to understand Fundamentals of Logistics

### LEARNING OUTCOMES:

- Students will be able to apply the Basic knowledge of Logistics in the real-life situation
- This subject will enable them to enhance their ability and professional skills in Logistics

Unit	Topics
I	Introduction to Logistics: History of Logistics Need for logistics- Cost and Productivity, cost saving & Productivity improvement. Logistics Cost, reduction in logistics cost, benefits of efficient Logistics, Principles of Logistics, Technology & Logistics -Informatics, Logistics optimization. Listing of Sub-sectors of Logistics
II	Logistics and Customer Service - Definition of Customer Service Elements of Customer Service-Phases in Customer Service-Customer Retention - Procurement and Outsourcing - Definition of Procurement/Outsourcing - Benefits of Logistics Outsourcing - Critical Issues in Logistics Outsourcing
III	Global Logistics - Global Supply Chain - Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization - Modes of Transportation in Global Logistics Barriers to Global Logistics - Markets and Competition - Financial Issues in Logistics Performance - Integrated Logistics - Need for Integration - Activity Centres in Integrated Logistics. Role of 3PL&4PL.
IV	a) Warehouse: Warehouse-Meaning, Types of Warehouses Benefits of Warehousing. b) Transportation- Meaning; Types of Transportations, efficient transportation system and Benefits of efficient transportation systems. c) Courier/Express - Courier/Express-Meaning, Categorization of Shipments, Courier Guidelines, Pricing in Courier - Express Sector for international and domestic shipping. d) E-Commerce - Meaning, Brief on Fulfillment Centers, Reverse logistics in e-commerce sector, Marketing in e-commerce and future trends in e-commerce.
V	a) EXIM: Brief on EXIM/FF & CC, Multi-modal transportation, brief on customs clearance, bulk load handling and brief on trans-shipment. b) Supply chain. c) Cold chain. d) Liquid Logistics. e) Rail Logistics.

### Text & Reference Books:

1. Course Material Prepared by LSC
2. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.
3. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
4. Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009.
5. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw

Hill Higher Education, 1997.

6. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.

## MATERIALS MANAGEMENT

**COURSE OBJECTIVES:**

- To help Students to understand basic Principles and concept of material Management
- To orient students on contemporary development in the field of material management
- To develop competencies and knowledge of students to become effective professionals

**LEARNING OUTCOMES:**

- To apply the knowledge about material management in the real-life business situation
- Understand the contemporary practices followed in the field of Materials Management
- To enhance their managerial ability and professional skills

Unit	Topics
I	Introduction: Materials Management - Evolution, Importance, Scope and Objectives- Interface with other functions. -Supply Chain Management -Objectives- Components, Trade off Customer Service & Cost. Supply Chain Analytics.
II	Purchasing: purchasing and procurement activities under Materials management- Purchasing Methods- Purchasing and quality Assurance- Purchase Cycle – governmental purchasing practices and procedures - Negotiation & Bargaining – Vendor relations
III	Inventory - Need of Inventory -Types of Inventories - Basic EOQ Model - EOQ with discounts – Different types of Analysis.  Forecasting –methods of forecasting-Material Requirement Planning (MRP) -Input and output of MRP system -BOM Explosion -MRP II.
IV	Quality control of material: Incoming material quality control- statistical quality control (Various control charts)- Inventory control & Cost Reduction techniques. Value Analysis & Value Engineering. Standardization – need and importance. Codification - concept, benefits.
V	Stores - Functions- Stores layout -documentation- Materials handling and storage systems, - Principles of Materials Handling system – Safety issues

**Text & Reference Books:**

1. Course Material Prepared by LSC
2. Materials management: procedures, text and cases - A.K. Datta
3. Materials management: An integrated approach - P. Gopalakrishnan
4. Introduction to Materials management - J.R. Tony Arnold & Stephen N. Chapman
5. Purchasing and Materials Management - K S Menon
6. Handbook of Materials Management – Gopalakrishnan

## WAREHOUSING & DISTRIBUTION CENTRE OPERATION

### COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become Warehouse professionals
- To help Students to understand Warehousing and distribution centre operations
- To orient students about contemporary practices followed in Warehousing & Logistics

### LEARNING OUTCOMES:

- To apply the Basic knowledge of Warehousing and distribution centre operations in the real-life situation
- To enhance their ability and professional skills
- To Understand the contemporary Practices in the Industry

Unit	Topics
I	Introduction to Warehouse (Storage and Packaging) Background - Types of Warehouses - Broad functions in a warehouse - warehouse layouts and layout related to functions. Equipment requirement in warehouse -Strategic Aspects of Warehouse.
II	Receiving of Goods - Advanced shipment notice (ASN)-Goods Receipt note-(GRN)-Stages involved receipt of goods- Visual inspection of goods unloaded- Formats for recording of goods unloaded from carriers- Procedure for Arranging of goods on dock -Put away of Goods- its activity -Put away list and its need-Put away of goods into storage locations - storage location codes and its application
III	Procedure to prepare warehouse dispatches-Preparing Packaging List/Dispatch Note-Packaging-its importance of packing-Packaging Materials-reading Labels-quality parameters in packing significance-Cross Docking Method-and its application- Automation: Pick / Put to Light - A Frame - Automated Order Selection – Pick-N- Go - Outbound Sorters - Automatic Truck Loading.
IV	Distribution – Definition – Need for physical distribution –concept–system perspective - functions of distribution – marketing forces affecting distribution. Channels of distribution: role of marketing channels – channel functions – channel structure –designing distribution channel – choice of distribution channels
V	Warehouse Safety Rules and Procedures: Hazardous cargo – Procedure for Identification of Hazardous Cargo - safety data sheet- Familiarization with the industry. Health, Safety & Environment - 5S Concept on shop floor. Personal protective Equipment's (PPE) and their uses.

### Text & Reference Books:

1. Course Material Prepared by LSC
2. Definitive Guide to Warehousing, The: Managing the Storage and Handling of Materials and Products in the Supply Chain (Council of Supply Chain Management Professionals) 1st Edition
3. Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse- III Edition-Gwynne Richards

## FREIGHT FORWARDING (OCEAN & AIR CARGO)

### COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become freight forwarding professionals
- To develop competencies on documentation procedures
- To help Students to understand freight forwarding.

### LEARNING OUTCOMES:

- Students will be able to apply the Basic knowledge of freight forwarding including ocean and air cargo in the real-life situation
- Students will be able to demonstrate their skill on documentation in their profession.
- This subject will enable them to enhance their ability and professional skills

Unit	Topics
I	Introduction to EXIM, Freight forwarding and custom clearance – types of custom clearances – Importance of custom clearance – certificate of origin, ICEGATE and insurance – custom Act – Regulations pertaining to custom clearance – different modes of freight forwarding — process of freight forwarding.
II	Operation Procedures of Freight Forwarding - The procedures for Pre-Operating Checks and Operational checks to be performed for every shipment / consignment
III	List of basic handling of errors and the Operational errors that occur in common - Procedure for checking of shipping bill, Airway bill based on invoice and packing list received from department for Freight Forwarding. Regulations (EXIM/IATA/Countries)/COM based on permutations and combinations of weight vs volume.
IV	Cargo handling, INCO terms and terminologies used in Cargoes - Different Types of Cargoes for transportation. Full Export and Import value of the cargo – Importer and exporter Code (IEC), The registered PAN based Business Identification number received from the Directorate General of Foreign Trade - Different type of Cargo, their quantity and value - Packaging requirement for the cargo during shipment from the shipper - Inspection procedure for the cargo while unloading - DO's and DON'T's while handling different cargo
V	Documentation of Freight Forwarding process as per customer timelines and requirements - Carting, unloading, Stacking, Loading; and Stuffing - Procedure for dealing with loss or damage to goods - Different P.G.A and their roles. Technical knowledge on Containers; Pallets; Palletization; Fumigation- Letters of Credit and payment Terms. Etc. computer and its application in internal systems of documentation.

### Text & Reference Books:

1. Course Material Prepared by LSC
2. J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition, 2003.
3. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompe, Thorsten Schmidt, Springer verlag, First Edition, 2006.
4. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.
5. Swapna Pillai, Export Import Procedures & Documentation, Sahitya Bhawan Publication, 2020.

## FORECASTING AND INVENTORY MANAGEMENT

### COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become Forecasting and inventory management professionals
- To orient students in the field of Forecasting and inventory management
- To help Students to understand forecasting and inventory management

### LEARNING OUTCOMES:

- Students will be able to apply the Basic knowledge of forecasting and inventory management in the real life situation
- It will enable them to enhance their ability and professional skills in inventory management

Unit	Topics
I	Forecasting: Meaning –Need -Types of forecasts –Demand Forecasting- Types of Demand Forecasting- -Importance - Demand planning v/s Forecasting-Sources of demand-Supply chain dynamics
II	Sales and Operations Planning- Goals and objectives of S&OP -Collaborative Planning-Types -Collaborative planning, forecasting and replenishment- Cyclic decomposition techniques. Short- term forecasting techniques- Technology Forecasting and Methodologies: Role of Technology Information Forecasting and Assessment Council (TIFAC).
III	Inventory: Purpose of Inventory- -Types of Goods -General Management of Inventory- Multi-Echelon Inventory Systems -Use of Computers in Inventory Management- Evaluation of Performance of Materials Function–Latest trends in Inventory Management
IV	Codification – Classification – Methodology–Requirement of codes – Coding Structure and Design –Advantages - International Codification – Right Quantity – Economic Ordering Quantity -Costs associated with Inventories- Models in logistics
V	Influence of production policy on inventory levels – inventories and customer service level – steps to improve inventory management – optimum inventory –Inventory management uncertainty (fixed order quantity model) - Calculation of safety stocks

### Text & Reference Books:

1. Course Material Prepared by LSC
2. Sunil Chopra and Peter Meindl, Supply Chain Management Pearson Education Asia, 3rd edition, 2007
3. Chaman L Jain, “Fundamentals of Demand Planning & Forecasting”, Graceway Publishing Company 3rd edition.
4. Operations Research – Concepts, Problems & Solutions- Kapoor V.K.-Sultan Chand & Sons/2017- 978-81-8054-854-3 (TC-532)
5. Vijay Kumar Khurana, 2007, Management of Technology and Innovation, Ane books India, Chennai Further Reading Source 5. Simchi-Levi, David, “Designing and Managing Supply Chain”, Tata McGraw Hill, 3rd Edition, 2007. 6. David E Mulcahy, “Warehouse Distribution and Operations Handbook, McGraw Hill,6thEdition, 1993.

## SURFACE TRANSPORTATION

**COURSE OBJECTIVES:**

- To help Students to understand basics of surface transportation including road and rail transport
- To develop competencies and knowledge of students to become transportation professionals

**LEARNING OUTCOMES:**

- Students will be able to apply the knowledge of surface transportation in the real-life situation
- Enhancement of professional skills with regard to the field.

Unit	Topics
I	Introduction to surface transportation -Need - functions of transportations in logistics -Types of transportations metrics -various land transport carriers and their Load capacities - types of temperature-controlled carriers- inter modal transport -verification of carriers and drivers -transit rules
II	Transportation Optimisation -Documentation for transportation – GST – E Waybill Filing - Importance of consignment number -Transportation Telematics -Vehicle tracking system - GPS systems  -Procedure for downloading and reading tracking data from devices -Probable reasons for delay or any issues during transit -Solutions - re-routing
III	Organisation structure in a Transport organization- Incident management systems & Processes - hazmat goods rules -Importance of safety data sheet and labels -Procedure for Consolidation of consignments for optimal loads -Reporting discrepancies such as pilferages, loss or damage of goods in transit -Checking insurance and claims -steps to close deliveries.
IV	Benefits of efficient transportation systems-emerging trends in transportation sector-pricing in transportation sector-govt regulations on transportation in India. Safety procedures during transit and emergency response steps - List of good practices in driving.
V	Customer Management-Vendor coordination for return truck loads-DG Handling – features and facilities offered by railways – innovative schemes-facilities to popularize rail logistics in India

**Text & Reference Books:**

1. Course Material Prepared by LSC
2. J P Saxena, Warehouse Management and Inventory Control-Vikas Publication House Pvt Ltd, First Edition, 2003.
3. A Practical Guide to Logistics: An Introduction to Transport, Warehousing, Trade and Distribution -Jerry Rudd-Kogan Page publications
4. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.
5. Kapoor Satish K., and KansalPurva, 'Basics of Distribution Management: A Logistical Approach', Prentice HALL of India

## MIS FOR LOGISTICS

**COURSE OBJECTIVES:**

- To develop competencies and knowledge of students to become MIS for logistics professionals
- To orient students in the field of Logistics
- To help Students to understand MIS for Logistics

**LEARNING OUTCOMES:**

- Students will be able to apply the Basic knowledge of MIS for Logistics in the real-life situation
- This subject will enable them to enhance their ability and professional skills in Logistics

Unit	Topics
I	Introduction- IT and management opportunities and challenges-Strategic planning and models - Information management & IT Architecture – IT Architecture & infrastructure, cloud computing and services, Virtualization and Virtual Machines.
II	Database Technology- Data warehouse- Data Mart Technologies- Data and Text mining- Business Intelligence & Analytics, Digital and physical document management. Networks, collaboration & sustainability: Business IT networks & components, communication technologies – Sustainability and Ethical issues - Internal control-Business Control and Auditing.
III	Dissemination of technology information- and strategic planning – Technology choice and evaluation methods – Analysis of alternative technologies – Implementing technology programmes - Intellectual Capital - An introduction to Intellectual Property Right - Patent -Copyrights - Trademarks and other issues.
IV	Functional Area & Compliance systems: Management levels and functional systems Enterprise Systems and applications: Enterprise systems, Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Collaborative Planning, Forecasting, and Replenishment system (CPFR), Customer Relationship Management (CRM). Performance Management: Data visualization, Mashups, and Mobile intelligence, Fleet Management Information System.
V	Business Process and Project Management: - Architecture & IT design, System development, Software & Applications for management (Business software tools), Support system. ERP modules -sales and Marketing, Accounting, Finance, Materials and Production management etc.

**Text & Reference Books:**

1. Course Material Prepared by LSC
2. KENNETH C. L., JANE P. L., & RAJANISH DASS (2001) Management Information System - Managing the Digital Firm. Pearson Education: New Delhi.
3. RAVI, K., & ANDREW, B. W. Frontiers of Electronic Commerce. Pearson Education: New Delhi.
4. KENNETH, C. L., & JANEP, L. (2001) Essentials of MIS. Prentice Hall India: New Delhi.
5. SADAGOPAN, S. (2003) Management Information System. Prentice Hall India: New Delhi.
6. EFF, O.Z. (2003) Management Information Systems. Vikas Publishing House Pvt. Ltd.: New Delhi.

## RETAIL LOGISTICS AND E-COMMERCE

**COURSE OBJECTIVES:**

- To develop competencies and knowledge of students to become Retail logistics and E-commerce professionals
- To orient students in the field of Logistics
- To help Students to understand Retail logistics and E-commerce

**LEARNING OUTCOMES:**

- Students will be able to apply the basic knowledge of Retail logistics and E-commerce in the real-life situation
- This subject will enable them to enhance their ability and professional skills in Logistics and E commerce

Unit	Topics
I	Concept and Scope: Concepts of Retail Logistics and supply chain- Importance of Logistics in these days global Sourcing, Dimension of Logistics: Macro and Micro aspects-Supply chain contours: Backward and forward linkages
II	Logistics and Retail Marketing: Logistics as a Support function of Order Fulfilment, Assembling & Labelling from Multi-storage points and Delivery- Logistics as an interface of Market forecasting, Stock level management and other relevant activities till transportation, preparation for dispatch and outbound documentation and customer facilitation tracking out-bound shipments.
III	Reverse Logistics: Basic of reverse logistics - concept, key activities , coordinating with carriers, route map optimization, collecting pickup and feedback - Types of reverse logistics –Roles and responsibilities -Best practices in reverse logistics
IV	E-Commerce: Introduction to E-commerce logistics including delivery and pickup models and the overall logistic setup – Order Processing – Activities in order processing - Types of order processing - - Procedures for generating plans and schedules through MIS
V	Types of Ecommerce- B2B-B2C and intra business. Retail Ecommerce – Retailing through internet, Direct Online Sales model and its types- Business Models for ecommerce. Electronic Payment system, Electronic CRM Applications. E-Security

**Text & Reference Books:**

1. John Fernie & Leigh Sparks, "Logistics and Retail Management: Emerging Issues and New Challenges in the Retail Supply Chain ",Kogan Page 3rd Edition,2009
2. James B. Ayers & Mary Ann Odegaard , "Retail Supply Chain Management "taylor & francis, 2nd edition
3. Mr. Gibson G, "Retail Management: Functional Principles & Practices", Jaico Publishing house, 6th Edition, 2003.
4. Ray, Supply Chain Management For Retailing, TMH, 2010.
5. James B. Ayers, Retail Supply Chain Management, Auerbach Publications,2007.

## LINER LOGISTICS

**COURSE OBJECTIVES:**

- To develop competencies and knowledge of students to Liner logistics professionals
- To orient students in the field of Logistics
- To help Students to understand Liner logistics

**LEARNING OUTCOMES:**

- Students will be able to apply the Basic knowledge of Liner Logistics in the real-life situation
- This subject will enable them to enhance their ability and professional skills in Logistics.

