



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE

**(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj
Nagpur University, Nagpur)**

**BOARD OF STUDIES IN COMMERCE AND
MANAGEMENT**

BBA

**CURRUCULUM FRAMEWORK FOR THREE / FOUR YEARS
GRADUATE PROGRAM IN "RETAIL OPERATIONS
MANAGEMENT"**

(As per NEP 2020)

(Effective from Academic Year 2024-25)

(As Approved by the Board of Studies on 16/01/2025)



RETAIL OPERATIONS MANAGEMENT

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination **to manage day-to-day retail activities efficiently.**

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to **analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance** using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate **proficiency in retail technologies, ethical practices, teamwork, and communication skills**, preparing them for **professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.**

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SEMESTER I

BBA - Retail Operations Management (Semester I)				Teaching Load Scheme Hours Per Week 1 Sem = 15 Weeks			Examination Scheme								
Sr No	Subject / Course Name	Course Type	Course Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credits
1	Introduction to Retail Operations	Core	DSE1 01	2	-	2	60	24	-	-	40	16	100	40	2
2	Instore Merchandising and Cashiering Operations	Core	DSE1 02	3	-	3	60	24	-	-	40	16	100	40	3
3	Business Communication & Basic IT Applications	Core	DSE1 03	4	-	4	60	24	-	-	40	16	100	40	4
4	Business Organization and Management	Core	DSE1 04	4	-	4	60	24	-	-	40	16	100	40	4
5	Teamwork	AEC	DSE1 05	2	-	2	60	24	-	-	40	16	100	40	2
6	Ancient Trade and Principles of Chanakya's Management	IKS	DSE1 06	2	-	2	60	24	-	-	40	16	100	40	2
7	To be selected from common basket (Annexure-V)	CC	DSE1 07	-	4	4	-	-	-	-	100	50	100	50	2
8	Apprenticeship in Instore Merchandising and Cashiering	OJT	OJT1 01	-	6	6	-	-	100	50	-	-	100	50	3
Total				17	10	27	360	144	100	50	340	146	800	340	22

Minimum Passing Marks for theory 40% i.e. 40 & Minimum Passing Marks for Practical 50% i.e. 50
Course Type: Major, Minor, VSC, SEC, VEC, IKS, AEC, OJT/RP/CEP/Internship, OE.



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE101)
Semester I (Core - Introduction to Retail Operations)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.



Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE101
Course Name	Introduction to Retail Operations
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	• Understanding of basic business concepts such as market, customer, competition, and value. • General awareness of retail formats such as supermarkets, departmental stores, specialty stores, e-commerce, etc. • Ability to perform basic calculations related to sales, discounts, margins, and inventory levels.
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Comprehend various functions under store operations processes
CO 2	Explain the processes related to customer service at POS
CO 3	Identify the system & protocols followed to ensure store security
CO 4	Understand the fundamental structure of retail formats, store layouts, and merchandising basics that form the foundation of retail operations.
Syllabus:	Contents 10 Hours Per Unit
Unit I	Introduction to Retail Store Operations Evolution of Retail, Retail- Traditional and modern Retail in India -Traditional Retail Formats, Modern Retail Formats, Organogram of modern Retail Organization under all sub-sectors of detail, 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 Store, unloading, material inward process, storage process, processes stock quality and quantity.



Unit II	Servicing at Cash Point / POS (Point of Sale) Cash points / POS- Purpose of POS- Cash point POS setup Counterfeit payments - different types of credit and debit cards that are accepted in 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.	
Textbooks / Reference Books:	Reference Book: 1. Retail Trainee Associate by RASCI publication 2. Retail Cashier RASCI publication 3. Retail Management – Functional Principles & Practices 5th 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.	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	6 SAQs of 5 Marks OR 3 LAQ of 10 Marks each based on all three Units. (3 × 10 OR 6 × 5 = 30 Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	15 VSAQs of 2 Marks OR 15 MCQs of 2 Marks each based on all three units.(5 MCQs / 5 VSAQs from each unit) (15 × 2 OR 15 × 2 = 30 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE102)
Semester I (Core – Instore Merchandising and Cashiering Operations)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

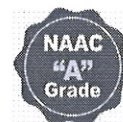
PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.

