

**G.R.D COLLEGE OF SCIENCE (AUTONOMOUS)
BACHELOR OF BUSINESS ADMINISTRATION
(Under Choice Based Credit System)**

**Scheme of Examinations – BBA (RETAIL MANAGEMENT)
EFFECTIVE FROM THE ACADEMIC YEAR 2019 – 2020**

FOR THE STUDENTS ADMITTED DURING 2019-2020 ACADEMIC YEAR

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2019-20

Semester	Part	Course	Course Title	Credits	MARKS			Hrs/Week	Exam Duration
					CA	TEE	TOTAL		
I	I	Language	Tamil II / Hindi I / French I / Malayalam I	3	25	75	100	5	3
	II	English	English I	3	25	75	100	5	3
	III	Core	Principles of Management	4	25	75	100	6	3
	III	Allied	Mathematical Techniques for Management	5	25	75	100	5	3
	III	Core	Business Organisation	4	25	75	100	5	3
	IV	Skill Based Subject	General Awareness	2	25	75	100	4	3
	I	Language	Tamil II / Hindi II / French II / Malayalam II	3	25	75	100	5	3
II	II	English	English II	3	25	75	100	5	3
	III	Core	Business Economics	4	25	75	100	5	3
	III	Allied	Applied Operations Research	5	25	75	100	5	3
	III	Skill Based Subject	Business Communication	2	25	75	100	4	3
	IV	Environmental Studies	Environmental Awareness	2	25	75	100	4	3

**C. G.R.D COLLEGE OF SCIENCE (AUTONOMOUS)
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EFFECTIVE FROM THE ACADEMIC YEAR 2019 – 2020
FOR THE STUDENTS ADMITTED DURING 2019-2020 ACADEMIC YEAR**

AIII-02
2019-20

Semester	Part	Course	Course Title	Credits	MARKS			Hrs/ Week	Exam Duration	
					CA	TEE	TOTAL			
III	IV	Basic Tamil / Advance Tamil Non-Major Elective	Basic Tamil I / Advanced Tamil I Personality Development and Soft Skills	2	100 40	NA 60	100	2	3 3	
	III	Core	Organisational Behaviour	4	25	75	100	6	3	
	III	Core	Financial Accounting	4	25	75	100	6	3	
	III	Core	Marketing Management	4	25	75	100	5	3	
	III	Allied	Modern Banking Practices	5	25	75	100	5	3	
	III	Skill Based Subject	Business Environment	2	25	75	100	4	3	
	IV	Value Education	Indian Society People and Culture	2	25	75	100	4	3	
	IV	IV	Basic Tamil / Advance Tamil Non-Major Elective	Basic Tamil II / Advanced Tamil II Basics in Business Process Outsourcing Introduction to Retailing	2	100 40	NA 60	100	2	3 3
		III	Core	Introduction to Retailing	4	25	75	100	6	3
		III	Core	Financial Management	4	25	75	100	6	3
III		Core	Human Resource Management	4	25	75	100	5	3	
III		Allied	Management Information System in Retail	5	25	75	100	5	3	
III		Core	Practical-PC Applications in Business	4	40	60	100	4	3	
IV		Skill Based Subject	Professional Communication	2	25	75	100	2	3	

NA – Not Applicable ; Basic Tamil, Advanced Tamil – CA Only.

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Dr. G.R.D COLLEGE OF SCIENCE (AUTONOMOUS)
BACHELOR OF BUSINESS ADMINISTRATION – RETAIL MANAGEMENT
(Under Choice Based Credit System)
EFFECTIVE FROM THE BATCH ADMITTED DURING THE ACADEMIC YEAR 2019 - 2020
SUBJECT CODE:

FIRST SEMESTER
CORE: PRINCIPLES OF MANAGEMENT
(100 % Theory)

Objective : To learn about the different concepts and principles of management.

UNIT I

(Teaching Hours: 10)

Management – Definition, Nature, scope and function of Management. Management as an art, science, and profession- Scientific Management – Administrative Management – Contribution of Henri Fayol.

UNIT II

(Teaching Hours: 10)

Planning – Meaning - Nature - Importance-limitations, steps – Kinds of planning. Decision making -Meaning –Process-factors involved in decision making.

UNIT III

(Teaching Hours: 10)

Organizing - Nature-Steps-Significance, Formal & Informal organization, Organizational structure – Types - line, line & staff, functional, project, matrix organizations. Span of Management – Definition, Impact on Tall and Flat organization structures, Factors governing span of management.

UNIT IV

(Teaching Hours: 10)

Delegation – Principles - Advantages - Departmentation, Basis of departmentation, Centralisation and De-centralization - factors, advantages and disadvantages. Authority – Nature and Responsibility.

UNIT V

(Teaching Hours: 10)

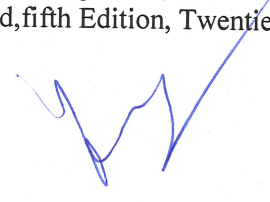
Directing –Nature and purpose of Directing, Coordination-Techniques to achieve coordination, controlling – Concept-Nature- Process-Factors-Significance, Traditional & Modern techniques of controlling.