Unit	Topics
I	Definitions of liner trades; tramp trades; containerization- Unitization - containerization, liner operations, port organization – Vessel loading and discharging, liner trade routes, The major ports, liner service options - Liner trade – ship types – Tonnages; basic ship layout, types of container ships, Ro-Ro barge carrying vessels, The refrigerated cargo ship conventional (Break bulk) vessels future vessel developments, economy of scale, shipboard handling equipment.
II	Cargoes & cargo equipment – Dangerous goods IMO special goods, cargo handlings other methods of lifting cargo port handling equipment, port terminals; port and terminal management; the role of ships officers - agent. Liner Shipping operations - Management and policy, ship management and operations, independent ship management, insurance, trade of commercial department, accounting, budgeting, freight collection and port disbursements agency duties.
III	Containerization unitization and inter-modalism - Growth in world trade unitization; container dimensions, types of container other container expressions container inventory, owning, leasing meeting the demand for containers tracking the container fleet, container control, FCLS LCLS & ICDS, legal & insurance implications in the container trade.
IV	The Bill of Lading and other Documentation - The Bill of Lading UK bill of lading Act 1855 and UK carriage of goods by sea Act 1992, The use of Bill of Lading in liner trades, Bill of Lading documentary credits, Bill of Lading clauses The printed clauses – The evidence of the contract, other forms of Bill of Lading other liner documents, Intl conventions relating to Bill of Lading, paperless trading
V	The Exchange of goods transfer - Transfer of funds from country to country, methods of payments in International trade who are the merchants, International contracts of sale INCO terms; Legal aspects of the liner trades - The carrier insurance the carrier's liability for the cargo the liabilities of the agent, legal aspects of the Bill of Lading, cargo claims general average (GA), security, ISPS code.

**Text & Reference Books:**

1. Course Material Prepared by LSC
2. Ship Operation Management, Fujita, N.H. Publisher, 1974.
3. Ship Operation Management, Bertrams Publication, 2010.
4. Handbook of Ship Calculations, Construction and Operation, Charles H. Hughes, Wexford College Press, 2008.
5. Ocean Shipping - Elements of Practical Steamship Operation, Robert Edwards Annin, Thompson Press, 2010.

## PORT TERMINAL LOGISTICS

**COURSE OBJECTIVES:**

- To develop competencies and knowledge of students to Port terminals logistics professionals
- To orient students in the field of Logistics
- To help Students to understand Port terminals logistics

**LEARNING OUTCOMES:**

- Students will be able to apply the Basic knowledge of Port terminals Logistics in the real-life situation
- This subject will enable them to enhance their ability and professional skills in Logistics

Unit	Topics
I	Difference between Major and Minor Ports - Ports in India - Natural Harbours - New Ports to be developed in India - Major Ports of the World - Largest Port in the world - Port Officials and their roles - Role of Ports - Who are Port users
II	Container Terminals - Privatisation of Terminals - Reason for Privatisation - Major Terminal Operators in India - Terminal Operators of the world - Privatisation the need of the hour - Agreement between and existing Port Terminal and the new operator
III	Import Cycle - Export Cycle - Positions and Places in a Terminal - Facilities in a Terminal - Container Monitoring and stacking - CFS inside a Terminal - Reasons for Congestion of a terminal - de-congesting the terminal - Window system in a terminal.
IV	Major Port Trust Act - Port as a custodian of the cargo - Transit sheds - Cargo receivers - Wharfs and Berths - Various berths in a Port - Meaning of Berth Restrictions - Port equipment's and damage - Extra services - Berth reservation schemes
V	Port Tariff - Pilots and their duties - Tugs and its usage - Night navigations - Light Dues - Tariff Authorities of Major Port - Revision of rates - Port Trustees - Safety Procedures - Introduction of ISPS - Damage to Port property by ships - Compensation and confiscation of cargo to adjust dues

**Text & Reference Books:**

1. Course Material Prepared by LSC
2. Major Port Trust Act – Government of India
3. Port Industry Statistics, American Association of Port Authorities
4. AP MOLLOR Guide book on Terminal
5. DUBAI PORT AUTHORITIES Manua

## EXPORT AND IMPORT DOCUMENTATION

### COURSE OBJECTIVES:

- To familiarize the student with the basic concept of formalities for export trade, and the documentation process required for import and export.

### LEARNING OUTCOMES:

- Recognize the impact of information and communication technologies, especially of the internet in business operations.
- Recognize the fundamental principles of eBusiness and eCommerce.
- Explain the security protocols and the issues in internet security.

Unit	Topics
I	Introduction to Export and Import 12 Hrs Basics of Exports - Classification of goods - Preparation for Exports - Methods of Exporting - Export Marketing Organizations - Functions - Registration formalities IEC Number - Procedure of obtaining IEC Number - RCMC (Registration Cum Membership Certificate) –Export Credit Guarantee Council (ECGC) - Application for import and export of restricted items.
II	Documentation Framework and Contracts 15 Hrs Aligned Documentation System: Commercial Documents - Auxiliary Commercial Documents - Regulatory Documents - Documents related to goods - Documents related to Shipment - Documents related to Payments - Documents related to Inspection - Documents related to Excisable Goods - Types of Contracts - Export Contracts.
III	Payments and Finance 15 Hrs Factors - Methods of receiving Payment - Instruments of Payments-Letter of Credit Pre-shipment Finance - Post-shipment Finance - Post-shipment Credit in Foreign Currency - Negotiation of documents with bank - CENVAT - Duty Draw back
IV	Quality Control and Clearance of Cargo 15Hrs Objective of Quality Control - Methods - Procedure for Pre-shipment Inspection - Role of Clearing and Forwarding Agents – Role of Inspection Agents-Clearance of Cargo Central Excise Clearance Procedure - Central Excise Clearance Option - Shipment of Export Cargo.
V	Customs Clearance, Risk and Insurance Policy 15 Hrs Customs Clearance of Export Cargo - Customs Clearance of Import Cargo - Risk: Types - Types of cover issued by ECGC - Cargo Insurance. Processing of an export order - Major laws governing export contract.

### Text & Reference Books:

1. RAMA, GOPAL C. (2008) Export Import Procedures Documentation and Logistics. New Age International Publishers: New Delhi.
2. KHUSHPAT, S. J. (2013) Export Import Procedures and Documentation. Himalaya Publishing House: New Delhi.
3. PAWAN, KUMAR (2001) Export of India's Major Products Problems and Prospects. New Century Publications: New Delhi.
4. KAPOOR, D. C. (2002) Export Management. Vikas Publications: New Delhi.
5. CHERUNILAM, F. (2004) International Trade and Export Management. Himalaya Publications: New Delhi.

### Websites:

1. [www.cbec.gov.in/customs/cs-act/cs-act-idx.htm](http://www.cbec.gov.in/customs/cs-act/cs-act-idx.htm) (Central Board of Excise and Customs - Customs Act, 1962, Customs Tariff Act – 1975, Other Acts)
2. [www.epckeny.org/](http://www.epckeny.org/)(Export Promotion Council)
3. [commerce.nic.in/MOC/index.asp](http://commerce.nic.in/MOC/index.asp) (Ministry of Commerce and Industry)
4. [www.dgft.gov.in/](http://www.dgft.gov.in/) (Directorate General of Foreign Trade)

## INLAND WATERWAYS & COASTAL SHIPPING

**COURSE OBJECTIVES:**

- To familiarize the student with the basic concept of Inland water ways and coastal shipping, their importance and future development of Indian water ways

**LEARNING OUTCOMES:**

- Recognize the impact of Inland water ways and coastal shipping
- Recognize the importance and future development of Indian water ways.

Unit	Topics
I	Basics of shipping- Introduction for shipping - Types of ship- sizes of ship – Basic terminology of ships- Sea transport and its importance- Roll of ports in sea transport - Coastal shipping and its importance.
II	Inland waterways: Introduction –Scope –Sources (lakes, Rivers, Canals, Back water, creeks, water courses inlets and bays)-Working principles -Impact - Inland waterways in India: locations
III	Roll and importance of inland waterways: Infrastructure facility required - Roll and importance of inland water ways in transportation- Transportation through creeks
IV	Inland waterways: Road connectivity – Availability of cargo (scarcity)-Navigation (night navigation)- Draft restriction
V	Inland waterways in other countries: Bangladesh – China - Vietnam - Europe Inland waterways in India: Network in India –upcoming inland waterways – Inland waterways authority – Government policies on inland waterways – National waterways Act

**Text & Reference Books:**

1. Course Material Prepared by LSC
2. Inland Waterway Transport: Challenges and prospects (Routledge Studies in Transport Analysis) Hardcover – Import, 12 Jul 2016 by Bart Wiegman (Editor), Rob Konings (Editor)
3. Inland waterways Transportation (IWT ) in India – Machiraju presentation Pvt Ltd.

## APPRENTICESHIP I

The students would be onboarded in Logistics Processes of companies by the Logistics Sector Skill Council for Apprenticeship Training. The duration of Apprenticeship Training is 6 months. During Apprenticeship Training students would be assigned on-the-job-training by companies. Being a legal engagement, students would receive a monthly stipend during Apprenticeship Training as per the existing norms.

On completion of the Apprenticeship Training, students shall submit Apprenticeship Report in the form of Work Diary to the Collaborating Institutions. The Report would be evaluated and Viva conducted by the Collaborating Institution.

## COURIER, EXPRESS & PARCEL SERVICES

**COURSE OBJECTIVES:**

- To develop competencies and knowledge of students to become Courier and Express
- Professionals
- To orient students in the field of Courier and Express
- To help Students to understand Courier and Express

**LEARNING OUTCOMES:**

- Students will be able to apply the Basic knowledge of Courier and Express in the real-life situation
- This subject will enable them to enhance their ability and professional skills

Unit	Topics
I	Types of consignments for shipment - Information on labels and handling instructions - consignee locations- consignments and destinations- consignment shipment operations – (loading, handling, scheduling and documentation) - Special instructions for safe handling of fragile consignments
II	Customer declarations – verification of customer declarations and consignment package - Clarification procedure in case of discrepancies noticed - Generation of bill of lading / shipping bill for export consignments – Coordination for import/export consignments clearance
III	Hub-Spoke Operations & Inbound and Outbound activities: Introduction – Hub spoke activities inbound and outbound activities. Types of consignments coming in the hub-spoke - layout of the hub-spoke - Areas to receive, sort and inspect - Documentation activities in hub-spoke - Inspection process of inbound sorted and outbound consignments
IV	Tracking and tracing; AWB –essential time of arrival delivery - Last mile delivery – LMD -First mile delivery
V	Customer satisfaction- quality, delivery time, costs (shortest cost, loss prevention) - Weighment rate, cube scan –diversions/LBW/Volumetric density of cargo

**Text & Reference Books:**

1. Course Material Prepared by LSC
2. Logistics and Supply chain management – Martin Christopher
3. Basics of Distribution Management; A Logistical Approach Prentice HALL of India - Kapoor Sathish
4. Ware house management and Inventory control - Vikas Publication House

## MULTI-MODAL TRANSPORTATION

### COURSE OBJECTIVES:

- Introduce Multi-modal and Intermodal Transport concepts.
- Explain Regulatory framework and policies for Multi-modal transportation.
- Describe Indian Railways' initiatives to promote Multimodal Logistics in India.
- Overview evolution of infrastructure facilitating Multi-modal Logistics in India.

### LEARNING OUTCOMES:

After completing this Course, the student will have the following learnings:

- The importance and role played by Multi-modal transport in the efficient and cost-effective movement of cargo
- Types of multi-modal movement and the role of containerisation for security and speed
- The provisions and procedures for Exim trade and INCOTERMS
- Indian Government's policies and vision R for development of seamless multi-modal transport.

Unit	Topics
I	Transportation Systems & Multi modal Transport –Concept of Multi modal & Intermodal Transport – introduction to Multi modal transport, the difference between Multi modal and Intermodal transport-Type of transport Modes – detail and characteristics of air, road, rail, water, pipelines, package carriers-Need, Aim and Key Issues of Multi modal transport.
II	How to organise Multi modal transport-Role of Containerisation in MMT- history, utility, types, ease of handling, cost saving-Types of Multi modal transport – combined container transport, rolling Road & forwarding of trailers, RORO & LASH transportation-National Multi modal Transport Committee (NMTTC) and Logistics Policy of India – key features and importance
III	Multi modal Transportation Act & Procedures-MMTG Act of 1993-Custom procedures for Export & Import - Bill Of Lading – Hague Rules, Visby Rules, Hamburg Rules, Voyage by Sea-INCOTERMS – meaning, explanation, list, and types
IV	MMT and Indian Railways-PFT Policy – maintenance of rolling stock, cargo handling, customs, etc-Warehousing Policy – stuffing, de-stuffing, stacking, use of MHE, etc-Layout and design of Multi modal Logistics parks
V	Multi modal transport & Practice Today-India's growing conflict between Trade & transport – issues, policy, problems & pricing-Integrated Transport – Bharatmala, Sagarmala, IWT, DFC, the concept of ICP ( International Check Posts-Scenario in India and neighbouring countries with a case study

### TEXT BOOKS

- 1 Course Material Prepared by LSC

## APPRENTICESHIP II

The students would be onboarded in Logistics Processes of companies by the Logistics Sector Skill Council for Apprenticeship Training. The duration of Apprenticeship Training is 6 months. During Apprenticeship Training students would be assigned on-the-job-training by companies. Being a legal engagement, students would receive a monthly stipend during Apprenticeship Training as per the existing norms.

On completion of the Apprenticeship Training, students shall submit Apprenticeship Report in the form of Work Diary to the Collaborating Institutions. The Report would be evaluated and Viva conducted by the Collaborating Institution.

## Specialisation Module – Group A - Course I

### INTRODUCTION TO AVIATION INDUSTRY & AIRPORT OPERATIONS

**COURSE OBJECTIVES:**

- To develop competencies and knowledge of students to become Aviation Professionals
- To help Students to understand Fundamentals of Aviation Industry & Airport Operations

**LEARNING OUTCOMES:**

- Students will be able to apply the Basic knowledge of Aviation and Airport Operations in the real-life situation
- This subject will enable them to enhance their ability and professional skills in the Aviation Industry & Airport Operations

Unit	Topics
I	History of Aviation & Key Organizations in the Aviation Industry a. History of Aviation through the ages-Origins in Greek Mythology- The Wright Brothers- Aviation in the era of World War 1 & 2- Commercial Aircraft Era- Modern Jetliners b. Key Organizations in the Aviation Industry- 1. ICAO- International Civil Aviation Organization, 2. IATA- International Air Transport Association 3. MoCA - Ministry of Civil Aviation, 4. DGCA - Directorate General of Civil Aviation 5. AAI- Airports Authority of India, 6. AAICLAS- Airports Authority of India Cargo Logistics Allied Services 7. AERA- Airport Economic Regulatory Authority 8. BCAS- Bureau of Civil Aviation Security
II	Freedoms of the Air & the Airline Business a. Freedoms of the Air- Overview- Nine Freedoms of the Air b. Airline Business- i Business Models- Legacy, Low Cost, Charter, Regional, Cargo & Hybrid ii Airplane Manufacturers- Primary Manufacturers- Boeing, Airbus and others iii Narrow Body v/s Wide Body- Definition & Features iv The Airline Industry as a Business- Key Functions in the Airline Business v Airline Codeshares & Alliances- a. Concept, b. Key Benefits, c. Major Airline Alliances vi Airline Cabin Classes- First, Business, Premium Economy & Economy
III	World Geography & Airline Communication Protocol Traffic Conference Areas, Time Zones, Codes- Country, City, Carrier, Currency, Aircraft Registration, Airline Phonetics
IV	Airport Operations a. Key Stakeholders, Airport Types, Airport Revenue Sources, Airport Functional Layout- Landside, Governmental Agencies at Airport, Baggage Handling, Airside Operations b. Airport as an Operational System- Infrastructure & Facilities, Airport Operations Control Centre (AOCC), Airport Collaborative Decision Making (ACDM), Key Information Technology Systems at Airports
V	Concessionaire Activities at Airports (terminology restricted to Indian scenario) a. Non-Aero Activities- Retail, Food & Beverage, Real Estate, Car Rentals Car Parking, Currency & Banking, Advertising b. Maintenance Repair & Overhaul (MRO)- Types of MRO Models c. Ground Handling i Concept, ii Self-Handling V/s Outsourced Handling iii IATA Standard Ground Handling Agreement

**Text & Reference Books:**

- 1 Course Material Prepared by LSC
2. Airport Operations- Norman Ashford, Pierre Coutu, John Beasley- McGraw-Hill Education; 3rd edition (16 December 2012)
3. Principles of Airport Economics- P.S. Sengupta- Excel Books (1 December 2007)
4. Managing Airports- An International Perspective- Anne Graham- Routledge; 5 edition (June 9, 2018)
5. IATA Airport Handling Manual- 40th edition- Year of Publication- 2020
6. IATA Ground Operations Manual- 9th edition- Year of Publication- 2020

## Specialisation Module – Group B - Course I

### FIRST MILE OPERATIONS

**COURSE OBJECTIVES:**

- To understand the First Mile operational processes in e-commerce logistics.

**LEARNING OUTCOMES:**

THE STUDENTS WILL LEARN:

- Basics of First Mile operations.
- Shipment pickup operations.
- Different types of shipment processing operations at Processing Centers.
- Layout of a Processing Centre.
- Key challenges in First Mile operations and First Mile metrics.

Unit	Topics
I	Role of First Mile in E-Commerce Logistics Difference between First Mile, Line Haul and Last Mile operations. -First Mile Operations - Overview. -Why is First Mile operations important in e-commerce logistics-First Mile process flow.
II	Shipment Pickup Operations Shipment pickup process. -Pickup operations staff - roles and responsibilities. -Pickup coordination. -Safety and security of shipments during pickup-Pickup documentation.
III	Shipment Processing Operations Primary and secondary processing. -Bagging operations. -Manual processing operations-Automated processing operations
IV	Layout of A Processing Centre Inbound operations-Processing Operations-Outbound Operations-Safety and security-Processing Centre staff - roles and responsibilities
V	First Mile Analytics and Metrics Productivity-Pickup operations metrics-Processing operations metrics-First Mile dashboard. Tools and Applications Pickup tools and applications-Processing tools and applications-Exceptions in First Mile and impact on operations-Tools and communication to resolve exceptions.