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Program Code	BBARM
Program Name	BBA in Retail Operations Management
Course Code	DSE102
Course Name	Instore Merchandising & Cashiering Operations
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	• Understanding of planogram execution, product display, inventory rotation, and inventory management. • Strong communication, time management, multitasking abilities, and a "can-do" customer-service attitude.
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the best practices used to display products for sale
CO 2	Explain the process associated with fulfilling customer orders, processing payments and goods return
CO 3	Analyze different digital marketing strategies used to promote products in e-commerce platforms
CO 4	Evaluate customer relationship management (CRM) techniques for enhancing customer satisfaction and retention
Syllabus:	Contents 15 Hours Per Unit
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.	
Textbooks / Reference Books:	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	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	6 SAQs of 5 marks OR 3 LAQ of 10 marks each based on all four Units. (6 × 5 OR 3 × 10 = 30 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	15 MCQs of 2 marks OR 15 VSAQs of 2 marks each based on all four units. (5 MCQs / 5 VSAQs from each unit) (Best 10 will be evaluated) (15 × 2 OR 15 × 2 = 30 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE103)
Semester I (Core – Business Communication & Basic IT Applications)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.



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. Verbal communication: elements of verbal communication- voice, pitch, tone, intonation semantics. Non-verbal: 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 / interdepartments, 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, Organize, 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 Introduction to Basic Computer Skills: 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. Introduction to Microsoft Windows: Introduction to the Windows operating system, File management basics: Creating, renaming, moving, and deleting files and folders, Customizing the Windows desktop, and settings. Microsoft Word Basics: Introduction to Microsoft Word, Creating and formatting documents: Re formatting, paragraph formatting, page layout, working with tables and images, Saving, printing and sharing documents Microsoft Excel Basics: 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	
Textbooks / Reference Books:	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 Business Communication, Krizan, Thomson, Understanding Human Communication, 9 / e, Adler R Oxford	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	10 SAQs of 5 Marks OR 5 LAQ of 10 Marks each based on all five Units. (5 × 10 OR 10 × 5 = 50 Marks)	CIE 1(carry 5 Marks) CIE 2 (carry 5 Marks)
2.	10 MCQs of 1 Marks OR 10 VSAQs of 1 Marks each based on all five units. (10 × 1 OR 10 × 1 = 10 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 marks	Total: 40 marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE104)
Semester I (Core – Business Organization and Management)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

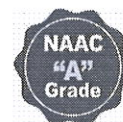
Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.



Program Code	BBARM
Program Name	BBA(Retail Operations Management)
Course Code	DSE104
Course Name	Business Organizations and Management
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	• Basic grammar knowledge and vocabulary to comprehend instructions and compose simple messages. • Ability to start and shut down systems, use a mouse and keyboard, and navigate essential system menus. • Basic understanding of email operations such as sending and receiving messages.

Course Outcomes: *The students will be able to:*

CO 1	Comprehend the basics of Commerce and Business concepts and functions, forms of Business Organization and functions of Management
CO 2	Apply theories and principles of management work place to achieve the desired objectives at workplace.
CO 3	Identify and differentiate key legal documents and company classifications.
CO 4	Evaluate the advantages, limitations, and suitability of various business organizations including sole proprietorship, partnership, LLP, HUF, and cooperative societies in different business scenarios.
CO 5	Analyse and interpret management processes such as planning, organizing, delegation, coordination, and control to recommend effective managerial decisions.
CO 6	Integrate concepts of business organization and management to design effective business strategies and propose solutions for real-world organizational challenges.

Syllabus:	Contents	12 Hours Per Unit
Unit I	Introduction and Forms Of Business Organization 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 Organizing 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.
Textbooks / Reference Books:	1. Business Organization & Management: Sharma Shashi K. Gupta, Kalyani Publishers 2. Business Organization & 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:

Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	5 LAQ of 10 Marks OR 10 SAQs of 5 Marks each based on all five Units. (5×10 OR $10 \times 5 = 50$ Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	10 VSAQs of 1 Marks OR 10 MCQs of 1 Marks each based on all five units. (10×1 OR $10 \times 1 = 10$ Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity/ Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE105)
Semester I (AEC – Teamwork)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

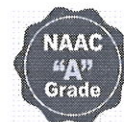
Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.



**Textbooks /
Reference
Books:****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.

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	4 SAQs of 5 Marks OR 2 LAQ of 10 Marks each based on all two Units. (4×5 OR $2 \times 10 = 20$ Marks)	CIE 1(carry 5 Marks) CIE 2 (carry 5 Marks)
2.	10 VSAQs of 2 Marks each based on all two units. ($10 \times 2 = 20$ Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	10 MCQs of 2 Marks each based on all two units. ($10 \times 2 = 20$ Marks)	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 marks	Total: 40 marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE106)
Semester I (IKS – Ancient Trade and Principles of Chanakya's Management)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.