Total no. of instruction hours: 50

Text books

1. Principles of Management-DinkarPagare-Sultan Chand & Sons, Seventh Edition,2008.
2. Principles & practice of Management – L.M.Prasad ,Sultan Chand & Sons , New Delhi Sixth Edition, 2007.
3. Principles of Management – T.Ramasamy, Himalaya Publishing House, Eighth Edition 2006.

Reference books

1. Principles & Practice of Management -T.N Chhabra&S.K.Grover, Dhanpat Rai & Co (p) Ltd ,8th edition 2010
 2. Principles of Management-P C Tripathy& P N Reddy,Tata McGraw Hill Publishing Company Ltd, Second Edition, Eleventh Reprint 1998
 3. Essentials of Management, Herald Koontz & Heinz wehrich, Tata McGraw Hill Publishing company Ltd,fifth Edition, Twentieth Reprint, 2003
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SUBJECT CODE:

FIRST SEMESTER
ALLIED: MATHEMATICAL TECHNIQUES FOR MANAGEMENT
(Theory 10% & Problems 90%)

Objective: To introduce basics of business mathematics.

UNIT-I

(Teaching Hours: 10)

Sets and Set Operation-Venn Diagrams –Elements of Co-ordinate System Matrices - Fundamental ideas about Matrices and their Operational Rules -Matrix Multiplication - Inversion of Square Matrices of not more than 3rd order.

UNIT-II

(Teaching Hours: 10)

Mathematics of Finance: Simple and Compound interest- Annuities - Sinking funds – (Discounts and Present Values.*) (*Theory)

UNIT-III

(Teaching Hours: 10)

(Meaning and definition of Statistics – Scope and Limitations. Statistical enquiries – Scope of the Problem - Methods to be employed - Types of Enquiries*) (*Theory)- Presentation of Data by Diagrammatic and Graphical Method – Formation of Frequency Distribution.

UNIT-IV

(Teaching Hours: 10)

Measures of Central Tendency- Arithmetic Mean, Median, Mode, Geometric and Harmonic Mean. Measures of variation: Mean and Quartile Deviations.

UNIT-V

(Teaching Hours: 10)

Simple Correlation - Scatter Diagram - Karl Pearson's Co-efficient of Correlation –Rank Correlation Index number - Unweighted Indices - Consumers' Price and Cost of Living Indices.

Total no. of instruction hours: 50

Text Books

1. Navaneethan. P :Business Mathematics & Statistics, Sai publishers, Trichy. (Unit I –Unit V)
2. Gupta S.P :Statistical Methods, S.Chand & Sons publishers Pvt.Ltd.,(Unit III-V)

Reference books

1. Sundaresan and Jayaseelan :An introduction to Business Mathematics and Statistical Methods, S.Chand & Sons Publishers Pvt.Ltd.,
2. S.P.Gupta, M.P.Gupta :Business Statistics, S.Chand & Sons Publishers Pvt.Ltd.,
3. George Simpsin and Fritz Kafka: Business statistics, Oxford & IBH Publishing Co., New Delhi
4. S.P.Gupta : Statistical Methods, Macmillan Publications.

FIRST SEMESTER
CORE: BUSINESS ORGANISATION

Objective: To impart knowledge on various aspects of business and its organization.

UNIT I (Teaching Hours: 10)
Business essentials: Meaning and scope of business, Classification of Business Activities: Characteristics and objectives of Business Organisation, Evolution of Business Organisation - Modern Business.

UNIT II (Teaching Hours: 10)
Business Unit, Establishing a new business unit. Promotion of business- Features for business, plant location, plant layout and size of business unit.

UNIT III (Teaching Hours: 10)
Forms of Business Organisation. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

UNIT IV (Teaching Hours: 10)
Business Combination: Meaning - Concepts- Causes- Objectives and Types, Forms of Mergers - Takeovers - Acquisitions and Amalgamation.

UNIT V (Teaching Hours: 10)
Business Finance: Financial need of Business methods & sources of finance. Security Market, Money Market, Stock Exchange: Meaning - History - Capital Market - Stock exchanges in India.

Total no. of instruction hours: 50

Text Books

1. Business Organisation and Management - Bhushan Y.K, Sultan Chand & Co.Ltd, 2005

Reference books

1. Modern Business Organization and Management - S. A. Sherlekar and V. S. Sherlekar
2. Business organisation and management - Shukla, S chand & co.Ltd, 2003.
3. Modern business - Chatterjee
4. Business Management - Dinkar pagare, Sultan Chand & Sons, 1995

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SUBJECT CODE:

SECOND SEMESTER
CORE: BUSINESS ECONOMICS
(100% THEORY)

Objective: Business decisions are taken based on certain basic principles and concepts of economics. This paper aims to equip students with the knowledge & application of those basic principles, concepts and analytical tools in business. The focus of the paper is on Micro Economics.