**Text & Reference Books:**

1. Course Material Prepared by LSC

## Specialisation Module – Group C – Course I

### PRINCIPLES & PRACTICES OF TOURISM

**COURSE OBJECTIVES:**

- Understand the fundamentals of the Tourism industry and its development in India.
- Develop insights on the difference between International and ~~National~~ Industry.
- Knowhow on Tourism in India through Surface transportation.
- Impart knowledge on new trends in Tourism.

**LEARNING OUTCOMES:**

- To develop an understanding of the nature of tourism in India
- Throw light on an initiative by Government and Railways to promote tourism.
- To understand different modes and package tours by Travel Agencies and to learn how to develop packages.
- Recent trends of tourism and Infrastructure including Hotels

Unit	Topics
I	Basics of Tourism-History & Growth-Tourism & Economy, Multiplier Effect-Principles, Components & Types of Tourism – Service Industry, Passenger Transportation. Travel Agencies
II	Domestic & International Tourism-Tourism Policy & Initiatives of Govt – Dept of Tourism, ITDC, IRCTC Etc-Inbound & Outbound Tourism – Segmentation, Bookings, Package Tours-Travel Agencies, Destinations & Infrastructure – Ratings
III	Tourism - Road-Road Infrastructure – Connectivity to destinations, Quadrangle, Highways, Bharatmala Project-Road Vehicles – Cabs, Minibuses, luxury buses, Double deck sleeper. Regulations-Single point. Multiple destinations, Group booking, Cluster approach.
IV	Tourism by Rail-Infrastructure – Rail destination. Toy trains to Hills – Shimla, Darjeeling, Ooty – Last mile connectivity-Railway Initiatives – Rail Yatrik Niwas at stations, Budget hotels. Online bookings, Tourist lounges. Bookings – Group ticket, package tours, circular journey ticket etc.-Tourist trains – Palace on Wheels, Maharaja, Deccan Odyssey, Rail package tours, Coach Bookings itinerary.
V	Trends in Tourism-Sustainable tourism – Ecological & environmental issues-Heritage, Religious, Medical, Leisure, Conferences Tourism, Destination weddings-New destinations- Statue of Unity, Akshardham, Winter tourism etc

**Suggested Readings:**

1. Course Material Prepared by LSC

## Specialisation Module – Group A - Course II

### INTRODUCTION TO AIR CARGO INDUSTRY

**COURSE OBJECTIVES:**

- To develop competencies and knowledge of students to become Air Cargo Professionals
- To help Students to understand Fundamentals of Air Cargo Industry

**LEARNING OUTCOMES:**

- Students will be able to apply the Basic knowledge of Air Cargo Industry in the real-life situation
- This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry

Unit	Topics
I	History of Air Cargo & Multi Modal forms of Transport a. History of Air Cargo & Mail, Air Freight, Air Express, Overnight Air Express & Air Mail b. Other Multi Modal forms of Transport- Rail, Sea & Surface Transport- Key Concepts
II	Key Organizations Facilitating Air Cargo International Air Transport Association (IATA), International Civil Aviation Organization (ICAO), International Federation of Freight Forwarders Association (FIATA), The International Air Cargo Association (TIACA)
III	Air Cargo Business Models Freighters, Charters, Integrators, Combination Carriers, Systems), Couriers, E-commerce, Postal mail a. Key Concepts- Brief Introduction to the Business Models b. Impact of various Business Models in relation to geography, size and scope
IV	Key Stakeholders & Key Terminologies a. Key Stakeholders- Airports, Airlines (Direct), Airlines through General Sales Agents (GSA) or General Sales & Service Agents (GSSA), Shippers, Freight Forwarders, Custom Brokers, Consolidators, Trucking b. Key Terminologies & Abbreviations
V	Training & Development in Air Cargo Industry a. Importance of Training in the Aviation & Cargo Industry b. Areas of Training in the Air Cargo Industry c. Key Organizations facilitating Training & Development in the Aviation & Air Cargo Industry.

**Text & Reference Books:**

1. Course Material Prepared by LSC
2. Air Cargo Management- Air Freight and The Global Supply Chain- Michael Sales- Routledge (2016)
3. Air Cargo and Logistics - Classics and Contemporary practice by Rico Merket and Jackie Walters- Academic Publishers (01 June, 2019)
4. Moving Boxes by Air - The Economics of International Air Cargo by Peter S. Morrell and Thomas Klein - Routledge; 2 edition (19 October 2018)

## Specialisation Module – Group B - Course II

### LAST MILE OPERATIONS

**COURSE OBJECTIVES:**

- To understand Last Mile Operations in E-Commerce

**COURSE OUTCOME:**

The students will be able to:

- Understand the basics concept of Last mile logistics in E-Commerce
- Understand the processes involved in Last mile logistics
- Understand various metrics and customer services processes to be followed in last mile logistics
- Explain the prospects of last mile logistic

Unit	Topics
I	Introduction 1.1 What is Last Mile in Ecommerce? 1.2 Importance of Last Mile in the supply chain 1.3 Last Mile Delivery challenges for ecommerce 1.4 Trends in Last Mile delivery 1.5 Route optimization in Last Mile operations
II	Last Mile Processes 2.1 Delivery Process & its challenges 2.2 Reverse pickup process in Last mile operations 2.3 Challenges in Reverse Pickup process 2.4 Tools and applications in Last Mile operations 2.5 Considerations for effective last mile logistics strategy
III	Metrics 3.1 Metrics to measure in last file 3.2 Automation and technology driving metrics.
IV	Customer service 4.1 Customer service and its importance 4.2 Good and bad customer service (Dos and Don'ts of customer service) 4.3 Relationship between metrics and customer service.
V	Prospects of Last Mile Logistics- 5Hrs 5.1 Innovations in Last Mile Logistics 5.2 Technology Trends in Last Mile Delivery 5.3 Last Mile Delivery Market Future Prospects

**Text & Reference Books:**

1. Course Material Prepared by LSC.

## Specialisation Module – Group C - Course II

### COMMERCIAL ASPECTS OF TRANSPORTATION

**COURSE OBJECTIVES:**

- To highlight vital part of commercial considerations in providing transport services for Freight and Passengers movement.
- To Understand the importance and need for marketing and strategies involved.
- To Describe the principles in fixing Railway Freight and Rates
- To evaluate Competition in rates of Road and Rail mode of transportation.

**LEARNING OUTCOMES:**

- Develop a clear perspective of various commercial aspects in transportation
- Distinguish between the Operational feasibility of a work and its commercial viability
- Know the issues involved in booking and reservation of passengers,
- Know the various types of costs involved and understand the concept of cost-of-service vs value of service

Unit	Topics
I	Commercial Aspects in Transportation – A Perspective-Role and importance of Commercial Aspects, relative strengths of rail vs road-Concept of commercial viability vis a vis operational feasibility-Issues/ functions included in the commercial aspects, organisational set up to handle these
II	Commercial Aspects involving Passenger transportation –Passenger Services on Indian Railways; Booking and Reservation of passengers, Various class of services, types of tickets, concessions etc-Passengers Services in Road Sector, A state subject- differences from State to state-Supplementary and related services such luggage, parcel, refunds, catering etc.
III	Commercial Aspects involving Goods / Freight transportation–Different components of freight traffic, Booking and delivery of freight traffic on Railways, Demurrage and Wharfage, sidings-Booking and delivery of goods in roadways, agencies involved and their role-Claims and liabilities, Organisational set-up and procedure for Claims' compensation,
IV	Pricing of Transport-Basic consideration in pricing; Different type of costs involved in computing price, Relativity index of passenger fares in Indian Railways; surcharges and discounts-Principles of classification and Rate fixation and routing of traffic-Cost of service vs value of service, Cross subsidisation etc
V	Marketing Strategies for Commercial growth –Need for marketing, Rail vs Road: Complementary and not competitive role, High profit yielding commodities-Incentive schemes, IT-enabled user-friendly solutions for Booking, payment, tracking consignments and trains, Passenger movement – PRS, etc-Future trends: technology-induced improvements in various aspects of commercial working

**Textbooks**

1. Course Material Prepared by LSC



**UNIVERSITY OF MYSORE**

**Apprenticeship Embedded Degree Programme  
(AEDP)**

**B.COM. (RETAIL OPERATIONS)**

**COURSE STRUCTURE**

**&**

**SYLLABUS**

**2024-25**

# **B. Com in Retail Operations Management**

**(A Three-Year Degree Apprenticeship Program)**

Linear Mode



**<<Linear Mode: Applicable for Colleges wherever the apprenticeship is provided only in the 3<sup>rd</sup> Year of the UG Programme>>**

## Program Overview

India is going to have the largest working age population in the world by 2030, but gainful employment for general stream students is a major challenge. Improving the employability of these students requires a new vision with curricula support for employment. Apprenticeship has a prominent role to play in equipping students across higher education, with industry relevant skills. This is one of the most effective ways to develop skilled manpower for the country. It provides industry based, practice oriented and outcome-based learning, enabling students to demonstrate professional abilities for potential employment and growth.

B. Com in Retail Operations is an Undergraduate three-year undergraduate apprenticeship embedded program designed by Retailers Association's Skill Council of India (RASCI) consisting of six semesters. The program is a judicious mix of professional education in the form of apprenticeship along with general and Retail operations management education on the principles of dual learning methodology.

B. Com in Retail Operations is an Apprenticeship Embedded Degree Programme (AEDP) curated in consultation with experts from Industry and Academia. The curriculum is dovetailed with the general management subjects taught under any undergraduate management programme whilst necessary skill training that is required to perform roles in Modern Retail Store Operations is embedded in the form of apprenticeship/ on-the-job training (OJT). On The Job training will be delivered in the live retail business environments under the guidance, training and coaching from the managers of various Retail Industry Partners of RASCI. Therefore, the AEDP programme is designed to achieve hybrid outcomes to pave a well guided path for a fresh graduate to obtain a job after completion of the three-year degree programme whilst fast tracking her/ his career progression.

<b>B. Com in Retail Operations Management</b>						
<b>Linear Mode: Apprenticeship only in the 3rd Year of the UG Programme</b>						
		<b>Course Title</b>	<b>No of Papers</b>	<b>No of Hours</b>	<b>No of Credits</b>	<b>Courses Credits</b>
<b>Semester I</b>			<b>6</b>	<b>300</b>	<b>20</b>	<b>20</b>
Skill Courses	DSE	Introduction to Retail Operations	1	30	2	5
		In Store Cashiering and Merchandising Operations	1	45	3	
Core Courses	DSC	Business Communication & Basic Office IT Applications	1	60	4	8
		Business Organisation and Management	1	60	4	
General Courses	AEC	Team Work	1	30	2	7
	VA C	Ancient Trade and Principles of Chanakya's Management	1	30	2	
		Workplace Health and Safety		15	1	
		Sustainable Work Practices		30	2	
<b>Semester II</b>			<b>6</b>	<b>300</b>	<b>20</b>	<b>20</b>
Skill Courses	DSE	Customer Relationship Management	1	60	4	6
		Introduction to FMCG/ FMCD Sales & Distribution	1	30	2	
Core Courses	DSC	Principles of Marketing	1	60	4	11
		Business Environment	1	60	4	
		Social Media Marketing and Advertising	1	45	3	
General Courses	SEC	Customer Loyalty and Retention (Practical/ Field Projects/ OJT)	1	45	3	3
<b>Semester III</b>			<b>6</b>	<b>300</b>	<b>20</b>	<b>20</b>
Skill Courses	DSE	Retail Sales Management	1	60	4	7
		Omni Channel Retailing	1	45	3	
Core Courses	DSC	Fundamentals of Financial & Cost Accounting	1	60	4	7
		Managerial Economics	1	45	3	
General Courses	SEC	Practical in Retail Sales Management (Practical/ Field Projects/OJT)	1	45	3	6
	AEC	Strategic Productivity Management	1	45	3	
<b>Semester IV</b>			<b>6</b>	<b>315</b>	<b>20</b>	<b>20</b>
Skill Courses	DSE	Retail Team Management	1	45	3	9
		Inventory and Budget Management	1	60	4	
		Retail Entrepreneurship	1	45	3	
Core Courses	DSC	Logistics and Supply Chain Management	1	60	3	7
		Introduction To Enterprise Resource Planning	1	45	3	
General Courses	SEC	Leadership Skills (Training/ Coaching and OJT Mode)	1	45	3	4
	VA C	Introduction to Statutory and Legal framework for Retail Business Enterprises		15	1	
<b>Semester V</b>			<b>1</b>	<b>555</b>	<b>20</b>	<b>20</b>
Core Courses	AEC	Strategic Marketing Research: Enhancing Decision-Making Ability	1	45	3	3
Apprenticeship	OJT	Apprenticeship in Retail Store Operations	1	<b>510</b>	17	17
<b>Semester VI</b>			<b>1</b>	<b>600</b>	<b>20</b>	<b>20</b>
Apprenticeship	OJT	Apprenticeship in Retail Store Operations	1	600	20	20

		<b>Grand Total</b>	<b>26</b>	<b>2,370</b>	<b>120</b>	<b>120</b>
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**SCHEME OF INSTRUCTION FOR B. Com (Retail Operations Management)  
I YEAR**

**SEMESTER – I**

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
<b>DSE 101</b>	Introduction to Retail Operations	4	2	3 Hrs	80 U + 20 I
<b>DSE 102</b>	In Store Merchandising and Cashiering Operations	4	3	3 Hrs	80 U + 20 I
<b>DSC 103</b>	Business Communication Skill & Basic IT Applications	4	4	3 Hrs	80 U + 20 I
<b>DSC 104</b>	Business Organisation and Management	4	4	3 Hrs	80 U + 20 I
<b>AEC 105</b>	Teamwork	3	2	3 Hrs	80 U + 20 I
<b>VAC 106</b>	Ancient Trade and Principles of Chanakya's Management	3	2	3 Hrs	80 U + 20 I
<b>VAC 107</b>	Workplace Health and Safety	2	1		
<b>VAC 108</b>	Sustainable Work Practices	3	2		
		<b>23</b>	<b>20</b>		

**SEMESTER – II**

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
<b>DSE 201</b>	Customer Relationship Management	4	4	3 Hrs	80 U + 20 I
<b>DSE 202</b>	Introduction to FMCG/ FMCD Sales & Distribution	3	2		
<b>DSC 203</b>	Principles of Marketing	4	4	3 Hrs	80 U + 20 I
<b>DSC 204</b>	Business Environment	4	4	3 Hrs	80 U + 20 I
<b>DSC 205</b>	Social Media Marketing and Advertising	4	3	3 Hrs	80 U + 20 I
<b>VAC 206</b>	Customer Loyalty and Retention (Practical/ Field Projects/ OJT)	4	3	3 Hrs	80 U + 20 I
		<b>23</b>	<b>20</b>		

**AA\* Apprenticeship Assessment conduct by Industry and RASCI**

**SK\* Skill Test conducted by college.**

**DSC:** Discipline Specific Course; **DSE:** Discipline Specific Elective; **AEC:** Ability Enhancement Course; **VAC:** Value Added Course; **SEC:** Skill Enhancement Course T: Theory; P: Practical; L: Lab; I: Internal Exam; U: University Exam; PR: Project Report; CV: Viva-Voce Examination

## DSE 101- Introduction to Retail Operations

Credits: 2

Subject Code: DSE 101

Hours: 30

Sr. No.	Course Objectives
1	To familiarize with retail store operations
2	To evaluate the processes followed for servicing customers at Point of Sale (POS)
3	To identify the processes and best practices to ensure security at retail stores
Sr. No.	Course Outcomes
1	The learners will be able to comprehend various functions under store operation processes.
2	The Learners will be able to explain the processes related to customer service at POS
3	The students will be able to identify the systems & protocols followed to ensure store security.
Unit 1	Introduction to Retail Store Operations
	Evolution of Retail, Retail -Traditional and Modern Retail in India - Traditional Retail Formats - Modern Retail Formats, organogram of a Modern Retail organisation under all sub-sectors of retail, different departments in retail store and their functions, different roles in store and their roles and responsibilities, Retail Supply Chain, Introduction to store operations: store opening process, post store opening process, day end activities, roles and responsibilities of staff during opening-during the day-day end/ closing, product categories: important product categories(food, apparel & general merchandise), business impact of product categories, Goods receipt and storage process: Receiving goods at the store, unloading, material inward process, storage process, processes to minimizing loss of stock quality and quantity.
Unit II	Servicing at Cash Point/ POS (Point of Sale)
	Cash Points/POS- Purpose of POS- Cash points POS set up-Counterfeit payments- Different types of credit and debit cards that are accepted in the stores - Process of handling credit and debit card transactions -Process of handling other cash equivalents, discounts, refunds, fractions and currency conversions - Procedure of authorizing payments -Cash point security procedures -Process of resolving the problems that can occur in routine cash point operations and transactions -Procedures of handling customers and complaints at the POS. Meaning of age restricted products - Policies and procedures to be followed while selling age restricted products - Policies and procedures for refusing sale of age-restricted products- Documents that can be accepted as proof of age -Impact of not collecting prescribed proof of age - Impact of selling age restricted products to under-aged customer
Unit-III	Maintaining Store Security
	The various types of security risks at the store - Identify and report the security risks to the concerned higher authorities - appropriate methods to handle the security risks that fall within the purview of self-authority - the impact of not following statutory guidelines with respect to store safety and security. Types of security risk that can arise in your workplace -the authority and responsibility while dealing with security risks, including legal rights and duties - the approved procedure and techniques for protecting personal safety when security risks arise. Electronic Article Surveillance Systems (EAS) other security and safety equipment used in the store – such as soft tags, hard tags, RFID along with its uses and applications.

### Reference Book:

1. Retail Trainee Associate by RASCI publication
2. Retail Cashier RASCI publication
3. Retail Management – Functional Principles & Practices 5<sup>th</sup> edition by Dr Gibson Vedamani Published by Pearson
4. K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill.
5. Michael Levy, Barton Weitz, Ajay Pandit (2017) Retailing Management, Tata McGraw Hill.