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Program Code	BBARM
Program Name	BBA(Retail Operations Management)
Course Code	DSE106
Course Name	IKS - Ancient Trade and Principles of Chanakya's Management
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	IKS
Pre-requisites for the course	• Basic knowledge of economy • Awareness about the basic business model • Application of different economies in business
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the practices followed in ancient Indian trade
CO 2	Summarize the Chanakya's principles of management
CO 3	Analyze and evaluate ancient Indian trade practices and Chanakya's principles of management to draw their relevance and application in modern business and management practices.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Indian Ethos in Ancient Times Indian Ethos: Meaning, Features, Need & History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, Gurukul System of Learning: Meaning, Features, Advantages, Disadvantages. 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
Unit II	Principles of Chanakya's Management Chanakya- Strategist, Philosopher, Economics, Ethics and values laid down by Chanakya. 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. Employee Management: Recruitment Process, Training guidelines by Chanakya, Teamwork Management, Safety and Security, Selecting Right Managers. Organizational Planning, Time Management, Disaster Management, A concept of stable organization, Managing Multiple Project Seven Pillars of Business, Power Management at workplace, Art of punishment, Three Aspects of success.



Textbooks / Reference Books:	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	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	4 SAQs of 5 Marks OR 2 LAQ of 10 Marks each based on all two Units. (4 × 5 OR 2 × 10 = 20 Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	10 VSAQs of 2 Marks each based on all two units. (10 × 2 = 20 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	10 MCQs of 2 Marks each based on all two units. (10 × 2 = 20 Marks)	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 marks	Total: 40 marks

Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE107)
Semester I (CC 1 - NCC / NSS / Sports / Cultural / LLL)
(To be implemented from 2024 – 25)

(02 Credits for 100 Marks)

As per the guidelines of CC applicable to all UG Program under Rashtrasant Tukadoji
Maharaj Nagpur University, Nagpur



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: OJT101)
Semester I (OJT – In-store Merchandising & Cashiering)
(To be implemented from 2024 – 25)

Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	OJT101
Course Name	In-store Merchandising & Cashiering
No. of Credits	03
Teaching Hours	394
Evaluation Scheme	100 (Practical Examination – <i>Min passing marks – 50 Marks</i>)
Group under NEP scheme	ON-the-JOB-TRAINING (OJT)
Pre-requisites for the course	- Understanding of basic business concepts such as market, customer, competition, and value. - General awareness of retail formats such as supermarkets, departmental stores, specialty stores, e-commerce, etc. - Ability to perform basic calculations related to sales, discounts, margins, and inventory levels.

Course Outcomes: *The students will be able to:*

CO 1	To perform the role of a Retail associate and cashier in business to customer, business to business retail business formats.
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Syllabus:	Contents
Sr. No.	On the Job Training Modules
1	Prepare to display products
2	Label display of products
3	Arrange and maintain the display of products
4	To promote loyalty schemes to customers
5	To keep the store secure
6	To keep the store clean and hygienic
7	To work affectively in a retail team
8	To service Cash Point / POS
9	To follow point-of-sale procedures for age- restricted products
10	To process customer orders for goods
11	To process exchange / part exchange sale transactions
12	To process payments
13	To process cash and credit transactions
14	To process returned goods

As per the guidelines of OJT applicable to all UG Program under Rashtrasant Tukadoji
Maharaj Nagpur University, Nagpur



SEMESTER II

BBA - Retail Operations Management (Semester II)				Teaching Load Scheme Hours Per Week 1 Sem = 15 Weeks			Examination Scheme								
Sr. No	Subject / Course Name	Course Type	Course Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Customer Relationship Management	Core	DSE201	4	-	4	60	24	-	-	40	16	100	40	4
2	Principles of Marketing	Core	DSE202	4	-	4	60	24	-	-	40	16	100	40	4
3	Business Environment	Core	DSE203	4	-	4	60	24	-	-	40	16	100	40	4
4	Sustainable Work Practices	AEC	DSE204	2	-	2	60	24	-	-	40	16	100	40	2
5	Customer Loyalty and Retention	VAC	DSE205	2	-	2	50	20	-	-	50	20	100	40	2
6	To be selected from common basket (Annexure-V)	CC	DSE206	-	4	4	-	-	-	-	100	50	100	50	2
7	Apprenticeship in Instore Cashiering and Visual Merchandising	OJT	OJT201	-	8	8	-	-	100	50	-	-	100	50	4
		Total		16	12	28	290	116	100	50	310	134	700	300	22

Minimum Passing Marks for theory 40% i.e. 40 & Minimum Passing Marks for Practical 50% i.e. 50
Course Type: Major, Minor, VSC, SEC, VEC, IKS, AEC, OJT/RP/CEP/Internship, OE.



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE201)
Semester II (Core – Customer Relationship Management)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.



Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE201
Course Name	Customer Relationship Management
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (Semester End Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	• Understanding fundamentals of marketing, sales, and customer service helps in grasping CRM concepts more easily. • Knowledge of using computers, spreadsheets, and basic software tools is essential, as CRM systems are technology-driven.