UNIT-I

(Teaching Hours: 10)

Nature and scope of economics – Difference between Business economics and Economics – Business Economics and other disciplines – Fundamental concepts associated with business economics – Scope of business economics.

UNIT –II

(Teaching Hours: 10)

Demand analysis: The meaning of demand, Price demand relationship, law of demand, Movement along demand curve, and Shift in demand curve, Demand classifications.

Elasticity of demand – Measurement of elasticity of demand (Percentage Method), factors affecting elasticity of demand, Importance of elasticity of demand, different concepts of elasticity of demand – Income elasticity, Cross elasticity, Advertising elasticity.
Supply – Meaning and determinants.

UNIT –III

(Teaching Hours: 10)

Production analysis – Factors of production – Production function- Law of variable proportions – Isoquant – Marginal rate of technical substitution – Law of Returns to Scale – Comparison between returns to factor and returns to scale.

UNIT-IV

(Teaching Hours: 10)

Cost analysis – Concept of cost, various types of cost – Cost function – Total cost, Average cost, and Marginal cost curves – Relationship between average cost and marginal cost, Relationship between Product and Cost – Long run cost curves.

UNIT-V

(Teaching Hours: 10)

Market structure – Perfect competition, Monopoly, Monopolistic and Oligopoly competition. Pricing policies – Steps in pricing, Pricing Decisions, Pricing Methods – Macroeconomics – Business Cycles – Stages.

Total no. of instruction hours: 50

Text books

1. Business Economics-Text & Cases - D.D. Chaturwedi, S.L. Gupta, Sumithra Pal, Gagotia Publishing Company, Fourth Edition 2000
2. Business Economics – Dr.S.Sankaran, Margham Publications Second Edition 1998.
3. Managerial Economics & Financial Analysis – S.A.Siddiqui & A.S.Siddiqui, New Age International Publishers, Tenth Edition 2005.

Reference Books

1. Managerial economics – R.L. Varshney, V.L.Maheswari, Sultan Chand and Sons, Third Edition 1999.
2. Business economics – V.G. Mankar, Machillen India Limited, First Edition 2001.

SECOND SEMESTER
ALLIED: APPLIED OPERATIONS RESEARCH
(Theory 20% & Problems 80%)

Objective: To enable the students to learn the techniques of Operations Research and resource management and their application in business management.

UNIT-I **(Teaching Hours: 10)**

Introduction to Operations Research: Meaning – Scope – Models – Limitations. Linear Programming – Formulation - Graphical Solution– Dual of a Linear Programming Problem.

UNIT-II **(Teaching Hours: 10)**

Transportation Model: – Initial Basic Feasible Solutions – Optimum Solution (Only for non – degeneracy) – Simple problems – Assignment Model – Simple problems.

UNIT-III **(Teaching Hours: 10)**

Game Theory: Games with Saddle Point – Games with Mixed Strategies – Dominance Theory – Solving games by the Graphical method - Waiting Line Models – Structure of Model – M / M / 1 for infinite population – Simple problems.

UNIT-IV **(Teaching Hours: 10)**

Network Models : PERT –Time Estimates – Critical path – Probability of completion of project – Advantages and Limitations.
CPM – Principles – Construction of Network for Projects – Critical path.

UNIT-V **(Teaching Hours: 10)**

Deterministic Inventory Models – EOQ – EOQ with Price Breaks – Simple problems.

Total no. of instruction hours: 50

Text Book:

1. Operations Research: Kanti swarup, P.K. Gupta and Man Mohan
–Sultan Chand & Sons Publications Eighth Edition.

Reference Books

1. Kalavathi : Operations Research.
2. Kanti Swarup, Gupta & Manmohan : Operations Research.
3. C.R. Kothari : Quantitative Techniques.
4. Gupta S.P. : Statistical Methods.
5. Premkumar Gupta, Dr. D.S. Hira, Aarthi Kamboj: Introduction to Operations Research

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SUBJECT CODE:

SECOND SEMESTER
SKILL BASED SUBJECT: BUSINESS COMMUNICATION
(Unit I to Unit IV theory, Unit V Practical)

Objectives:

- To study about definition and types of communication, objectives and barriers.
- To explain organisation, structure and layout of the business letter and sales letter.
- To study about report writing, classifications of report and its characteristics.

UNIT I

(Teaching Hours: 10)

Definition-Types and patterns of communication-Spoken communication-Written communication- Non-verbal communication- Audio-visual communication and Multimedia communication.

UNIT II

(Teaching Hours: 10)

Objectives of communication- Horizontal communication-Upward communication-Barriers to communication. Business correspondence – Functions-Variou kinds of business correspondence.

UNIT III

(Teaching Hours: 10)

Business Letter – Characteristics-Organisation, Structure and Layout of a business letter.Letter of Enquiries and Replies, Offers and quotations-Credit and Status Enquiries-Complaints, Claims and adjustment.

UNIT IV

(Teaching Hours: 10)

Sales Letters – Circulars. Bank Correspondence. Conducting Meetings, Writing Minutes, Writing E Mails– Correspondence of a Company Secretary - Report writing – Classification - Characteristics of a good report.