## DSE 102- In Store Cashiering & Merchandising Operations

**Credits: 3**

**Subject Code: DSE 102**

**Hours: 45**

Sr. No.	Course Objectives
1	To learn the best practices of displaying products for sale and provide basic assistance to customers in the stores
2	To comprehend the processes associated with processing customer orders and exchanges
3	To identify the processes related to processing customer payments and goods return
Sr. No.	Course Outcomes
1	The learners will be able to explain the best practices used to display products for sale
2	The learners will be able to explain the process associated with fulfilling customer orders, processing payments and goods return

Unit-I	Preparing Products for Sale & Customer Assistance
	Different Store layouts - Grid, Angular, Racetrack, Free Flow etc., Fixtures Used in Preparing Products for Sale -Maintenance and Usage of Fixtures - Planogram - Putting Products for Sale - Putting Products Together for Sale, Customer Assistance: Qualities Required of a Customer Associate and Various Customer Styles, concepts and principles of visual merchandising, applications of visual merchandising in increasing sale and profits, Customer Complaint Handling Process - Modes and Sources of Customer Complaints, Promoting Loyalty Memberships: Loyalty Scheme Basics - Building Loyalty Memberships.
Unit-II	Processing Customer Orders and Exchanges
	Procedures of processing customer orders - Identify and resolve problems while processing customer orders - - the importance of protecting confidentiality of the customer information - - procedures for validating customer credit limits - Process part exchange of goods/ products for the customers. Processing Part Exchange Sale Transactions: Need for a Customer to Part Exchange the Products Need for a customer to part exchange the products- Terms and conditions of sale for items that the store exchanges -Process of checking ownership of the items produced for part exchange Consequences of not checking the ownership of the items.
Unit-III	Processing Customer Payments and Goods Return
	Procedures for processing cash and credit transactions - the impact of statutory guidelines and obligations of a retailer in relation to credits - Resolve customer concerns related to pricing of products - the procedures to accept and record the product/ goods returned by the customers. The need to process cash and credit transactions - the risks to the company of offering credit to customers - company guidelines for setting customer credit limits - the process of checking customer accounts effectively - the process to identify overdue payments and customers who have gone over their credit limits. The reasons customers might have for returning goods - the need to process returned goods - the policies and procedures for replacements and refunds, including proof of purchase - authority of the cashier to agree to replacements and refunds - the charges that apply to the customers if company is not at fault - the steps involved in processing returns of goods - the process to find the replacement goods.

**Reference Books:**

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson
4. Swati Bhalla & Anuraag Singha, Visual Merchandising
5. Robert Colborne, Visual Merchandising: The Business of Merchandise Presentation
6. Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization

## DSC 103- Business Communication Skill & Basic IT Applications

Credits: 4

Subject Code: DSC 103

Hours: 60

Sr. No.	Course Objectives
1	To Identify the role of business communication skills to excel in profession and workplace environment
2	To explain various elements and methods of effective business communication.
3	To augment business communication skills and IT applications seamlessly at workplace
Sr. No.	Course Outcomes
1	The learner will be able to apply business communication skills to achieve proficiency in communication with different stakeholders at workplace.

Unit-I	Theory of Communication
	Definition and purpose of communication, methods of communication (verbal & non -verbal) and when to use them, Principles & characteristics of effective communication, the reasons for barriers in communication- the solutions to typical communication barriers- Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to overcome these, Barriers. Impact of technological advancements on Communication Types- Internet, Blogs, E-mails, Moodle, social media (Facebook, Tweeter & WhatsApp), Advantages and Disadvantages
Unit-II	Workplace Communication
	The need for business communication- the methods to practice Business communication skills at workplace. Channels-- Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine Methods: Verbal and Nonverbal. Characteristics of verbal and Non-verbal Communication. <b>Verbal communication:</b> elements of verbal communication- voice, pitch, tone, intonation semantics. <b>Non-verbal:</b> the right usage of body language, expression, eye contact. Importance of effective listening skills- Importance of Listening Skills, Obstacles to listening, cultivating good Listening Skills
Unit-III	Business Correspondence
	Theory of Business Letter Writing -- Parts, Structure, Layouts—Full Block, Modified Block, Semi – Block, Effective Letter Writing, effective Email Writing, Resume & job application writing, email writing, letters of communication to different stakeholders / inter departments, preparing proposals and quotations, raising complaints, replies to complaints, Letter of Acceptance of Job Offer, Letter of Resignation
Unit-IV	Meetings& Report Writing
	Meetings – Plan, Prepare, Organise, Conduct & Report. (Online & Physical meetings) Report writing - business reports, project reports-Reading Skills: -Report Reading - analyze business reports, writing proposals, Presentations, Group Discussion, Practice Sessions: Mock Interviews, Mock Meetings / Conferences, Book Reviews/Summarization, Reading Comprehension, Oral Communication - one to one, one to many, delivering business presentations, listening comprehension.
Unit- V	Basic IT Applications for Office Management
	<b>Introduction to Basic Computer Skills:</b> Overview of the course objectives and expectation Introduction to computer hardware and software components, Basic computer operation Powering on/off, using the mouse and keyboard, navigating the desktop. <b>Introduction to Microsoft Windows:</b> Introduction to the Windows operating system, File management basics: Creating, renaming, moving, and deleting files and folders, Customizing the Windows desktop, and settings. <b>Microsoft Word Basics:</b> Introduction to Microsoft Word, Creating and formatting documents: Te

formatting, paragraph formatting, page layout, working with tables and images, Saving, printing, and sharing documents <b>Microsoft Excel Basics:</b> Introduction to Microsoft Excel, Creating and formatting spreadsheet Entering data, formatting cells, using basic formulas, Working with rows, columns, and sheets Saving, printing, and sharing spreadsheets
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**Reference Books:**

1. Bahl, J.C. and Nagamia, S.M. (1974) Modern Business Correspondence and Minute Writing.
2. Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
3. Shwom, B., & Snyder, L. G. (2016). Business communication: Polishing your professional presence (3rd ed.). Boston: Pearson
4. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper
5. Business Communication, Raman – Prakash, Oxford
6. Business Communication, Krizan, Thomson, 5. Understanding Human Communication, Adler R Oxford

## DSC 104- Business Organisations and Management

Credits: 4

Subject Code: DSC 104

Hours: 60

Sr. No.	Course Objectives
1	To acquaint the learners with the basics of Commerce & Business concepts, functions and forms of Business Organization and functions of Management.
Sr. No.	Course Outcomes
1	Learners will be able to comprehend the basics of Commerce and Business concepts and functions, forms of Business Organization and functions of Management
2	Learners will be able to apply theories and principles of management at workplace to achieve the desired objectives at workplace

Unit-I	Introduction and Forms of Business Organisations
	Concepts of Business, Trade, Industry and Commerce - Objectives and functions of Business – Social Responsibility of a business - Forms of Business Organization - Meaning, Characteristics, Advantages and Disadvantages of Sole Proprietorship –Meaning, Characteristics, Advantages and Disadvantages of Partnership -Kinds of Partners - Partnership Deed -Concept of Limited liability partnership – Meaning, Characteristics, Advantages and Disadvantages of Hindu Undivided Family –Meaning, Advantages and Disadvantages of Co-Operative Organization.
Unit-II	Joint Stock Company
	Joint Stock Company - Meaning - Definition - Characteristics - Advantages and Disadvantages - Kinds of Companies -Promotion - Stages of Promotion - Promoter - Characteristics - Kinds - Preparation of Important Documents - Memorandum of Association - Clauses - Articles of Association - Contents – Prospectus - Contents – Red herring Prospectus- Statement in lieu of Prospectus (As per Companies Act.2013).
Unit-III	Introduction To Functions of Management
	Management - Meaning - Characteristics - Functions of Management - Levels of Management – Skills of Management- Scientific Management - Meaning - Definition - Objectives - Criticism – Fayol’s 14 Principles of Management.
Unit-IV	Planning and Organising
	Advantages and Disadvantages – Approaches to Planning - Management by Objectives (MBO) Steps in MBO - Benefits –Weaknesses—Definition of Organizing-Organization-Process of Organizing - Principles of Organization - Formal and Informal Organizations - Line, Staff Organizations - Line and Staff Conflicts - Functional Organization - Span of Management Meaning - Determining Span – Factors influencing the Span of Supervision.
Unit-V	Authority, Coordination and Control
	Meaning of Authority, Power, responsibility, and accountability - Delegation of Authority - Decentralization of Authority - Definition, importance, process, and principles of Coordination techniques of Effective Coordination - Control - Meaning - Definition – Relationship between planning and control-Steps in Control – Types (post, current and pre-control) - Requirements for effective control.

### Reference Books:

1. Business Organization & Management: Sharma Shashi K. Gupta, Kalyani Publishers
2. Business Organisation & Management: Patrick Anthony, Himalaya Publishing House
3. Business Organization & Management: Dr. Manish Gupta, PBP.
4. Organization & Management: R. D. Agarwal, McGraw Hill.
5. Modern Business Organization: S.A. Sherlekar, V.S. Sherlekar, Himalaya Publishing House

6. Business Organization & Management: C.R. Basu, Tata McGraw Hill Reference Books:

## AEC 105- Team Work

Credits: 2

Subject Code: AEC 105

Hours: 30

Sr. No.	Course Objectives
1	To understand the principles of teamwork and need to work effectively in a team at the workplace
Sr. No.	Course Outcomes
1	The learners will be able to collaboratively work in a team by fostering effective team working skills within diverse team environments
2	The learners will be able to cultivate a culture of ethical integrity and professionalism in team settings, navigating complex challenges with respect, inclusivity, and a commitment to excellence.

Unit-I	Principles of Teamwork
	Definition of team, purpose of a team at workplace, Types of teams (cross-functional, virtual, self-directed, etc.), Benefits and challenges of teamwork, Bruce Tuckman's Team Development Stages, goals and objectives of team, role of - communication skills to build trust, interdependence, mutual respect among team members, teamwork principles and the role of teamwork in the achievement of workplace goals, role of feedback in achievement of team goals
Unit-II	Effectively Working in a Team
	Collaboration Tools and Techniques: Utilizing technology for collaboration (e.g., project management software, communication tools), Strategies for remote teamwork, Document sharing and version control, communication techniques and use in a team context: open and closed questioning, paraphrasing, effective listening, voice tonality and volume, , techniques for supporting team members in the achievement of workplace outcomes, industry standards and expectations relevant to: teamwork attitudes, teamwork ethics , Integrity and professionalism, respecting special needs, diversity and inclusivity, Handling confidential information responsibly, role of constructive feedback and feedback mechanism.

### Reference Books:

1. The Ideal Team Player by Patrick M. Lencioni
2. The Power of a Positive Team by Jon Gordon
3. You Can Win: A Step-by-Step Tool for Top Achievers" by Shiv Khera
4. The Tatas: How a Family Built a Business and a Nation" by Girish Kuber
5. The Leader in You" by Dale Carnegie Training India
6. You Are the Key: Unlocking Doors Through Social Selling" by Apurva Chamaria and Gaurav Kakkar
7. Corporate Chanakya on Management" by Radhakrishnan Pillai

## VAC 106- Ancient Trade and Chanakya's Management

Credits: 2

Subject Code: VAC 106

Hours: 30

Sr. No.	Course Objectives
1	To enable the familiarize with the practices followed in trade and education systems during the ancient times
2	To familiarize the learners with the concepts of Chanakya's management principles
Sr. No.	Course Outcomes
1	The learner will be able to explain the practices followed in ancient Indian trade
2	The learner will be able to Summarise the Chanakya's principles of management

Unit-I	Indian Ethos in Ancient Times
	<p>Indian Ethos: Meaning, Features, Need &amp; History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, Gurukul System of Learning: Meaning, Features, Advantages, Disadvantages.</p> <p>Modern System of Learning: Meanings, Features, Advantages, Disadvantages, Personal growth and Lessons from Ancient Indian Education System, Personality Development- Meaning, Determinants, Indian Ethos and Personality Development</p>
Unit-II	Principles of Chanakya's Management
	<p>Chanakya- Strategist, Philosopher, Economics, Ethics and values laid down by Chanakya.</p> <p>Chanakya's Concept of Leadership: Qualities of a leader, functions and role of a leader, motivation and communication, what a leader should not do, Identifying Potential Leaders, Decision Making, Advice to entrepreneurs, Turning Managers into leaders.</p> <p>Employee Management: Recruitment Process, Training guidelines by Chanakya, Teamwork Management, Safety and Security, Selecting Right Managers.</p> <p>Organisational Planning, Time Management, Disaster Management, A concept of stable organization, Managing Multiple Project</p> <p>Seven Pillars of Business, Power Management at workplace, Art of punishment, Three Aspects of success.</p>

### Reference Books:

1. Moti Chandra, Trade and Trade routes in ancient India, Abhinav Publication, 1997
2. Arun kumar Mishra, trading communities in ancient India, Anamika Prakashan, 1992
3. Radhakrishnan Pillai, 10 th Edition 2021, Corporate Chanakya, 2010
4. Ashok R. Garde, Chanakya on Management, Jaico Publishing House, 2006
5. CA Rajeev k Garg, Chanakya of Modern Business Governance & Time Management, Notion press publication, 2021

## VAC 107 Workplace Health and Safety

Credits: 1

Subject Code: VAC 107

Hours: 15

Sr. No.	Course Objectives
1	To understand the importance of workplace health and safety in a retail environment and identify common hazards and risks associated with retail operations.
Sr. No.	Course Outcomes
1	Learners will be able to conduct a comprehensive risk assessment of their retail store, identifying potential hazards and proposing practical control measures to mitigate risks and ensure a safe working environment for employees and customers.

Unit-I	Introduction to Workplace Health and Safety
	Overview of workplace health and safety (WHS) regulations and standards in the retail sector Importance of WHS in a retail store environment, Responsibilities of employers, managers, and employees regarding WHS
Unit-II	Identifying Hazards in and Preventing Accidents in Retail Environments
	Common hazards in retail stores: slips, trips, and falls; manual handling; hazardous substances; electrical safety; etc. Conducting risk assessments in a retail setting, Recognizing potential hazards specific to your store layout and operations. Strategies for preventing slips, trips, and falls, Safe manual handling techniques for lifting and carrying items, Proper use of equipment and machinery, Handling and storing hazardous substances safely, personal protective equipment and their benefits
Unit - III	Emergency Preparedness and Response
	Developing emergency procedures for various scenarios (fire, medical emergencies, etc.) Importance of training employees on emergency protocols, including evacuation routes and assembly points, importance of First aid training and maintaining first aid supplies in the store
Unit IV	Workplace Health Promotion and Monitoring and Continuous Improvement
	Promoting physical and mental well-being among employees, Encouraging healthy lifestyles and stress management techniques, Implementing ergonomic principles to reduce strain and injuries, Establishing systems for regular WHS inspections and audits, Investigating incidents and near misses to identify root causes, Implementing improvements based on feedback and lessons learned.
Unit V	Additional Resources and Practical Exercises
	<ul style="list-style-type: none"> <li>• Interactive scenarios or case studies to reinforce learning.</li> <li>• Guest speakers or industry experts to provide insights and best practices.</li> <li>• Hands-on demonstrations of safety equipment and procedures.</li> </ul>

## VAC 108 - Sustainable Work Practices in Retail Operations

**Credits: 2**

**Subject Code: VAC 108**

**Hours: 30**

Sr. No.	Course Objectives
1	To understand the Principles and Importance of Sustainable Retailing:
2	To analyze Sustainable Practices and Their Implementation in Retail Operations
Sr. No.	Course Outcomes
1	Learners will be able to articulate the concepts and significance of sustainability in the retail sector, demonstrating an understanding of its environmental, social, and economic dimensions.
2	Learners will be able to analyze and evaluate sustainable practices relevant to retail operations, including environmentally friendly sourcing, energy efficiency, fair labor practices, and community engagement

Unit-I	Introduction to Sustainable Retailing
	Definition and significance of sustainability in retail, Overview of environmental, social, and economic dimensions of sustainability, developing a sustainability strategy and action plan for a retail business, Integration of sustainability considerations into business decision-making processes, challenges and barriers to implementing sustainable practices, Case studies highlighting the importance of sustainability in retail operations
Unit-II	Environmental Sustainability in Retail
	Sustainable sourcing and procurement practices, Energy efficiency and waste management in retail operations, Green store design and eco-friendly infrastructure, Emerging technologies and trends driving sustainability in retail, Circular economy principles and opportunities for retailers, Case studies of innovative sustainable retailing initiatives, Communicating sustainability initiatives to consumers Eco-friendly product labeling and packaging, Strategies for educating and engaging customers on sustainable consumption
Unit-III	Social Responsibility and Ethical Practices
	Government policies and incentives for promoting sustainability in retail, Overview of environmental and social regulations affecting retail businesses, Certification standards for sustainable products and practices (e.g., Fair Trade, Organic), Fair labor practices and supply chain transparency, Diversity and inclusion initiatives in retail workforce, Community engagement and philanthropic activities
Unit-IV	Sustainable Supply Chain Management and KPIs
	Sustainable sourcing and supplier partnerships, Logistics optimization and transportation efficiency, Collaboration with suppliers for sustainability improvements, Key performance indicators (KPIs) for assessing sustainability in retail, Sustainability reporting frameworks (e.g., Global Reporting Initiative), Using data and metrics to track progress and drive continuous improvement

**Reference Books:**

1. Sustainability in Retailing: Concepts and Cases" by Jayashree Suresh and Deepa Dixit
2. Sustainable Retailing: Emerging Trends and Best Practices" by Cristina M. Gómez-Cruz, Gloria Estévez-Mejías, and Sandra María Sánchez-Cañizares
3. Sustainable Supply Chains: Models, Methods, and Public Policy Implications" by David L. Olson and Desheng Dash Wu
4. Corporate Social Responsibility: Challenges and Opportunities in India" by Rajeev Singh