UNIT V

(Teaching Hours: 10)

Career strokes: Online Practical modules: Communication skills – Group Discussion – Interviews – Team work – Time management – Business Awareness.

Total no. of instruction hours: 50

Text Books

1. Business Communication – Dr. K.K. Ramachandran, MacmillanPublilcation, Delhi , 2008.
2. Essentials of Business Communication – RajendraPal, J.S.Korlahalli, Sultan Chand & Sons.

Reference Books

1. Essentials of Business Communication- Reddy Raja rao, Himalaya Publishing House ,
2. Business Communication- Vainder Bhatia, Khanna Publishing Co. P Ltd , Delhi,2000.
3. Business Communication – Dr V K Jain, Dr. O P Biyani, S Chand Group, NewDelhi, 2008.

THIRD SEMESTER
CORE: ORGANISATIONAL BEHAVIOUR
(100 % Theory)

Objective: To acquaint the students with the fundamentals of OB related to individuals & groups in Organizations.

UNIT I

(Teaching Hours: 10)

OB – Meaning- Importance – Personality- Meaning-types, tests – Determinants of Personality, Hawthorne Experiments.

UNIT II

(Teaching Hours: 10)

Perception –Meaning- Process of Perception, Factors affecting perception- Motivation – Theories –Maslow, Herzberg, Vroom and McClellands theory, Financial and non financial motivation .

UNIT III

(Teaching Hours: 10)

Learning-meaning-Determinants of Learning-Theories of Learning-Learning Principles like Reinforcement and Punishment.

UNIT IV

(Teaching Hours: 10)

Group-Definition, Characteristics of Group-Reasons for joining in groups, Types of Groups, Stages in group development.Conflict-Types of conflict-Resolution of Conflict.

UNIT V

(Teaching Hours: 10)

Leadership – Types – Theories – leadership training and evaluation – Organisational Change, Organisational climate – Organisational effectiveness .

Total no. of instruction hours: 50

Text Books:

1. S.S.Khanka, Organisational Behaviour, Sultan Chand & Company Ltd., 2009 Edition.
2. Ghosh.P.K, Industrial Psychology, Himalaya Publishing, 2009 Edition.

Reference Books:

1. Jain.N.K, Organisational Behaviour, Atlantic Publishers, Sixth Edition 2009.
2. L.M.Prasad, Organisational Behaviour, S.Chand & Company Ltd, 2008 Edition.
3. Mishra .M.N, Organisational Behaviour, Vikas Publishing House, 2008 Edition.

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SUBJECT CODE:

THIRD SEMESTER
CORE: FINANCIAL ACCOUNTING
(Theory 40%, Problems 60 %)

Objective: The objective of this paper is to help the students to acquire conceptual knowledge of the financial accounting and import skills for recording various kinds of business transactions.

UNIT –I (Theory and Problems) (Teaching Hours: 10)

Introduction to Accounting - Book Keeping & Accounting - Accounting Concepts and Conventions - Preparation of Journal - Ledger - Trial Balance.

UNIT – II (Problems only) (Teaching Hours: 10)

Subsidiary Books for cash and credit transactions – Rectification of errors.

UNIT – III (Problems only) (Teaching Hours: 10)

Final accounts - Trading account - Profit and loss account - Balance sheet - Preparation of Final Accounts with simple adjustments.

UNIT – IV (Theory and Problems) (Teaching Hours: 10)

Bank Reconciliation Statement - Difference between cash book and pass book - preparation of bank reconciliation statement – Bills of exchange (simple problems only)

UNIT – V (Theory and Problems) (Teaching Hours: 10)

Depreciation – meaning - Definition - Reasons for providing depreciation – Causes of depreciation – Methods of Depreciation: Straight line method- Written down value method – Annuity method – Sinking fund method.

Total no. of instruction hours: 50

Text Books

1. S.P.Jain and K.L.Narang, Advanced Accounting, Volume I, Kalyani Publishers, 2015

Reference Books

1. R.S.N.Pillai, S.Bhagavathy, and S.Uma, Fundamentals of Advanced Accounting, Sultan Chand Publications, Newdelhi, 2013
2. R.L.Gupta and M.Radhaswamy, Advanced Accounting, Volume I, Sultan Chand Publications, Newdelhi, 2002
3. T.S.Reddy and A.Murthy, Financial Accounting, Margam Publications, 2010
4. M.C.Shukla and T.S.Grewal, Advanced Accounting, Volume I, Sultan Chand Publications, New Delhi, 2000

THIRD SEMESTER
CORE: MARKETING MANAGEMENT
(100 % Theory)

Objective: To gain the knowledge of basic marketing concepts, consumer behavior and retailing techniques.

UNIT 1: Introduction (Teaching Hours: 10)
The Nature & Scope of Marketing- Definition –Markets, Marketing; Marketing Philosophies - Concept of Customer Value- Marketing Information Systems –Consumer Markets- Business Markets.

UNIT II: Analysing Markets (Teaching Hours: 10)
Market Segmentation – Benefits- Bases – Procedure; Market Targeting –Strategies; Dealing with Competition – Positioning – Marketing Mix.

UNIT III: Creating Value (Teaching Hours: 10)
Product – Levels- Product Life Cycle Stages -Product Mix Decisions - New Product Development - Product Failure - Branding – Packaging and Labeling.

UNIT IV: Capturing and Communicating Value (Teaching Hours: 10)
Pricing – Importance & Objectives -Factors Affecting Pricing Decisions, Strategies in Pricing –Promotion Planning– Advertisement, Sales Promotion, Public Relations and Personal Selling-Digital Marketing.

UNIT V: Delivering Value (Teaching Hours: 10)
Distribution –Nature and Types, Channel Design and Management, Physical Distribution – Transportation and Warehousing. Designing Global Market Offerings- Decisions.

Total no. of instruction hours: 50

Text books

1. Marketing Management – by T.N Chhabra and S.K Grover, Dhanpat Rai &Co, Fourth Edition 2009.
2. Principles of Marketing – Philip Kotler and Armstrong, Prentice hall of India, Eleventh Edition 2009

Reference books

1. Marketing Management – R.S.N. Pillai, Bagavathi. S.Chand& Company Ltd., First Edition 2010.
2. Marketing Management – Global Perspective Indian Context, V.S.Ramaswami, S.Namakumari, Macmillan Publication, Fourth Edition 2010
3. Modern Marketing Principles & Practice – D.Chandrabose, PHI Learning Pvt., Ltd., 2010 Edition.
4. Introduction to Marketing – Mc Daniel / Lamb / Hair, Saurabh Printers Pvt., Ltd., Eighth Edition, 2008.

UNIT - I Introduction to Banking
Introduction to Banking
General relationship and special relationship

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SUBJECT CODE:

THIRD SEMESTER
ALLIED: MODERN BANKING PRACTICES
(100 % Theory)

Objective: To acquire the basic functions of banking. To understand the functions, procedures and policies involved in banking and to familiarize the students with the present scenario of modern banking and its applications which help to gain practical Knowledge.

UNIT – I: Introduction to Banking (Teaching Hours: 10)

Introduction to Banking Business - Origin of banking ; Banker and customer relationship – General relationship and special relationship – Obligation of bankers and obligation of customers.

UNIT – II: Banking Structures (Teaching Hours: 10)

Structure of Indian Banking system – Commercial Banks - Regional Rural Banks – Co-operative Banks – Functions; Bank account – opening of an account, Types of accounts – Fixed Account, Savings Account, Current Account, Recurring Deposit.

UNIT –III: Regulation in Bank (Teaching Hours: 10)

Banking Legislation – The Reserve Bank of India Act 1934, The Banking Regulation Act 1949; Priority Sector Lending – Rationale of Priority sector reforms – Different segments of priority sector.

UNIT – IV: Loans & Mortgage (Teaching Hours: 10)

Loans and Advances – Introduction – Principles of sound lending – Assessing the credit worthiness of the borrower – Classification of loans and advances; Secured Advances – Modes of creating charges – Lien, pledge, hypothecation, Mortgage.

UNIT – V: E- Banking (Teaching Hours: 10)

Recent developments in Banking sector - E-Banking Service - Importance - ATM, Credit, Smart & Debit Cards – Internet banking - Tele-banking - ECS, EFT, NEFT, RTGS, IMPS, Online bill payment – Online recharge – Mobile banking - Mobile payment gateway - Mobile Wallets & UPI Payment Apps in India and Risk in E- Banking.

Total no. of instruction hours: 50

Text books

1. Banking Theory – Law & Practice / R.Rajesh, T.Sivagnanasithi – The McGraw hill Publishers, First Edition, 1999.
2. Elements of Banking & Insurance / Jyotsna Sethi, Nishwan Bhatia – PHI Publisher Pvt Ltd., First Edition, 2000.

Reference books

1. Banking Law & Practice – N.Kumar , K.Mittal, Anmol Publication Private Ltd., Twentieth Edition, 2002
2. Banking Theory Law & Practice – Dr.S.Gurusamy, Tata McGraw hill Publishers, First Edition, 2010.

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THIRD SEMESTER
SKILL BASED SUBJECT: BUSINESS ENVIRONMENT
(100 % Theory)

Objective: To gain the knowledge of basic concepts of Micro and Macro Environment of business and their importance in formulating business strategies.

UNIT – I (Teaching Hours: 10)

Nature and Scope of Business environment: Characteristics of today's Business – Business in the 21st century – Business Goals – Nature of Environment – Benefits and Limitations of Environment – Organization for Analysis – Sources for Scanning

UNIT –II (Teaching Hours: 10)

Political Environment: Political Institutions – The constitution of India – The preamble, The fundamental rights, Directive principles of state policy – Nature and extent of state regulation – Reasons for state intervention, Types of intervention, Extent of intervention – Problems of Control

UNIT – III (Teaching Hours: 10)

Economic environment: Nature of economic environment – Economic factors – Growth strategy – Basic Economic systems – Economic planning - New Economic policy.