## SEMESTER – II

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
<b>DSE 201</b>	Customer Relationship Management	4	4	3 Hrs	80 U + 20 I
<b>DSE 202</b>	Introduction to FMCG/ FMCD Sales & Distribution	3	2		
<b>DSC 203</b>	Principles of Marketing	4	4	3 Hrs	80 U + 20 I
<b>DSC 204</b>	Business Environment	4	4	3 Hrs	80 U + 20 I
<b>DSC 205</b>	Social Media Marketing and Advertising	4	3	3 Hrs	80 U + 20 I
<b>VAC 206</b>	Customer Loyalty and Retention (Practical/ Field Projects/ OJT)	4	3	3 Hrs	80 U + 20 I
		<b>23</b>	<b>20</b>		

**AA\*** Apprenticeship Assessment conduct by Industry and RASCI

**SK\*** Skill Test conducted by college.

**DSC:** Discipline Specific Course; **DSE:** Discipline Specific Elective; **AEC:** Ability Enhancement Course; **VAC:** Value Added Course; **SEC:** Skill Enhancement Course T: Theory; P: Practical; L: Lab; I: Internal Exam; U: University Exam; PR: Project Report; CV: Viva-Voce Examination

## DSE 201 Customer Relationship Management

Credits: 4

Subject Code: DSE 201

Hours: 60

Sr. No.	Course Objectives
1	To understand the concepts of consumer behaviour and hence need for customer relationship management
2	To identify the elements and their uses in managing customer relationship.
3	To understand the standard process and practices of providing services to the customers
Sr. No.	Course Outcomes
1	The learners will be able to explain the relationship between the consumer behaviour and customer relationship management.
2	The learners will be able to describe the elements of CRM.
3	The learner will be able apply the customer relationship management processes to service and retain customer loyalty

Unit-I	Overview of Consumer Behaviour
	Retail market segmentation – Criteria for segmentation – Approach for Segmentation – Composite segmentation approach. Consumer Behaviour – Definition and Scope – Need for studying Consumer Behaviour - Consumer Behaviour and Decision Making – Consumer value, satisfaction and retention.
Unit-II	Introduction to CRM
	Characteristics of customer touch points at the retail store and their significance wrt Sales and Customer Service, customer need identification process, process for identifying buying behavior, benefits of Customer Relationship Management (CRM) and its implication on providing solutions to the customers and Business, Components of CRM, Role of CRM in marketing and sales, Principles of CRM, Customer Relationship Management Strategies, Impact of CRM on business revenues
Unit-III	Elements of CRM
	Elements of customer service management: Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous customer service improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses.
Unit-IV	Customer Services
	Processes and practices of customer engagement, providing customer service in B2C and B2B retail environment, how to handle customer service concerns, best practices followed in resolving customer complaints, decision-making processes in addressing customer service problem, addressing customer grievances, Customer Redressal System & strategies

### Reference Books

1. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani  
Published by Pearson
2. Retail Sales Associate & Retail Team Leader – RASCI Course Material
3. Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By  
Pearson – S Ramesh Kumar
4. "Retailing: Integrated Retail Management" by Pradip Sinha Publisher: Oxford University  
Press
5. Retail Management: A Strategic Approach" by Barry Berman, Joel R. Evans, and Patralli  
Chatterjee,

Publisher: Pearson

## DSC 202 – Principles of Marketing

**Credits: 4**

**Subject Code: DSC 202**

**Hours: 60**

Sr. No.	Course Objectives
1	To understand the basic concepts, principles, tools and techniques of marketing.
Sr. No.	Course Outcomes
1	The learners will be able to know the concepts and principles of marketing and align them in the value chain along with the various marketing strategies.

Unit-I	Introduction to Marketing
	Marketing: Definition, Marketing Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing, Selling vs. Marketing, Marketing Information System: Concept, Components, Marketing Environment: Micro and Macro, Marketing Research - Concept, Features, Process Market Segmentation: Concept, Benefits, Bases of market segmentation, Customer Relationship Management- Concept, Techniques, Market Targeting - Concept, Five patterns of Target market Selection, Complaint Management
Unit-II	Marketing Essentials
	Marketing Mix: 7P's of mix, Concept, Product- Product Decision Areas, Product Life Cycle- Concept, managing stages of PLC Branding - Concept, Components, Brand Equity- Concept, Factors influencing Brand Equity, Packaging- Concept, Essentials of a good package, Product/Service Positioning- Concept, Strategies of Positioning, Challenges Pricing - Concept, Objectives, Factors influencing Pricing, Pricing Strategies
Unit-III	Marketing and Integrated Marketing Communication (IMC)
	<b>Physical Distribution-</b> Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) Supply Chain Management-Concept, Components of SCM <b>Integrated Marketing Communication (IMC)-</b> Concepts and elements Importance, Digital Marketing-Concept, trends in Digital Marketing, Experiential Marketing, Contextual Marketing, <b>Sales Management-</b> Concept, Components, USP- concept, importance Emerging trends in selling Personal Selling- Concept, Process of personal selling, Skill Sets required for Effective Selling
Unit-IV	Promotion in marketing
	Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics. Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism.

**Reference Books:**

1. Marketing Principles and Management-Sherleker and Pany- Himalaya Publishing House
2. Principles of Marketing. 13th edition. Pearson Education - Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and AhsanUlHaque.
3. Principles of Marketing, Bajaj, Kaur, Kalyani Publishers, New Delhi
4. Sherelakar's Marketing Management – Concepts and Cases – R. Krishnamoorthy – Himalaya Publishing House – 14th Edition – 2019
5. Marketing Management, An Indian Perspective', Second Edition (2015), Published by

Biztantra, New Delhi and distributed by Wiley International.

## DSC 203 - Business Environment

Credits: 4

Subject Code: DSC 203

Hours: 60

Sr. No.	Course Objectives
1	To Understand the dynamic interplay of economic, social, and regulatory factors shaping contemporary business landscapes.
2	To analyze the impact of globalization and technological advancements on business operations and strategic decision-making.
	To evaluate the ethical, legal, and sustainability dimensions of business practices within the context of local and global environments.
Sr. No.	Course Outcomes
1	The learner will be able to demonstrate a comprehensive understanding of key economic, social, and regulatory drivers influencing business environments.
2	The learner will be able to assess the implications of globalization and technological advancements on business strategies and operations
3	The learner will be able to evaluate ethical, legal, and sustainability considerations in business decision-making processes across diverse local and global contexts.

Unit-I	Introduction to Business Environment
	<p>Business: Meaning, Definition, Nature &amp; Scope, Types of Business Organizations</p> <p>Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment, Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.</p> <p>Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational, Structure, Organizational Resources, Company Image, Brand Equity</p> <p>External Environment: Firm, customers, suppliers, distributors, Competitors, Society</p> <p>Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal)</p>
Unit-II	Political and Legal Environment
	<p>Political Framework: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.</p> <p>Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy, Impact of business on Private sector, Public sector and Joint sector, Overview of the Indian economy: growth, sectors, and trends, Contribution of the retail sector to the Indian economy, Challenges of Indian economy.</p> <p>Legal Framework for Retail Businesses: Business laws relevant to retail operations (e.g., contract law, consumer protection laws) Intellectual property rights and their significance in retail management, Compliance requirements for retail businesses in India.</p>
Unit-III	Social and Cultural Environment
	<p>Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business.</p> <p>Social and cultural factors in retail management, Significance of social and cultural dynamics in shaping consumer behavior and retail trends in India, demographic factors influencing consumer preferences and purchasing behavior in India (e.g., age, gender, income, urbanization),</p>

	<p>Religious and Festive Influences: Analysis of religious festivals and cultural celebrations as drivers of retail demand in India, Retail promotional strategies for leveraging festive seasons and cultural events.</p> <p>Regional Diversity and Market Preferences: Overview of regional diversity in India and its implications for retail market preferences, Localization strategies for retail businesses to cater to regional tastes and preferences.</p>
<b>Unit-IV</b>	<b>Technological, Competitive and International Environment</b>
	<p>Technological environment: Features, impact of technology on Business</p> <p>Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies</p> <p>Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model.</p> <p>MNCs: Definition, meaning, merits, demerits, MNCs in India, FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India.</p>

**Reference Books:**

1. Indian Business Environment" by Francis Cherunilam
2. Business Environment" by K. Aswathappa
3. Indian Economy" by Ramesh Singh.
4. Business Environment and Law" by Abhishek Kumar
5. Business Environment and Policy" by S. K. Misra and V. K. Puri
6. Indian Business Environment: Globalization, Competitiveness, and Challenges" by H. L. Ahuja
7. Newman, A. & Cullen, P., Retailing: Environment and Operations, 9th Indian Reprint 2011, Cengage Learning.  
S. L. Gupta & Arun Mittal, International Retailing

## DSC 205 Social Media Marketing and Advertising

Credits: 3  
Hours: 45

Subject Code: DSE 205

Sr. No.	Course Objectives
1	To understand the principles and practices of social media marketing and advertising
2	To create marketing and advertising campaigns on social media platforms
Sr. No.	Course Outcomes
1	The learners will be able to acquire proficiency in utilizing social media advertising tools and techniques to create targeted campaigns,

Unit-I	Digital Marketing Foundations& Content Marketing
	<p>Digital Marketing Strategy - Exploring Digital Marketing - Starting with the Website - Foundations of Analytics - Search Engine Optimization - Search and Display Marketing - Social Media Marketing - Video Marketing.</p> <p>Email marketing tools and setup - Email marketing segmentation, personalization and mobile friendly design</p> <p>Content marketing foundations - Blogs for content marketing - Content marketing for staying relevant - Newsletters for content marketing - Mobile marketing foundations. Introduction to social media advertising platforms (Facebook Ads Manager, Instagram Ads, Twitter Ads, etc.)</p> <p>Overview of advertising formats (carousel ads, video ads, sponsored posts, etc.)</p>
Unit-II	Social Media Strategy for Marketing and Advertising
	<p>Social media tools and platforms for marketing, segmenting audience for each different tool and platform, considerations for selecting social media tool/ platform. types of promotional campaigns on social networking sites, reasons to use promotional campaigns on social networking sites, Definition of digital vouchers, potential uses of digital vouchers, disadvantages of digital vouchers, overcoming the barriers of using digital vouchers for acquisition and retention of customer, methods of managing a digital voucher system, measuring the effectiveness of a digital voucher campaign. factors to consider when creating social networking site adverts, importance of identifying the required outcomes from the social networking advertising campaigns, advantages of running more than one advertising campaign in parallel on the same social networking site, reasons for failure of social networking advertising campaign might fail. methods of monitoring social networking site advertising campaigns, changes that might be required for a social networking advertising campaign based on monitoring results.</p>
Unit-III	Creating Social Media Marketing and Advertising Campaigns
	<p>Identifying target customer base, social media guidelines, policies and procedures required to be followed with respect to- Promotional content, providing service to customer, Resolving customer complaints and privacy.</p> <p>policies and procedures for publishing images and any content of others, characteristics of amenable and appealing, principles of positive and professional online communications, approaches to deal negativity, complaints, and conflicts on social media.</p> <p><b>Practical Exercise on:</b> Uploading types of files (pdf, images, videos etc), Insert formatted text, Monitoring activities and comments of prospects/ customers, using alerts and responding to alerts, Responding to comments of customers.</p>

### Reference Books

1. Social Media Marketing: Principles and Strategies" by Anmol Madan
2. Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media" by Laxmi Publications

3. Social Media Marketing: Concepts and Applications" by SAGE Publications India Pvt Ltd

## SEC 205 – Practical on Customer Loyalty and Retention

**Credits: 3**

**Subject Code: SEC 205**

**Hours: 45**

Sr. No.	Course Objectives
1	To understand key concepts related to marketing, customer behavior, and relationship management impacting customer loyalty and retention
2	To provide practical insights and recommendations for enhancing customer loyalty and retention, ultimately contributing to the long-term success of the chosen business or organization.
Sr. No.	Course Objectives
1	The learners will be able to explain the impact of marketing, customer behaviour and relationship management on customer retention and loyalty.
2	The learners will be able to analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships.

Unit-I	Introduction to Customer Loyalty and Retention
	Definition of customer loyalty and retention, Customer Lifetime Value (CLV): concept of CLV, impact of CLV on profits, Customer Segmentation: need for division of customers based on demographics, behavior, needs, or preferences to devise loyalty and retention strategies, Customer Satisfaction and Loyalty Models: SERVQUAL model or the Kano model, Customer Journey Mapping: correlation between touchpoints and interactions a customer has with a business throughout their lifecycle , loyalty & retention
Unit-II	Customer Retention Strategies and Tactics
	loyalty programs, personalized communication, superior customer service, and post-purchase engagement, Net Promoter Score (NPS): NPS methods NPS and its significance in assessing and improving customer loyalty, Customer Feedback and Listening: gathering, analyzing, and acting upon customer feedback, ethical considerations in customer relationships, such as privacy, transparency, fairness, and trust-building and their impact on retention
Unit-III	Practical/ OJT
	Analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships by carrying out: Background Research; Customer Data Analysis; Customer Feedback Collection; Competitor Analysis; Strategy Development; Implementation Plan; Testing and Optimization; Measurement and Evaluation; Communication and Engagement; Documentation and Reporting

### Reference Books:

1. Customer Loyalty: Exploring Its Various Dimensions by Shweta Singh
2. Customer Relationship Management: A Strategic Approach by Girish V. S.
3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani  
Published by Pearson

## SCHEME OF INSTRUCTION FOR B. Com (Retail Operations Management)

### II YEAR

#### SEMESTER – III

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
<b>DSE 301</b>	Retail Sales Management	4	4	3 Hrs	80 U + 20 I
<b>DSE 302</b>	Omni Channel Retailing	4	3	3 Hrs	80 U + 20 I
<b>DSC 303</b>	Fundamentals of Financial & Cost Accounting	4	4	3 Hrs	80 U + 20 I
<b>DSC 304</b>	Managerial Economics	4	3	3 Hrs	80 U + 20 I
<b>SEC 305</b>	Practical in Retail Sales Management (Practical/ Field Project/ OJT)	4	3	3 Hrs	80 U + 20 I
<b>AEC 306</b>	Strategic Productivity Management	3	3	3 Hrs	80 U + 20 I
		<b>23</b>	<b>20</b>		

#### SEMESTER – IV

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
<b>DSE 401</b>	Retail Team Management	4	3	3 Hrs	80 U + 20 I
<b>DSE 402</b>	Inventory and Budget Management	4	4	3 Hrs	80 U + 20 I
<b>DSE 403</b>	Retail Entrepreneurship	4	3		
<b>DSC 404</b>	Logistics and Supply Chain Management	3	3	3 Hrs	80 U + 20 I
<b>DSC 405</b>	Introduction To Enterprise Resource Planning	3	3	3 Hrs	80 U + 20 I
<b>SEC 406</b>	Leadership Skills (Training/ OJT)	4	3	3 Hrs	80 U + 20 I
<b>VAC 407</b>	Introduction to Statutory and Legal framework for Retail Business Enterprises	1	1		
		<b>23</b>	<b>20</b>		

**AA\* Apprenticeship Assessment conduct by Industry and RASCI**

**SK\* Skill Test conducted by college.**

**DSC:** Discipline Specific Course; **DSE:** Discipline Specific Elective; **AEC:** Ability Enhancement Course; **VAC:** Value Added Course; **SEC:** Skill Enhancement Course T: Theory; P: Practical; L: Lab; I: Internal Exam; U: University Exam; PR: Project Report; CV: Viva-Voce Examination

## DSE 301 Retail Sales Management

Credits: 4

Subject Code: DSE 301

Hours: 60

Sr. No.	Course Objectives
1	To understand the principles and practices of retail sales management.
2	To develop effective sales strategies for diverse retail environments:
3	To apply the retail selling techniques
Sr. No.	Course Outcomes
1	Learners will be able to demonstrate a solid understanding of the fundamental concepts, theories, and techniques involved in managing sales within the retail industry.
2	Learners will be able to develop and implement sales strategies tailored to various retail formats, including brick-and-mortar stores, e-commerce platforms, and omnichannel retail environments.
3	Learners will be able to demonstrate the use of sales techniques.