UNIT – IV (Teaching Hours: 10)

Social and Cultural Environment: Culture and business – Social Responsibility of Business – Business and Society – Social Audit

UNIT – V (Teaching Hours: 10)

Technological Environment: Features of Technology, Impact of Technology – Technology and Society – Technology and Economy – Status of technology in India – Technology policy.
Natural Environment: Nature of physical environment, Impact on business.

Total no. of instruction hours: 50

Text Book

1. Essentials of Business Environment – K.Aswathappa, HPH (2008 –Edition)

Reference books

1. Business Environment – Francis Cherunilam, HPH (2008 – Edition) – Unit I - V
2. Business Environment – Justin Paul, Tata Mc.Graw-Hill, (2009 – Second Edition.)
Unit II and III
3. Business Environment – Shaik Saleem, Pearson Publication, Second Edition 2010

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FOURTH SEMESTER
CORE: INTRODUCTION TO RETAILING
(100 % Theory)

Objective: To impart the students the knowledge on various introductory concepts in retailing.

UNIT I Introduction **(Teaching Hours : 10)**

Retailing -Introduction: Definition, Functions, Importance, Types of retailers -Store and Non Store; Retailing in India -Current Scenario, Retailing from International perspectives.

UNIT II Retailing Channels **(Teaching Hours : 10)**

Retail Channels – Benefits by retail channels- Retail planning -Purpose, method, structure and monitoring the plan.

UNIT III Consumer Buying Behavior **(Teaching Hours : 10)**

Buying process – Need Recognition – Social factors influencing the buying process – Market segmentation – Approaches.

UNIT IV Retail Strategy **(Teaching Hours : 10)**

Retail strategy – Definition – Target market and Retail format – Growth strategies – The strategic retail planning process – Financial strategy – Objectives.

UNIT V Retail Locations **(Teaching Hours : 10)**

Retail locations – Types – Other Location Opportunities – Location and Retail strategy - Legal considerations - Evaluating a site for locating a retail store. Impact of information technology in retailing.

Total no. of instruction hours: 50

Text Books

1. Levy & Weitz and Pandit, Retail Management, Tata McGraw Hill 2013.

Reference Books

1. Berman and Evens, Retail Management, Pearson 2011.
2. David Gilbert, Retail Management, Pearson 2006.
3. Swapna Pradham Retail Management, Tata McGraw Hill 2009.
4. Retail Management by Gibson G. Vedamani.



FOURTH SEMESTER
CORE: FINANCIAL MANAGEMENT
(Theory 75% Problems 25%)

Objective: To familiarize the students with financial management concepts and its application.

UNIT-I (Theory)

(Teaching Hours: 10)

Introduction to financial management: Objectives - Importance – Scope. Sources of Finance: Long term and Short-term sources, Time Value of Money.

UNIT-II (Theory and problems)

(Teaching Hours: 10)

Investment Decision: Capital Budgeting- Factors - Importance- Techniques - Payback - Average Rate of Return- NPV- IRR- PI

UNIT-III (Theory and problems)

(Teaching Hours: 12)

Financing Decision: Capital structure –Factors –Optimal capital structure – Theories of capital structure

Cost of Capital – Importance – Cost of Debt, Equity, Preference capital, Retained earnings – Weighted average Cost of capital- Problems.

UNIT-IV (Theory)

(Teaching Hours: 10)

Dividend Decision: Dividend – Types of dividend – Factors affecting dividend – Models of dividend.

Leverage – Types of leverage – Operating, Financial and Combined leverage –Significance of leverage – Problems.

UNIT-V (Theory)

(Teaching Hours: 8)

Liquidity Decision: Working capital management – Concept– Need -Types of working capital - Factors determining working capital – Sources of working capital – Approaches for working capital – Estimating working capital requirements.

Total no. of instruction hours: 50

Text books

1. Financial management- Principles and practice – Dr. S.N.Maheswari, Fourth edition, Sultan chand and sons publications, 2002.
2. Financial Management - I.M.Pandey, Ninth Edition, Vikas Publishing, 2009.

Reference books

1. Financial management –MY Khan and PK Jain, Fourth edition, Tata McGraw Hill Publishing Co. 2004
2. Financial management – Sharma.R.K. Shashi.K. Gupta, Kalyani publisher, 2002

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SUBJECT CODE:

FOURTH SEMESTER
CORE: HUMAN RESOURCE MANAGEMENT
(100 % Theory)

Objective: To enable the students with the process involved in acquiring, retaining and developing the human resources.

UNIT- I (Teaching Hours: 10)

Human Resource Management – Need and Importance of Human Resource Policies- Objectives of HRM- Functions of HR Department – Role of HR Manager.-

UNIT-II (Teaching Hours: 10)

Concept and Importance of Job Analysis - Job Evaluation – Methods of Job Evaluation - Recruitment-Sources of Recruitment- Selection - steps in Selection Process - Concept of Induction/Orientation

UNIT – III (Teaching Hours: 10)

Training –Need- Importance of Training – Types of Training – Performance Appraisal – Methods /Techniques of Performance Appraisal. – Compensation Management - Components of Compensation - Wage Policy .

UNIT – IV (Teaching Hours: 10)

Industrial relations and Labour Welfare- Workers Discipline Administration – Grievance Handling –Redressal Procedures – Labour Welfare, Health and Safety Measures

UNIT –V (Teaching Hours: 10)

Human Resource in Retailing Aspects- Tasks Performed in a Retail Firm - Strategic Management – Merchandising- Shop Management –Part time Employment - Issues in HRM in Retail

Total no. of instruction hours: 50

Text books

- 1.Human Resource Management – VSP Rao, Sultan Chand & Sons, 2007 Edition
2. Personnel Management and Industrial Relations - Tripathy.P.C, Sultanchand & Sons 2008 Edition.
- 3.Retailing Management – Text and Cases, - Swapna Pradhan – Tata McGraw Hill – 2nd edition, 2004

Reference Books

1. Human Resource & Personnel Management- K.Aswathappa, Sultan Chand & Sons, Seventh Edition 2008.
2. Human resource management ,Fisher Schoenfelt Shaw All India Publishers, Tenth Edition, 2011.
3. IHRM – S.C.Gupta, Macmillian Publishing Company.
4. Human Resource Development – John.P.Wilson, Kogan Page Ltd., Second Edition 2005
5. Human Resource Strategies – Ashok Chanda, Shilpa Kabra, Sage Publications India Pvt., Ltd., First Edition, 2000

FOURTH SEMESTER
ALLIED: MANAGEMENT INFORMATION SYSTEM IN RETAIL

Objectives:

- The course intends to provide the Information Systems knowledge, a business end user needs to know.
- It helps students to learn, how to use and manage a variety of information technologies to revitalize business processes, improve managerial decision-making and gain competitive advantage.
- To equip the students with the knowledge of emerging trends in MIS affecting business decisions and how to improve managerial decision-making and gain competitive advantage.

UNIT-I

(Teaching Hours: 10)

System concepts- Introduction- Elements of system – Characteristic of system - Types of system - Components of system – Need for Information System - Data & Information – Characteristics of Information system - Types of information system- Information system resources – System Development Life Cycle.

UNIT-II

(Teaching Hours: 10)

Management information system – Definition – Pyramid & Matrix structure of MIS - Components of MIS - Role and Importance of MIS – E-Business Enterprises – Virtual Company – Information System for competitive advantage.

UNIT-III

(Teaching Hours: 10)

Computer hardware - Input / output drive – computer software – Office Automation - Electronic communication system - Electronic publishing system – Enterprise collaboration system – Image processing system - Office management system

UNIT-IV

(Teaching Hours: 10)

Information system in business & management – Marketing Information system - Decision support system - Executive information system – Transaction processing system – Financial accounting information system - Research and development information system - Geographical information system- - Artificial intelligence – Expert system - Information flow in retail distribution channel

UNIT-V

(Teaching Hours: 10)

Data base management system – meaning of data base – Functions – Benefits- data models – hierarchical – network – relational model – components of DBMS - E-commerce –Types of E-commerce –EDI- Threats from internet based E-commerce – Security Measures.

Total no. of instruction hours: 50

Text books

- 1) Management Information System-Aman Jindal, Kalyani Publisher, First Edition, 2009
- 2) James A. O'Brien, Management Information Systems: Managing information technology in the internet worked enterprise, fourth edition, Tata McGraw-Hill publishing company ltd, New Delhi, 1999

Reference books

- 1) Management Information System, P.Mohan, Himalaya Publishing House, 2009, Eleventh Edition.
- 2) Management Information System, Gordon B Davis and Margaret H.Olson, Tata Mc Graw-Hill Publishing Company Ltd, New Delhi, 2000.

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Dr. G.R.D COLLEGE OF SCIENCE (AUTONOMOUS) 2019-20
BACHELOR OF BUSINESS ADMINISTRATION – RETAIL MANAGEMENT
(Under Choice Based Credit System)

EFFECTIVE FROM THE BATCH ADMITTED DURING THE ACADEMIC YEAR 2019 - 2020
SUBJECT CODE:

FOURTH SEMESTER
CORE: PC APPLICATIONS IN BUSINESS

Objectives:

- This laboratory oriented course would impart the necessary skills to the students to use the Internet for business purpose with an end-user perspective. Also the paper concentrates on the tags used in Markup language and it provides a hands-on experience on creating static web pages.
- To equip the students in information processing, interpretation and presentation skills using computer software packages and to use information to the benefit of functional and organizational advantage

UNIT I

(Teaching Hours: 10)

History and growth of Internet – getting connected to the Internet - business applications of Internet – Browsing and Searching the World Wide Web – communicating on the Internet using E-mail – Shopping on the Internet – other uses of Internet – web browser basics – starting the browser – navigating the web by following links.