Unit-I	Introduction to Retail Sales Management and Consumer Behaviour
	<p><b>Introduction to Retail Sales Management:</b> Types of retail formats (e.g., department stores, specialty stores, e-commerce), Global retail trends and market size                      Importance of sales management in retail: Role of sales in revenue generation and customer satisfaction, Impact of effective sales management on overall retail performance, Evolution of retail sales: Historical development of retail sales practices, Emergence of modern retail concepts and strategies, Trends and challenges in retail sales management: Technological advancements and their impact on retail sales, Changing consumer preferences and shopping behaviors, Competition in the retail industry and strategies for differentiation.</p> <p><b>Understanding Consumer Behavior:</b> Consumer psychology and buying behavior, psychological factors influencing consumer decisions (e.g., motivation, perception, attitudes), Social and cultural influences on consumer behavior, Factors influencing consumer purchasing decisions: Economic factors (e.g., income, price sensitivity), Personal factors (e.g., lifestyle, personality), Situational factors (e.g., time constraints, urgency), Segmentation, targeting, and positioning in retail sales: Market segmentation strategies based on demographic, psychographic, and behavioral factors, Target market selection and identification of consumer segments: Positioning strategies to differentiate products and attract target consumers</p>
Unit-II	Sales Planning and Strategy
	<p>Setting sales objectives and targets - SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives, establishing realistic sales targets based on market analysis and business goals.</p> <p>Sales forecasting techniques - Time-series analysis, Regression analysis, Qualitative methods (e.g., expert opinion, market research)</p> <p>Developing sales strategies for different retail formats - Tailoring sales strategies for brick-and-mortar stores, online retail, and omnichannel environments, Promotional strategies (e.g., discounts, loyalty programs) to drive sales and customer engagement.</p>

<b>Unit-III</b>	<b>Sales Techniques and Skills</b>
	<p>Personal selling techniques -Building rapport with customers, needs assessment and solution selling, handling objections, and closing sales, Customer Buying Cycle Vs Retail Sales Cycle.</p> <p>Effective communication in sales - Verbal communication skills (e.g., active listening, persuasive language), Non-verbal communication cues (e.g., body language, facial expressions), Written communication skills for email correspondence, proposals, etc.</p> <p>Negotiation and persuasion skills - Principled negotiation techniques, overcoming resistance and objections: types of objections, objection handling techniques, Creating win-win outcomes for both the seller and the customer.</p> <p>Importance of product knowledge - Features, Advantages and Benefits (FAB) of products, use of FABING technique during customer interaction, techniques for product demonstration, upselling &amp; cross selling techniques.</p>
<b>Unit-IV</b>	<b>Case Studies and Presentation</b>
	<p>Analysis of real-world retail sales management cases</p> <ul style="list-style-type: none"> <li>• Case studies on successful sales management strategies in retail companies</li> <li>• Discussion of challenges faced, and lessons learned in implementing sales initiatives</li> </ul>

### Reference Books

1. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
2. Hammond, Richard. Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
3. Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S. Chand
4. Retail Management: A Strategic Approach by Barry Berman and Joel R. Evans
5. Sales Management: Analysis and Decision Making by Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, and Charles H. Schwepker Jr.
6. The Retail Value Chain: How to Gain Competitive Advantage through Efficient Consumer Response (ECR) Strategies" by Martin Christopher, Helen Peck, and Denise Gammidge

## DSE 302 Omni Channel Retailing

Credits: 3  
Hours: 45

Subject Code: DSE 302

Sr. No.	Course Objectives
1	To develop a comprehensive understanding of Omni Channel Retailing, including its principles, technologies, and strategies.
2	Identify the practical skills required to utilize data analytics, customer engagement techniques, and emerging technologies.
Sr. No.	Course Outcomes
1	Learners will be able to apply effective omni channel retailing strategies to enhance customer satisfaction and loyalty across various touchpoints.
2	The Learners will be proficient in leveraging data analytics and emerging technologies to drive innovation and sustainable growth in retail businesses.

Unit-I	Introduction to Omni Channel Retailing
	<p><b>Understanding Omni Channel Retailing:</b> Definition and Evolution, Importance in Modern Retail Key Concepts and Components,</p> <p><b>Consumer Behaviour in Omni Channel Retailing:</b> Shifting Consumer Expectations, Omnichannel Shopping Journeys, Impact of Technology on Consumer Behaviour.</p> <p><b>Benefits and Challenges of Omni Channel Retailing:</b> Advantages for Retailers and Consumers Operational Challenges and Solutions, Case Studies of Successful Omni Channel Strategies</p>
Unit-II	Technology and Infrastructure
	<p><b>Digital Platforms and Integration:</b> E-commerce Platforms, Mobile Apps and Responsive Websites, CRM Systems and Data Integration</p> <p><b>Inventory Management Systems:</b> Centralized vs. Decentralized Inventory, Order Fulfilment Processes, Inventory Optimization Techniques</p> <p><b>Payment and Security Systems:</b> Secure Payment Gateways, Fraud Detection and Prevention, Compliance with Payment Regulations.</p>
Unit-III	Marketing and Customer Engagement
	<p><b>Omni Channel Marketing Strategies:</b> Personalization Techniques, Content Marketing Across Channels, Social Media Integration</p> <p><b>Customer Relationship Management (CRM):</b> Building Customer Profiles, Loyalty Programs and Rewards, Retargeting and Remarketing Strategies</p> <p><b>Customer Service and Support:</b> Multi-channel Customer Service, Chatbots and AI in Customer Support, Handling Returns and Exchanges.</p>
Unit-IV	Data Analytics and Insights
	<p><b>Data Collection and Analysis:</b> Omni Channel Data Sources, Data Analytics Tools and Techniques, Predictive Analytics for Retail</p> <p><b>Customer Insights and Segmentation:</b> Customer Journey Mapping, Segmentation Strategies, Behavioural Analytics</p> <p><b>Performance Measurement and KPIs:</b> Key Performance Indicators (KPIs) in Omni Channel Retailing, Dashboards and Reporting Tools, Continuous Improvement Processes.</p>

Unit V	Future Trends and Innovations
	<p><b>Emerging Technologies in Retail:</b> AI and Machine Learning Applications, Augmented Reality (AR) and Virtual Reality (VR) in Retail, Internet of Things (IoT) in Retail Operations</p> <p><b>Sustainability and Ethical Practices:</b> Sustainable Supply Chain Management, Eco-friendly Packaging and Practices, Ethical Sourcing and Fair Trade</p> <p><b>Globalization and Cross-border Retailing:</b> Cross-border E-commerce Trends, Localization Strategies, Regulatory and Legal Considerations</p>

### Reference Books

1. Omni-Channel Retailing: The Complete Guide to Effective Omnichannel Retailing" by Tim Peter and Jennifer Kubal
2. Omni-Channel Retailing: How to Build Winning Stores in a Digital World" by Chris Adkins and Holger Schmidt
3. Retail Management: A Strategic Approach" by Swapna Pradhan
4. E-tailing" by Ashok Kumar Gupta

## DSC 303 Fundamentals of Financial & Cost Accounting

Credits: 4

Subject Code: DSC 303

Hours: 60

Sr. No.	Course Objectives
1	To understand the basic concept of accounting practices in an organization.
2	To recognize the role of cost accountancy and cost management.
3	To describe the common practices of accounting in a department of a business organisation
Sr. No.	Course Outcomes
1	The learners will be able to understand basic accounting practices followed in business environment.
2	The learners will be able to classify cost accountancy and cost management.
3	The learner will be able to perform basic accounting practices.

Unit-I	Introduction to Financial Accounting
	Basic accounting practices in retail organisations – meaning, definition, objectives, scope, basic, terms, accounting principles in retail business, branches of accounting. uses & limitations of Accounting, Concepts & Conventions, Statements of Final Accounts – Meaning, need & objectives, types of Trading Account – Meaning & need, Profit & loss Account – meaning & Need, Balance Sheet- Meaning & need. Meaning of final accounts with adjustment entry, Impact of profit & loss account and balance sheet on business goals of the organisation, markup & mark down practices in retail, impact of mark up and mark down on financial accounting & profits.
Unit-II	Accounting Practices
	Common practices of accounting in a department of a business organisation, Departmental accounting and role of Accountants, Basis of Allocation of Expenses and Incomes / Receipts, Inter Departmental Transfer: At Cost Price and Invoice Price, Stock Reserve, Departmental Trading and Profit and Loss Account and Balance Sheet
Unit-III	Cost Accounting
	Role of cost accountancy and cost management in retail store operations, Definitions: Cost, Costing and Cost Accounting, Classification of Cost on different bases, cost Allocation and Apportionment, Cost management, Cost control

### Reference Books:

1. Basics of Accounting – Jain & Narang
2. Basic of Accounting – T. S. Grewal

## DSC 304 Managerial Economics

Credits: 4

Subject Code: DSC 304

Hours: 60

Sr. No.	Course Objectives
1	To understand the concepts and applications of Managerial Economics.
2	To interpret the cost dimensions in a business venture.
3	To recognise the role of pricing in markets and market structures.
Sr. No.	Course Outcomes
1	The learners will be able to understand the role of managerial economist in a firm.
2	The learners will be able to apply the knowledge of costing in decision making.
3	The learners will be able to identify and analyse market practices and process in real life.

Unit-I	Introduction to Managerial Economics
	The concepts and application of managerial economics-Meaning, Nature-Scope, relationship with other sciences & its Significance. Economics applied to Business Decisions, Theory of firm & industry Demand Analysis – Law of demand, determinants of demand, demand curve, consumer surplus, Elasticity of demand & Demand forecasting.
Unit-II	Elements of Costs
	Elements of Cost-Average, Marginal & total cost, Basic cost curves-Relation between production & cost, Break Even Analysis – Break Even point-Managerial use of B.E.P. and its limitation-Factors influencing P/V decisions.
Unit-III	Elements of Pricing
	The elements of pricing, profit planning & management-Price output decisions, classification of markets-Structures and their making features, Pricing under Perfect Competition and Monopoly. Profit Planning & Management – Types of Profit, some concepts related to profit, factors determining, profit in short- & long-term Dynamics of surplus, Theory & residual claimant theory of Profit.

### Reference Books:

1. Managerial Economics-A Problem Solving Approach, Luke M. Froeb, Brian T. McCann, Michael R. Ward, and Mikhael Shor
2. Managerial Economics and Business Strategy, Michael Baye and Jeff Prince
3. Managerial Economics: Craig H Peterson and Jain, Pearson education
4. Managerial Economics: Vanitha Rawal, Pearson Education

## SEC 305 Practical in Retail Sales Management (Practical/ Field Project/ OJT)

Credits: 3

Subject Code: SEC 305

Hours: 45

Sr. No.	Course Objectives
1	To apply the key principles and techniques of retail sales management, including customer interaction, sales strategies, and team management.
2	To apply retail sales software/tools effectively to manage inventory, analyze sales data, and enhance customer relationships.
Sr. No.	Course Outcomes
1	Learners will be able to manage retail sales operations by utilizing various tools and techniques.
2	Learners will be equipped with the knowledge and skills to formulate and implement sales strategies encompassing merchandising, promotional campaigns.

Unit-I	Introduction to Practical Retail Sales Management
	<p><b>Overview:</b> Explanation of the format and objectives of practical sessions, Discussion of the importance of practical application in retail sales management education</p> <p><b>Introduction to retail sales management software/tools:</b> Demonstration of common retail sales software/tools (e.g., POS systems, CRM software), Hands-on exploration of software interfaces and basic functionalities.</p> <p><b>Setting up mock retail sales scenarios:</b> Role assignment for simulated sales interactions. Scenario creation: Role plays or OJT demonstration on different types of customer interactions (e.g., product inquiry, complaint handling)</p> <p><b>Designing and executing promotional campaigns:</b> Planning and organizing sales events, promotional campaigns, special festive events, product launches, clearance sales.</p>
Unit-II	Customer Interaction and Sales Techniques
	<p><b>Role-playing exercises:</b> Customer greetings and engagement, Students pair up and take turns practicing initial greetings and engaging customers in conversation</p> <p>Feedback session: Peer evaluation and instructor feedback on communication skills and approachability</p> <p><b>Demonstrating product features and benefits:</b> Introduction to a selection of products for demonstration; Role-playing scenarios: Students take turns demonstrating product features and explaining benefits to customers</p> <p><b>Handling customer objections and closing sales:</b> Identification of common objections in retail sales; Role-playing exercises: Students practice responding to objections and techniques for closing sales</p> <p><b>Feedback and debrief:</b> Discussion of effective strategies and areas for improvement</p>
Unit - III	Using Retail Sales Software and Technology
	<p><b>Hands-on training with POS systems:</b> Simulation exercises: Students practice processing transactions, issuing refunds, and managing inventory using POS software.</p> <p>Troubleshooting scenarios: Students troubleshoot common POS system errors and practice resolving issues.</p> <p><b>Introduction to CRM software for sales management:</b> CRM software exploration: Students navigate through CRM software interfaces, input customer data, and track interactions.</p> <p><b>Customer segmentation exercise:</b> Using CRM software to segment customer data and target specific customer groups for marketing campaigns.</p>

**Reference Books:**

1. Retail Management: Text and Cases" by Swapna Pradhan
2. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
3. Retail sales Associate: RASCI Course Material
4. Retail Team Leader – RASCI Course material

## AEC 306 Strategic Productivity Management

Credits: 3  
Hours: 45

Subject Code: AEC 306

Sr. No.	Course Objectives
1	To understand Retail Math and performance analysis methods to determine business performance of the store and suggest improvements measures.
2	To acquire work planning, time management skills including lateral thinking ability to stay productive at workplace.
Sr. No.	Course Outcomes
1	The learners will be able to apply analytical skills and recommend measures to improve store performance
2	The Learners will be able to apply time management skills and lateral thinking to stay productive at workplace.

Unit-I	Retail Math and Performance Analysis
	<p>Definition of - GMROL / GMROF / GMROI (gross margin return on Labour / gross margin return on selling feet / gross margin on inventory), merchandise intensity &amp; service intensity, conversion rate, average transaction &amp; items per invoice, application of GMROL / GMROF / GMROI to improve the sales in a store, KPIs to monitor and measure store performance, methods and policies to collect KPI data, techniques used to analyse and draw conclusions from data, formats for reporting data analysis.</p> <p>Analytical and statistical techniques to analyse the curated data and determine the below: customer behaviour and insights, Store business performance, Trends of data, Impact of internal and external factors on business, Use the findings to prepare a SWOT report and provide recommendations for improvement.</p>
Unit-II	Work Planning and Time Management
	<p>Concept of Work planning, Planning &amp; Organizing Tools &amp; Practices, work 'Priority Matrix', concept of procrastination and reasons for the same, find out your work leisure quotient – Psychometric test, Art of Delegation, of saying professional 'No', time log sheet and its uses</p>
Unit-IV	Lateral Thinking
	<p><b>Overview of Lateral Thinking:</b> Definition and principles of lateral thinking, Contrasting lateral thinking with vertical thinking, Importance of lateral thinking in problem-solving and creativity</p> <p><b>Applying Lateral Thinking in Problem-Solving:</b> The role of perception in problem-solving, Identifying and reframing problem statements, Creative Idea Generation, Brainstorming techniques for generating creative ideas, encouraging divergent thinking and exploring unconventional solutions.</p> <p><b>Overcoming Mental Blocks:</b> Identifying and challenging common assumptions Techniques for breaking free from mental models and cognitive biases Creative Problem Exploration, exploring multiple perspectives and viewpoints Leveraging analogies, metaphors, and lateral connections.</p> <p><b>Practical Applications of Lateral Thinking - Case Studies-</b> Analysis of real-world examples where lateral thinking led to innovative solutions, Discussion on the application of lateral thinking in various fields (business, science, arts, etc.), Group activities or scenarios where participants apply lateral thinking techniques to solve complex problems. Feedback and reflection on the effectiveness of lateral thinking approaches</p>

## **Reference Books**

1. Retail Management: Text and Cases" by Swapna Pradhan
2. Getting Things Done: The Art of Stress-Free Productivity" by David Allen
3. Lateral Thinking: Creativity Step by Step" by Edward de Bono
4. Six Thinking Hats" by Edward de Bono

### SEMESTER – IV

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
<b>DSE 401</b>	Retail Team Management	4	3	3 Hrs	80 U + 20 I
<b>DSE 402</b>	Inventory and Budget Management	4	4	3 Hrs	80 U + 20 I
<b>DSE 403</b>	Retail Entrepreneurship	4	3		
<b>DSC 404</b>	Logistics and Supply Chain Management	3	3	3 Hrs	80 U + 20 I
<b>DSC 405</b>	Introduction To Enterprise Resource Planning	3	3	3 Hrs	80 U + 20 I
<b>SEC 406</b>	Leadership Skills (Training/ OJT)	4	3	3 Hrs	80 U + 20 I
<b>VAC 407</b>	Introduction to Statutory and Legal framework for Retail Business Enterprises	1	1		
		<b>23</b>	<b>20</b>		

**AA\* Apprenticeship Assessment conduct by Industry and RASCI**

**SK\* Skill Test conducted by college.**

**DSC:** Discipline Specific Course; **DSE:** Discipline Specific Elective; **AEC:** Ability Enhancement Course; **VAC:** Value Added Course; **SEC:** Skill Enhancement Course T: Theory; P: Practical; L: Lab; I: Internal Exam; U: University Exam; PR: Project Report; CV: Viva-Voce Examination

## DSE 401 Retail Team Management

Credits: 3

Subject Code: DSE 401

Hours: 45

Sr. No.	Course Objectives
1	To understand the basics of sales team management
2	To understand the principles and techniques of setting SMART sales goals, aligning them with organizational objectives, and tracking progress effectively.
3	To develop skills in designing and delivering effective sales training programs, utilizing methods such as classroom training, on-the-job coaching, and role-playing exercises.
4	To gain proficiency in conducting performance evaluations, providing constructive feedback, and implementing strategies to enhance sales team performance and productivity.
Sr. No.	Course Outcomes
1	Learners will be able to analyze sales goals, design training programs, and implement performance evaluation methods to enhance the productivity and effectiveness of retail sales teams.
2	Learners will be able develop the skills to set SMART sales goals, align them with organizational objectives, and track progress using key performance indicators, fostering a culture of accountability and continuous improvement within sales teams.
3	Learners will demonstrate the ability to evaluate sales team performance, provide constructive feedback, and implement strategies to optimize individual and team performance, contributing to overall store success in the retail industry.