Creating own E-mail account – sending an E- mail – sending copies of E-mail – Keeping Inbox under control – filtering and forwarding mail automatically – keeping track of addresses – sending files as attachments to E- mail – managing multiple E- mail account - advanced mail management – optional E-mail features – some E-mail conventions – upload photographs and share it with friends – Internet Telephone – voice chat – webcam live chat.

UNIT II

(Teaching Hours: 10)

WORD: Creating a new document with templates & Wizard – Creating own document – Opening/Modifying a saved document – Converting files to and from other document formats – Using keyboard short-cuts & Mouse – Adding symbols & pictures to documents – Headers and Footers – Finding and Replacing text – Spell check and Grammar check – Formatting text – Paragraph formats – Adjusting margins, line space – character space – Changing font type, Size – Bullets and Numbering – Tables – Adding, editing, deleting tables – Working within tables

EXCEL: Working with worksheets – cells – Entering, editing, moving, copying, cutting, pasting, transforming data – Inserting and deleting of cells, rows & columns –Using formulas for quick Calculations–Creating and editing charts – Chart elements – Editing a chart – Printing charts.

UNIT III

(Teaching Hours: 10)

POWERPOINT: Creating new presentations – Auto content wizard – Using template – Blank presentation – Opening existing presentations – Adding, Editing, Deleting, Copying, Hiding slides – Presentations – Applying new design. Using Animating text – Special effects to create transition slides.

ACCESS: Getting to know Access– opening an existing Database – Exploring Tables – Exploring Queries – Exploring Forms – Exploring Reports – Creating a New Database – Creating Creating tables.

UNIT IV

(Teaching Hours: 10)

HTML: Introduction – Markup language – Editing HTML – Common tags – Headers – Text styling. Intermediate HTML: Introduction – Unordered lists – Nested and ordered lists – Basic HTML tables.

UNIT V

(Teaching Hours: 10)

Intermediate HTML and formatting – Basic HTML forms – more complex HTML forms – Internal linking - <FRAMESET> tags.

Text Books

1. Windows 98.6 in 1, Jane Calabria and Dorothy Burke, Prentice Hall of India, 1998 Edition.
2. Using Microsoft Office 2000, ED and BOTT – Prentice Hall of India, 2000 Edition.

Reference Books

1. The Internet for Busy people, Christian Crumlish, Osborne, McGraw Hill USA, Fifth Edition 2002.
2. The Complete Reference: HTML & XHTML, published by Osborne/McGraw-Hill, fourth edition.
3. Office 2000 Complete, BPB Publications, 2000 Edition.
4. Windows 98, the Complete Reference, BPB Publications, 1998 Edition.

Website Reference:

1. www.ebay.com
2. www.amazon.com
3. www.indiamart.com
4. www.w3schools.com

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Dr. G.R.D COLLEGE OF SCIENCE (AUTONOMOUS)
BACHELOR OF BUSINESS ADMINISTRATION – RETAIL MANAGEMENT
(Under Choice Based Credit System)

EFFECTIVE FROM THE BATCH ADMITTED DURING THE ACADEMIC YEAR 2019 - 2020
SUBJECT CODE:

LIST OF PRACTICAL EXERCISES

INTERNET & E-COMMERCE

1. Create e-mail id with various service provider (gmail, AOL, etc). Sending attachments, working with various features (eg.Group mail, forwards, Creating folder, album, contact list).
2. Buy products online. (B2B, B2C, C2C)
3. Sell products online. (B2B, B2C, C2C)

WEB TECHNOLOGY USING HTML

4. Create a HTML document, with a <title> tag inside the head section.
5. Add a black background color with white text to all table rows.
6. Create a simple three-framed page.
7. Create an HTML program for Ordered & Unordered HTML lists.

MS-WORD

8. Type a word document with atleast 100 words. Give a title for the passage and format the same as per the specification given below:
 - Font size, style
 - Title should be in Bold, italics, underlined
 - Set left margin to 1.5, right margin to 1.75
 - Line spacing should be doubled
 - Apply border to the passage
 - Insert date and time, page number & header & footer
9. Prepare a timetable using Table Auto format in Ms Word.
10. Create a word document and insert a picture.

MS – EXCEL

11. Enter your semester's marks & calculate total, average using auto sum & save the file in "MARKS".
12. With a given data draw various graphs & diagrams

	Growth of viruses			
During the year	1960	1970	1980	1990
Place				
City A	1000	2500	2900	3700
City B	1750	2750	4500	5000
City C	2000	2500	4000	3000

MS – POWERPOINT

13. Prepare a PowerPoint presentation for department inaugural function.
14. Draw an organization chart.

MS – ACCESS

15. With a given fields create a table (using design view, wizard view) in Ms-Access.
Register Number (Primary key), Name, Class, Mark1, Mark2, and Mark3
16. With given fields create a table in Ms Access.
Employee Number (Primary Key), Employee Name, Department, Designation.