Unit-I	Basics of Sales Team Management
	<p>Roles and responsibilities of a sales team leader, purpose of retail sales teams, Recruiting, training, and retaining sales personnel: Job analysis and recruitment strategies for sales positions, Training programs for sales staff (product knowledge, sales techniques), Employee motivation and engagement strategies to reduce attrition.</p> <p>Motivating and incentivizing sales teams: Incentive compensation plans (e.g., commissions, bonuses), Recognition and rewards programs for top performers, Team-building activities to foster collaboration and camaraderie.</p>
Unit-II	Sales Team Performance Management
	<p><b>Introduction to Retail Store Sales Team Performance Management:</b> Importance of effective sales team performance management in retail, impact of sales team performance on overall store success, Introduction to key concepts and principles of sales team performance management, Definition of performance management in the context of retail sales teams, role of key performance indicators (KPIs) for measuring sales team performance.</p> <p><b>Setting Sales Team Goals and Objectives:</b> role of goal setting in sales team performance management, Importance of goal alignment with organizational objectives, SMART (Specific, Measurable, Achievable, Relevant, Time-bound) framework for goal setting, Methods for setting SMART sales goals and objectives, identifying specific sales targets for individuals and teams, Establishing measurable mics to track progress towards sales goals, Techniques for aligning individual and team goals with organizational objectives, Ensuring clarity and transparency in goal communication, Creating a culture of accountability and ownership among sales team members.</p>

<b>Unit-III</b>	<b>Sales Team Training and Development:</b>
	<p>Identifying training needs and designing sales training programs, conducting training needs assessments to identify skill gaps, designing tailored training programs to address identified needs, Methods for delivering effective sales training.</p> <p>Classroom training: Structured sessions led by trainers covering sales techniques, product knowledge, and customer service skills,</p> <p>On-the-job training: Coaching and mentoring by experienced sales team members, Role-playing exercises: Simulated sales scenarios to practice and reinforce skills, Strategies for ongoing sales team development and skill enhancement.</p> <p>Providing continuous learning opportunities through workshops, seminars, and online training resources Encouraging self-directed learning and skill acquisition through individual development plans.</p>
<b>Unit-IV</b>	<b>Team Performance Review</b>
	<p>Introduction to performance evaluation techniques for sales teams: Purpose of performance evaluations in identifying strengths, weaknesses, and areas for improvement, Types of performance evaluation methods (e.g., self-assessment, peer assessment, manager assessment)</p> <p>Methods for conducting performance reviews and providing constructive feedback: Establishing clear evaluation criteria aligned with sales goals and objectives, conducting structured performance review meetings to discuss performance metrics and provide feedback Importance of regular performance feedback in driving sales team improvement: Creating a culture of continuous feedback and open communication, Recognizing and rewarding high performers while addressing performance issues promptly and constructively.</p>

### Reference Books

1. Retailing Management: Principles and Practices by Gibson G. Vedamani (Recommended)
2. Sales Management: Decisions, Strategies and Cases by P. M. A. Kumar
3. Retail Management: Text and Cases by Swapna Pradhan
4. Sales Management: Concepts, Practice and Cases" by T. N. Ramanathan and Tapan K. Panda
5. Retail Manager's Handbook – Andra Wheeler
6. The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou
7. Retail Team Leader – RASCI Course Material
8. Retail Department Manager – RASCI Course Material
9. Retail Store Manager – RASCI Course Material

## DSE 402 Inventory and Budget Management

Credits: 4

Subject Code: DSE 402

Hours: 60

Sr. No.	Course Objectives
1	To Understand the principles and techniques of retail inventory management.
2	To Develop proficiency in inventory turnover analysis, safety stock management, and supply chain integration.
3	To Gain an understanding of budget planning, forecasting, allocation, and control techniques specific to retail operations
4	To acquire the skills to analyze financial statements, monitor budget performance, and identify variances.
Sr. No.	Course Outcomes
1	Learners will be able to develop and implement inventory management strategies resulting in enhanced customer satisfaction and increased profitability.
2	Learners will be equipped with the knowledge and skills to effectively plan, monitor, and control budgets in retail store operations to achieve financial objectives of the store

Unit-I	Inventory Management
	Importance and objectives of Inventory Management in Retail, Overview of Inventory Costs and Their Impact on Profitability, Methods of Inventory Planning: ABC Analysis, EOQ, JIT, Forecasting Techniques for Demand Prediction, Seasonal Variation and its Impact on Inventory Planning, Inventory Control Techniques: Setting Reorder Points and Safety Stock Levels, Economic Order Quantity (EOQ) Calculation and Implementation, Just-in-Time (JIT) Inventory Management and its Benefits. Inventory Classification and Categorization: ABC Analysis: Classification of Inventory Items based on Value and Frequency of Sales, Inventory Segmentation: Differentiating Inventory based on Characteristics such as Perishability and Seasonality, Product Life Cycle Management and its Impact on Inventory Classification. Inventory Reconciliation and Auditing: Regular Physical Inventory Counts and Cycle Counting Techniques, Inventory Reconciliation Processes Importance of Accuracy in Inventory Records.
Unit -II	Inventory Optimization Strategies
	Inventory Turnover Ratio and its Significance: Strategies to Reduce Excess Inventory and Dead Stock, Vendor Managed Inventory (VMI) and Consignment Inventory, Inventory Loss Prevention: Causes of Inventory Shrinkage and Losses: Implementing Inventory Security Measures, Training Staff on Inventory Control and Theft Prevention, Week 9: Technology Solutions for Inventory Management: Barcoding and RFID Technology in Inventory Tracking, Benefits of Real-time Inventory Tracking Systems, Cloud-based Inventory Management Software.
Unit-III	Managing Retail Store Budgets
	<p><b>Introduction to Retail Store Budget Management:</b> Overview and importance of budget management in retail operations, role of budgeting in achieving financial goals and objectives, key budgeting terminology and concepts in retail.</p> <p><b>Understanding Financial Statements:</b> interpreting income statements (profit and loss statements) in retail, revenue, cost of goods sold (COGS), and operating expenses, balance sheets in retail: assets, liabilities, and equity, cash flow statements in retail, cash inflows, outflows, and net cash flow.</p> <p><b>Budget Planning and Preparation:</b> Techniques for forecasting sales in retail stores, Historical data analysis, market trends, and seasonality factors, Identifying expense categories for budgeting- Fixed expenses (e.g., rent, utilities), variable expenses (e.g., payroll, inventory), and</p>

	<p>discretionary expenses (e.g., marketing, promotions), Creating a sales budget - setting sales targets, incorporating sales forecasts, and considering factors affecting sales performance, Developing an expense budget - Allocating resources to various expense categories based on historical data and projected needs</p> <p><b>Budget Monitoring and Control:</b> Overview of budget monitoring and control processes, Establishing performance metrics and benchmarks, Methods for tracking actual performance against budgeted targets, Comparing actual sales and expenses to budgeted figures, Variance analysis techniques -Identifying and analyzing budget variances (favorable and unfavorable), Understanding the causes of budget variances and their implications for store operations, Implementing corrective actions-Adjusting spending plans, reallocating resources, and implementing cost-saving measures to address budget variances</p>
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### Reference Books

1. Swapna Pradhan; "Retailing Management Text & Cases;" Tata McGraw hill; Education Private limited, New Delhi
2. David Gilbert "Retailing Management"; Pearson Education; New Delhi.
3. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
4. Principles of Inventory Management: When You Are Down to Four, Order More! by R. Srinivasan
5. Inventory Management: Advanced Methods for Managing Inventory within Business Systems" by John Denton
6. Financial Management for Retailers" by C.B. Gupta

## DSE 403 Retail Entrepreneurship

Credits: 3  
Hours: 45

Subject Code: DSE 403

Sr. No.	Course Objectives
1	To develop a comprehensive understanding of the retail industry in the Indian context and the key factors that contribute to entrepreneurial success within this sector.
2	To knowledge across various aspects of retail entrepreneurship, including business planning, financial management, marketing strategies, and customer relationship management, to launch and sustain a successful retail venture.
Sr. No.	Course Outcomes
1	The learner will demonstrate the ability to develop a viable retail business plan tailored to the Indian market.
2	The Learner will be able to apply effective marketing techniques and customer relationship management strategies to attract and retain customers.

Unit-I	Foundations of Entrepreneurship Development
	<p><b>Entrepreneurship:</b> Concept and Need of Entrepreneur ship Development, Definition of Entrepreneur, Importance of entrepreneurship in the economy, significance of growth of entrepreneurial activities, Key traits, and characteristics of successful entrepreneurs Differences between entrepreneurs and employees.</p> <p><b>(Case study Mr Kishore Biyani: future group; Mr. Radhakrishna Damani: DMart</b></p> <p><b>Theories of Entrepreneurship:</b> Innovation Theory by Schumpeter &amp; Imitating Theory, of High Achievement by McClelland X-Efficiency Theory by Leibenstein</p> <p><b>External Influences on Entrepreneurship Development:</b> Socio-Cultural, Political, Economic, Personal, Role of Entrepreneurial culture in Entrepreneurship Development, Role of entrepreneurs in innovation and job creation</p> <p><b>Case Study.</b></p>
Unit-II	Types & Classification of Retail Entrepreneurs
	<p><b>Classification based on Business Model:</b> Independent retailers, Franchisees, Online retail entrepreneurs, Brick-and-mortar store owners.</p> <p><b>Classification based on Product Focus:</b> Specialty retailers, Convenience store owners, E-commerce niche entrepreneurs, multi-category retailers</p> <p><b>Classification based on Scale:</b> Small-scale local retailers, Regional retail chains, National retail brands</p> <p>Women Entrepreneurs – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group (Kiran Mazumdar, Falguni Nair)</p> <p>Social entrepreneurship–concept, development of Social, entrepreneurship in India. Importance and Social responsibility of NGO’s. (Case study Sumita Ghose: Rangasutra ;Ajaita Shah Frontier Markets )</p>
Unit-III	Business Plan
	<p><b>Identifying Business Opportunities:</b> Market research and analysis, Identifying niche markets and target customers, SWOT analysis for retail business</p> <p><b>Legal and Regulatory Framework:</b> Business registration and licenses in India, Understanding GST (Goods and Services Tax), Employment laws and regulations</p> <p><b>Business Plan Development:</b> Components of a retail business plan, Setting goals and objectives, financial projections, and budgeting.</p> <p><b>Financial Management:</b> Basics of accounting for retail businesses, Cash flow</p>

	management, Pricing strategies and profit margins <b>Funding Options for Retail Ventures:</b> Bootstrapping vs. seeking external funding, Bank loans, government schemes, and other sources of financing, Pitching to investors
<b>Unit-IV</b>	<b>Marketing and Operations</b>
	<b>Marketing Strategies for Retail:</b> a marketing plan, Digital marketing techniques for retail, Customer segmentation and targeting. <b>Customer Relationship Management (CRM):</b> Importance of customer satisfaction, Building customer loyalty programs, Handling customer complaints and feedback <b>Branding and Promotions:</b> Brand building strategies for retail businesses, Promotional campaigns and events, Public relations for retail entrepreneurs. <b>Managing Operations:</b> Training for staff on service excellence and selling techniques, inventory control, supplier selection, managing stock levels, benefits of technology integration, leveraging e-Commerce. <b>Evaluating Performance and Continuous Improvement:</b> Key performance indicators (KPIs) for retail businesses, Monitoring and evaluating business performance, Implementing changes for continuous improvement

### Reference Books

1. Retail Management: Text and Cases" by Swapna Pradhan
2. NVR Naidu and T.Krishna Rao, " Management and Entrepreneurship", IK Int Pub House, New Delhi, 2014
3. S Anil Kumar, "Small Business and Entrepreneurship", IK Int Pub House, New Delhi, 2008
4. Balraj Singh, "Entrepreneurship Development", Wisdom, Delhi, 2005
5. Timmons and Spinelli, "New Venture Creation: Entrepreneurship for 21st Century", TMH, ND
6. Newman, Andrew J. and Peter Cullen Retailing Environment and Operations, Thomson Learning, India, 2010
7. C.V. Bakshi, "Entrepreneurship Development", Excel Publications

## DSC 404 Logistics and Supply Chain Management

**Credits: 3**  
**Hours: 45**

**Subject Code: DSC 404**

Sr. No.	Course Objectives
1	To Understand the fundamental principles and concepts of logistics and supply chain management as they apply to the retail industry.
2	To Analyze the design and operation of retail supply chains, including transportation, warehousing, and inventory management strategies.
3	To Evaluate the role of technology, sustainability, and ethical considerations in retail logistics and supply chain management practices.
Sr. No.	Course Outcomes
1	Learners will be able to define key terms and concepts related to logistics and supply chain management in the context of retail.
2	Learners will be able to apply theoretical knowledge to analyze and optimize the design and operation of retail supply chains.
3	Learners will be able to demonstrate critical thinking skills by evaluating the impact of technology, sustainability initiatives, and ethical considerations on retail logistics and supply chain.

<b>Unit-I</b>	<b>Introduction to Supply Chain Management</b>
	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. Integrated Supply Chain Management: Vendor Management – Value Chain - Innovations in Supply Chain Management: Collaborative Planning Forecasting and Replenishment – Cross Docking.
<b>Unit-II</b>	<b>Retail Supply Chain and Transportation Logistics</b>
	Retail supply chain network design principles: Factors influencing facility location decisions in retail (proximity to markets, transportation infrastructure, labor availability, etc.) Inventory management strategies in retail: ABC analysis, Economic Order Quantity (EOQ) Just-in-Time (JIT) inventory, Vendor-managed inventory (VMI) and Collaborative Planning, Forecasting, and Replenishment (CPFR) in retail. Modes of transportation in retail logistics: Road transport, Rail transport, Air transport Sea transport, Carrier selection criteria and management strategies Last-mile delivery challenges and solutions: Delivery route optimization, Urban logistics solutions (e.g., micro-fulfillment centers), Transportation cost management techniques and optimization strategies
<b>Unit-III</b>	<b>Warehousing and Distribution in Retail</b>
	Types and functions of warehouses in retail: Distribution centers, Fulfillment centers, Cross-docking facilities, Warehouse layout and design considerations for retail operations Warehouse operations: Receiving and put-away, Order picking and packing, Shipping and dispatch. Warehouse automation technologies: Automated storage and retrieval systems (AS/RS) Robotics and automated guided vehicles (AGVs).
<b>Unit-IV</b>	<b>Technology and Green Logistics in Retail</b>
	Role of information technology in retail logistics: Warehouse Management Systems (WMS) Transportation Management Systems (TMS), Enterprise Resource Planning (ERP) systems RFID and barcode technologies in retail logistics, Internet of Things (IoT) applications in retail

logistics, Emerging technologies in retail logistics: Artificial Intelligence (AI) for demand forecasting and route optimization, Blockchain for supply chain transparency and traceability. <b>Environmental sustainability considerations in retail logistics:</b> Green transportation initiatives Sustainable packaging solutions, Ethical issues in supply chain management: Fair labor practices, Ethical sourcing, Responsible disposal of waste and returns, Corporate Social Responsibility (CSR) initiatives in retail logistics
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**Reference Books:**

1. Retail Logistics: A Study on Supply Chain Management in Organized Retail Sector in India by R. Srinivasan and K. Chandrasekaran
2. Logistics and Supply Chain Management in Retail by Prakash Chandra Sahu and Sunil Sharma
3. Supply Chain Management: Text and Cases by Janat Shah, M. Rammohan, and G. Raghuram
4. Retail Management: Principles and Practices" by Swapna Pradhan

## DSC 405 Enterprise Resource Planning (E R P)

Credits: 3

Subject Code: DSC 405

Hours: 45

Sr. No.	Course Objectives
1	To outline the overall Framework of an enterprise system.
2	To understand the need for an ERP solution in a retailing organisation.
3	To describe the importance and functions of computer application system.
Sr. No.	Course Outcomes
1	The learners will be able discuss the features and factors that needs to be considered for ERP systems.
2	The learners will be able to describe the features, advantages and benefits of different functional modules of ERP used by Retail organisations (Small, Medium and Large).
3	The learners will be able to carry out accounting and other administrative functions of the job role on a computer.

Unit-I	Introduction to ERP
	Overarching structure of an enterprise system, evolution and utilities of Enterprise Resource Planning (ERP), risks and benefits of an ERP system, features of fundamental technology used in enterprise resourceplanning, factors that need to be considered in –Planning and designing of ERP systems; Implementation of cross functional integrated ERP systems
Unit-II	ERP Solutions and Functional modules
	Need for an ERP solution in a Retailing Organisation, characteristics and applications of ERP software solutions that are used by Small, medium and large retail organisations, e significance of Business Process Re-engineering (BPR) in ERP solutions wrt to business processes of a Retail organisation, need for business process management (BPM), fy the co-relation between ERP solution and BPM of an organisation, elements of BPM lifecycle, functional modules used in various functions & departments of a retail store (Small, Medium & Large), features, advantages and benefits of different functional modules of ERP used by Retail organisations (Small, Medium and Large) , the emerging trends in ERP.
Unit-III	Computer Skills
	Software and related skills required to carry out accounting and other administrative functions of the job role on a computer, importance and functions of computer applications -MS Office, Internet applications & email applications, orientation to POS software(s) in retail, Introduction to CRM software

### Reference Books

- Enterprise Resource Planning Concepts: Understanding the Power of ERP for Today's Businesses Second Edition- Dr. Jill A O'Sullivan (Author), Gene Caiola (Author)
- Retail Store Operations A Complete Guide - 2020 Edition - by Gerardus Blokdyk (Author)

## SEC 406 Leadership Skills (Training/ OJT )

**Credits: 3**  
**Hours: 45**

**Subject Code: SEC 406**

Sr. No.	Course Objectives
1	To Understand foundational theories and models of leadership.
2	To Develop decision-making, conflict resolving and problem-solving skills essential for effective leadership.
3	Acquire practical experience through simulated leadership scenarios and on-the-job training.
4	To comprehend ethical leadership principles and professionalism in practice.
Sr. No.	Course Outcomes
1	The learners will be able to acquire knowledge of key theories and models in leadership
2	The learners will be able to make informed decisions, resolve conflicts, and solve problems.
3	The learners will be able to gain practical skills in leadership through participation in simulated leadership scenarios and on-the-job training
4	The learners will be able to explain the principles of ethical leadership.

<b>Unit-I</b>	<b>Foundations of Leadership</b>
	Introduction to leadership theories (trait, behavioral, contingency, transformational, etc.) Understanding different leadership styles and their applications, Practical Exercise: Self-assessment of leadership style and reflection.
<b>Unit-II</b>	<b>Decision-Making and Problem-Solving</b>
	Decision-Making Models: Rational decision-making model, Bounded rationality model Intuitive decision-making, Practical Exercise: Case studies to apply different decision-making models. Problem-Solving Strategies: Define the problem and gather information, generate alternative solutions, Evaluate and select the best solution, Practical Exercise: Group problem-solving activities with real-world scenarios
<b>Unit-III</b>	<b>Conflict Resolution and Negotiation</b>
	Identifying Sources of Conflict: Task-related conflicts, Relationship conflicts, Process conflicts Practical Exercise: Role-playing scenarios to identify and analyze different types of conflicts. Conflict Resolution Techniques: Collaborative problem-solving, Compromise and negotiation Mediation and arbitration. Practical Exercise: Role-playing conflict resolution scenarios with feedback sessions
<b>Unit IV</b>	<b>Ethical Leadership</b>
	Ethical Leadership Principles: Integrity and honesty, Respect for others, Accountability and transparency, empathy Practical Exercise: Case studies and discussions on ethical dilemmas in leadership.
<b>Unit V</b>	<b>Coaching and Providing Feedback</b>
	Introduction to Coaching and Feedback: Overview of coaching and feedback, Importance of coaching and feedback in the workplace, Understanding the coaching process, Setting expectations for the course. Principles of Effective Coaching: Active listening and empathy, Asking powerful questions Providing constructive feedback, Role-playing exercises on coaching conversations Giving Feedback Effectively: Components of effective feedback, Feedback models (e.g., SBI - Situation-Behavior-Impact), Practice sessions on giving and receiving feedback, Tips for delivering feedback with empathy and clarity, Coaching Techniques and Strategies: Goal setting and action planning, Coaching for

performance improvement, Handling resistance and difficult conversations, Role-playing scenarios on coaching challenges. Application and Action Planning: Reflecting on key learnings, identifying opportunities for applying coaching and feedback skills with peers, Creating individual action plans for ongoing development.
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**Reference Books:**

1. "Leadership: Theory and Practice" by Dr. R.K. Uppal and Dr. Preeti Uppal
2. Management Decision Making: Concepts, Methods and Cases" by Dr. P. K. Vijayan and Dr. S. N. Mukherjee
3. Conflict Management: A Practical Guide to Developing Negotiation Strategies
4. Ethics in Management: Concepts and Cases" by Dr. R.P. Singh
5. Indian Corporate Ethics" by Dr. R. Balasubramaniam
6. Managerial Coaching Skills: A Practical Guide" by Dr. Sangeeta Shankar and Dr. Renuka Kamath
7. Effective Feedback Skills" by Dr. S.K. Mandal
8. Feedback: Giving, Seeking and Using" by Dr. Rashmi Kathuria and Dr. Kirti Sharma

## VAC 407 Introduction to Statutory and Legal framework for Retail Business Enterprises

**Credits: 1**  
**Hours: 15**

**Subject Code: VAC 407**

Sr. No.	Course Objectives
1	To understand the foundational legal principles and regulatory requirements governing retail business enterprises.
2	To analyze and apply statutory regulations to ensure legal compliance and ethical business practices in the retail sector.
3	To evaluate risk factors and devise proactive measures to manage legal liabilities and resolve disputes effectively within a retail business context.
Sr. No.	Course Outcomes
1	Learners will demonstrate the ability to identify and adhere to legal and regulatory requirements pertinent to retail business operations.
2	Learners will apply legal principles and ethical considerations to resolve practical challenges and mitigate risks within the retail sector.
3	Learners will analyze the impact of statutory regulations on retail business strategies and develop proactive measures to ensure compliance and minimize legal liabilities.

Unit-I	Legal Foundations
	<p>Introduction to Legal Framework- Overview of legal systems and sources of law (common law, statutes, regulations), Importance of legal compliance in retail business enterprises, Business Structures and Registrations - Different types of business structures (sole proprietorship, partnership, corporation), Registration requirements and procedures for retail businesses, Pros and cons of each business structure. Contracts and Agreements - Basics of contract law relevant to retail business transactions.</p> <p>Common types of contracts in retail (leases, vendor agreements, employment contracts). Key elements of a valid contract and potential pitfalls - Intellectual Property</p> <p>Overview of intellectual property rights (trademarks, copyrights, patents), Importance of protecting intellectual property in retail businesses, Strategies for safeguarding intellectual property rights.</p>
Unit-II	Compliance and Regulations
	<p>Employment Law - Employment standards, regulations, and obligations in the retail sector, Worker classifications, wages, working hours, and benefits, Discrimination and harassment laws applicable to retail businesses.</p> <p>Consumer Protection Laws - Overview of consumer rights and responsibilities, Regulations governing product safety, labeling, and advertising, Handling customer complaints and disputes, Health and Safety Regulations - Workplace health and safety requirements for retail establishments, OSHA (Occupational Safety and Health Administration) regulations, Creating a safe environment for employees and customers Environmental Regulations - Environmental considerations in retail operations, Waste management, recycling, and pollution control regulations, Sustainable practices and compliance with environmental laws..</p>

Unit-III	Risk Management and Compliance
	<p>Data Protection and Privacy - Overview of data protection laws relevant to retail businesses, Handling customer data, privacy policies, and GDPR compliance (if applicable). Taxation and Financial Regulations - Tax obligations for retail businesses (sales tax, income tax), Tax planning strategies and compliance best practices.</p> <p>Licensing and Permits - Types of licenses and permits required for retail operations. Application processes, renewal procedures, and compliance checks, Consequences of operating without necessary licenses or permits, Risk Management and Insurance-Identifying and mitigating risks in retail operations, Types of insurance coverage (liability insurance, property insurance), Importance of risk management strategies for business continuity, Legal Challenges and Dispute Resolution - Common legal issues faced by retail businesses (contract disputes, liability claims), Methods of dispute resolution (litigation, arbitration, mediation)</p>

**Reference Books:**

1. Retail Management: Principles and Practices by Swapna Pradhan
2. Legal Aspects of Business by Akhileshwar Pathak
3. Business Laws for Retail Managers by K.R. Bulchandani  
Legal Environment of Business in India by Tulsian

## SCHEME OF INSTRUCTION FOR B. Com (Retail Operations Management)

### III YEAR

#### SEMESTER – V

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
AEC 501	Strategic Marketing Research: Enhancing Decision-Making Ability	3	3	3 Hrs	80 U + 20 I
<b>Apprenticeship/ OJT – 5</b>					
OJT-501	Apprenticeship in Store Operations	48	17	3 Hrs	70 AA*+ 30 SK*
		<b>51</b>	<b>20</b>		

#### SEMESTER – VI

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
OJT-601	Apprenticeship in Store Operations	48	20	3 Hrs	70 AA*+ 30 SK*
		<b>48</b>	<b>20</b>		

**AA\*** Apprenticeship Assessment conduct by Industry and RASCI

**SK\*** Skill Test conducted by college.

**DSC:** Discipline Specific Course; **DSE:** Discipline Specific Elective; **AEC:** Ability Enhancement Course; **VAC:** Value Added Course; **SEC:** Skill Enhancement Course T: Theory; P: Practical; L: Lab; I: Internal Exam; U: University Exam; PR: Project Report; CV: Viva-Voce Examination

## AEC 501 Strategic Marketing Research: Enhancing Decision-Making Ability

Credits: 3

Subject Code: AEC 501

Hours: 45

Sr. No.	Course Objectives
1	To enhance the decision-making ability of the learners with market research techniques and implement their own ideas for developing business.
Sr. No.	Course Outcomes
1	The learners will be able to conduct market research and implement business improvement measures at the workplace.

<b>Unit-I</b>	<b>Dynamics of Marketing Research</b>
	Introduction, Meaning of Research - Research Characteristics - Various Types of Research - Marketing Research and its Management - Nature and Scope of Marketing Research – Marketing, Research in the 21st Century (Indian Scenario) - Value and Cost of Information.
<b>Unit-II</b>	<b>Planning Research</b>
	Introduction - Research Process: An Overview - Formulation of a Problem - Research Methods, Research Design - Data Collection Methods - Sample Design - Data Collection - Analysis and Interpretation - Report Writing.
<b>Unit-III</b>	<b>Data Collection: Sources And Methods</b>
	Introduction - Meaning and Nature of Secondary Data - Advantages of Secondary Data - Drawbacks of Secondary Data types of Secondary Data Sources - Primary Data and its Types.
<b>Unit – IV</b>	<b>Applications Of Marketing Research</b>
	Introduction - Consumer Market Research - Business-to-Business Market Research – Product Research - Pricing Research - Motivational Research - Distribution Research – Advertising Research - Media research - Sales Analysis and Forecasting - Data Mining.
<b>Unit – V</b>	<b>Recent Trends In Marketing Research</b>
	Introduction - Marketing Information System and Research - Online Marketing Research - Recent Trends in Marketing Research - Research in Lifestyle Retail - Marketing Research and Social Marketing - Rural Marketing Research - Trends in Services Marketing Research – Brand Equity Research - International Marketing and Branding Research

### Reference Books

1. Research for Marketing Decisions Paul E. Green, Donald S. Tull
2. Marketing Research- Text and Cases Harper W. Boyd Jr. , Ralph Westfall
3. Naresh K. Malhotra, MARKETING RESEARCH: AN APPLIED ORIENTATION, Pearson Education, Asia
4. Paul E. Green & Donald S. Tull, RESEARCH FOR MARKETING DECISIONS. PHI Learning Private Limited, New Delhi, 2009
5. Donald R. Cooper & Schindler, MARKETING RESEARCH CONCEPT & CASES, Tata McGrawHill Publishing Company Limited, new Delhi, 2006
6. S.C. Gupta, MARKETING RESEARCH, Excel Books India, 2007

## OJT 501 – Apprenticeship in Retail Store Operations Management

Credits: 17

Subject Code: OJT 501

Hours: 510

Sr. No.	Objectives
1	To acquire skills of managing store operations
Sr. No.	Apprenticeship Outcomes
1	The learners will be able to manage retail operations at the store.

Sr. No.	Module
	<b>On the Job Training Modules</b>
1	Organize the display of products at the store
2	Plan visual merchandising
3	Establish and satisfy customer needs
4	Process the sale of products
5	Maintain the availability of goods for sale to customers
6	Allocate and check work in your team
7	Monitor and solve customer service problems
8	Communicate effectively with stakeholders
9	To monitor and manage store performance
10	To provide leadership for your team
11	To build and manage store team
12	To develop individual retail service opportunities
13	To manage a budget
14	Optimize inventory to ensure maximum availability of stocks and minimized losses
15	Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting
16	Manage sales and service delivery to increase store profitability
17	Check and confirm adherence to visual merchandising plans
18	Manage overall safety, security and hygiene of the store
19	Implement promotions and special events at the store
20	Manage human resources at the store through manpower planning, recruitment, training and performance management
21	Conduct price benchmarking and market study of competition

**SEMESTER – VI**

<b>Course Code</b>	<b>Course Title</b>	<b>HPW</b>	<b>Credits</b>	<b>Duration of Examination</b>	<b>Maximum Marks</b>
<b>OJT-601</b>	Apprenticeship in Store Operations Management	48	20	3 Hrs	70 AA*+ 30 SK*
		<b>42</b>	<b>20</b>		

**AA\* Apprenticeship Assessment conduct by Industry and RASCI**

**SK\* Skill Test conducted by college.**

**DSC:** Discipline Specific Course; **DSE:** Discipline Specific Elective; **AEC:** Ability Enhancement Course; **VAC:** Value Added Course; **SEC:** Skill Enhancement Course  
**T:** Theory; **P:** Practical; **L:** Lab; **I:** Internal Exam; **U:** University Exam; **PR:** Project Report; **CV:** Viva-Voce Examination

## OJT 601 – Apprenticeship in Retail Store Operations Management

Credits: 20

Subject Code: OJT 601

Hours: 600

Sr. No.	Objectives
1	To acquire skills of managing store operations
Sr. No.	Apprenticeship Outcomes
1	The learners will be able to manage retail operations at the store.

Sr. No.	Module
	<b>On the Job Training Modules</b>
1	Organize the display of products at the store
2	Plan visual merchandising
3	Establish and satisfy customer needs
4	Process the sale of products
5	Maintain the availability of goods for sale to customers
6	Allocate and check work in your team
7	Monitor and solve customer service problems
8	Communicate effectively with stakeholders
9	To monitor and manage store performance
10	To provide leadership for your team
11	To build and manage store team
12	To develop individual retail service opportunities
13	To manage a budget
14	Optimize inventory to ensure maximum availability of stocks and minimized losses
15	Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting
16	Manage sales and service delivery to increase store profitability
17	Check and confirm adherence to visual merchandising plans
18	Manage overall safety, security and hygiene of the store
19	Implement promotions and special events at the store
20	Manage human resources at the store through manpower planning, recruitment, training and performance management
21	Conduct price benchmarking and market study of competition

**MODEL QUESTION PAPER FOR B.Com (Retail Operations Management)**

**Time:3Hours**

**(Max Marks-80)**

**SECTION-A**

**Answer any five questions**

**(5X4=20Marks)**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

**SECTION - B**

**II. Answer the following questions**

**(4X15=60)**

9. a)

OR

b)

10. a)

OR

b)

11. a)

OR

b)

12. a)

OR

b)

ನಂ.ಎಂಜಿ.ಎಂಐಎ/88/2024-25

ಜೂನ್ 12, 2024

ಉಪ ಕುಲಸಚಿವರು,  
ಸಿಂಡಿಕೇಟ್ ವಿಭಾಗ,  
ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
ಮೈಸೂರು.

ಮಾನ್ಯರೆ,

ವಿಷಯ: 2024-25 ನೇ ಸಾಲಿನ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ವಾರ್ಷಿಕ ಸಭೆಯ ನಡವಳಿಯನ್ನು  
ಕಳುಹಿಸುವ ಬಗ್ಗೆ.

ಉಲ್ಲೇಖ: ವಿ.ವಿಪತ್ರ ಸಂಖ್ಯೆ:ಯು.ಎ2/379/2013-14, ದಿ.29.05.2024.

ಮೇಲ್ಕಂಡ ವಿಷಯ ಮತ್ತು ಉಲ್ಲೇಖಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ, ದಿನಾಂಕ-10-06-2024 ರಂದು ನಡೆದ 2024-25 ನೇ  
ಸಾಲಿನ ವ್ಯವಹಾರ ಆಡಳಿತ ಅಧ್ಯಯನ ಮಂಡಳಿಯ (ಸಿ.ಬಿ) ವಾರ್ಷಿಕ ಸಭೆಯ ನಡವಳಿಯನ್ನು  
[syndicate109999@gmail.com](mailto:syndicate109999@gmail.com) & [academicsection@uni-mysore.ac.in](mailto:academicsection@uni-mysore.ac.in) ಇಮೇಲ್ ವಿಳಾಸಕ್ಕೆ  
ಈಗಾಗಲೇ ಕಳುಹಿಸಿದ್ದು, ಅದರ ಮೂಲ ಪ್ರತಿಯನ್ನು ಈ ಪತ್ರದ ಜೊತೆ ಲಗತ್ತಿಸಿ ಮುಂದಿನ ಕ್ರಮಕ್ಕಾಗಿ ತಮಗೆ  
ಕಳುಹಿಸಲಾಗಿದೆ.

ಇಂತಿ ತಮ್ಮ ವಿಶ್ವಾಸಿ,



(ಪ್ರೊ. ಆರ್.ಮಹೇಶ್)

ಅಧ್ಯಕ್ಷರು

ವ್ಯವಹಾರ ಆಡಳಿತ ಅಧ್ಯಯನ ಮಂಡಳಿ

**Prof. R. MAHESH, M.B.A., Ph.D.,**

Chairman

BOS in Business Administration

University of Mysore

MYSURU-570006

ಪ್ರತಿ: ಉಪಕುಲಸಚಿವರು,

ಶೈಕ್ಷಣಿಕ ವಿಭಾಗ, ಮೈಸೂರು ವಿ.ವಿ, ಮೈಸೂರು.

**B. N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES**

MANASAGANGOTTHRI  
MYSORE -570 006

Proceedings of the meeting of Board of Studies (CB) in Business Administration held on  
10.06.2024 at 11.00AM in the B.N.Bahadur Institute of Management Sciences.

- Members Present:**
1. Prof. R.Mahesh - Chairman, BOS
  2. Prof. Aisha M.Sheriff - Member
  3. Prof. D.Anand - Member
  4. Prof. S.J.Manjunath - Member
  5. Dr. M.Amulya - Member
  6. Prof. N.Ramanjaneyulu - Member
  7. Prof. Chandramouli.H.R - Member
  8. Prof. Biradar.B.S - Member
  9. Dr. Nalina.R - Member
  10. Capt. Dr. M.C.Shivakumar - Special Invitee
  11. Dr. Chethan.K.C - Member

- Members Absent:**
1. Dr. Umesh.D.P - Member
  2. Dr. Ravikanth - Member

The Chairman welcomed all the members. The agenda was presented before the board and the following resolutions are made after a detailed discussion.

The Board has resolved to implement the curriculum structure proposed by State Education Commission, Govt. of Karnataka, and accordingly revised the syllabus of I and II semester BBA to be implemented from the academic year 2024-25.


The board also resolved to review the I & II semester MBA syllabus by holding a special BOS on 14<sup>th</sup> June, 2024.

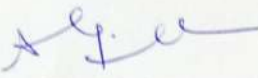
The Board prepared and approved the panel of examiners for BBA & MBA examination for the academic year 2024-25.

  
(Prof. R. MAHESH)  
Chairman, BOS

  
(Prof. AISHA M. SHERIFF)  
Member

  
(Prof. D. ANAND)  
Member

  
(Prof. S. J. MANJUNATH)  
Member

  
(Dr. M. AMULYA)  
Member

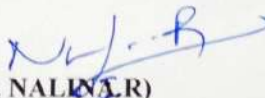
  
(Prof. N. RAMANJANEYULU)  
Member

  
(Prof. CHANDRAMOULI)  
Member

  
(Prof. BIRADAR. B. S.)  
Member

  
(Capt. Dr. M. C. SHIVAKUMAR)  
Special Invitee

  
(Dr. CHETHAN. K. C.)  
Member

  
(Dr. NALINI. R.)  
Member