Course Outcomes: *The students will be able to:*

CO 1	Explain the concepts of consumer behaviour and retail market segmentation, and analyze consumer decision-making in relation to customer value, satisfaction, and retention.
CO 2	Describe the fundamentals of Customer Relationship Management (CRM) and examine its role in managing customer touch points, identifying buying behaviour, and enhancing sales and customer service performance.
CO 3	Identify and explain the key elements of CRM and customer service management, including complaint handling, service quality, teamwork, and the application of CRM systems for continuous service improvement.
CO 4	Apply customer service processes and decision-making practices to effectively handle customer concerns, resolve complaints, and implement customer redressal strategies in B2C and B2B retail environments.
CO 5	Evaluate consumer behaviour and Customer Relationship Management practices to <i>design and recommend</i> effective customer engagement, service, and retention strategies that enhance customer satisfaction and business performance in retail environments.

Syllabus:	Contents	15 Hours Per Unit
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 w.r.t. 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.
Textbooks / 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

Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 Marks OR 4 LAQ of 10 Marks each based on all four Units. (8×5 OR $4 \times 10 = 40$ Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	12 MCQs OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs OR 3 VSAQs Per Unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE202)
Semester II (Core – Principles of Marketing)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.



Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE202
Course Name	Principles of Marketing
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (Semester End Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	- Understand the basic meaning of Management - Aware about basic word used in Management
Course Outcomes: <i>The students will be able to:</i>	
CO1	Understand and explain the fundamental concepts, principles, and philosophies of marketing, including the evolution of marketing thought and the marketing environment.
CO2	Analyze consumer behavior and market dynamics to identify customer needs, motivations, and buying patterns in both Indian and global contexts.
CO3	Apply the concepts of Segmentation, Targeting, and Positioning (STP) to develop effective marketing strategies for different products and markets.
CO4	Demonstrate practical understanding of the marketing mix (Product, Price, Place, and Promotion) and evaluate their role in achieving organizational objectives through case studies.
CO5	Assess contemporary marketing practices, ethical issues, and managerial decision-making using real-world examples, with special reference to Indian markets.
Syllabus:	Contents 15 Hours Per Unit
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) Physical Distribution- Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels), Supply Chain Management-



	Concept, Components of SCM. Integrated Marketing Communication (IMC)- Concepts and elements Importance, Digital Marketing-Concept, trends in Digital Marketing , Experiential Marketing, Contextual Marketing, Sales Management- 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.
Textbooks/ 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 Ahsan UIHaque. 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.

Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 Marks OR 4 LAQ of 10 Marks each based on all four Units. (8×5 OR $4 \times 10 = 40$ Marks)	CIE 1(carry 5 Marks) CIE 2 (carry 5 Marks)
2.	12 MCQs OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs OR 3 VSAQs Per Unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE203)
Semester II (Core – Business Environment)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.



Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE203
Course Name	Business Environment
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (Semester End Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	• Familiarity with how businesses operate, including basic functions like production, marketing, and finance. • Knowledge of basic economic concepts such as demand and supply, inflation, and market structures helps in understanding the external environment.

Course Outcomes: *The students will be able to:*

CO1	Understand the dynamic interplay of economic, social, and regulatory factors shaping contemporary business landscapes
CO2	Analyze the impact of globalization and technological advancements on business operations and strategic decision-making
CO3	Evaluate the ethical, legal, and sustainability dimensions of business practices within the context of local and global environments.
CO4	Apply concepts of micro and macro business environment, competitive analysis, and consumer behaviour to assess business and retail strategies in Indian and international markets.
CO5	Design and recommend appropriate business and retail strategies by integrating political, legal, technological, and international environmental factors to address real-world business challenges.
CO6	Develop critical thinking and problem-solving skills for interpreting changes in the business environment and making informed managerial decisions

Syllabus:	Contents	12 Hours Per Unit
Unit I	Introduction to Business Environment: Business: Meaning, Definition, Nature & Scope, Types of Business Organizations; Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment, Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis; Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational, Structure, Organizational Resources, Company Image, Brand Equity	

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	External Environment: Firm, customers, suppliers, distributors, Competitors, Society; Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal); Retail Business Environment; Contribution of retail to Indian economy.
Unit II	Political and Legal Environment: Political Framework: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India; 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; 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.
Unit III	Social and Cultural Environment: 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; 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); 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; 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.
Unit IV	Technological, Competitive and International Environment: Technological Environment: Features, impact of technology on Business; Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies; Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model; 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, FDI in retail sector.
Unit V	International Retail Business Environment: Definition and scope of international retailing, Importance of international retailing in the global economy, Evolution of international retailing, Trends and challenges in international retailing, Cultural, economic, and legal factors impacting international retailing, Understanding consumer behavior in different international markets,



	Regulatory frameworks and compliance issues in international retailing, Product adaptation and standardization in international retailing, Pricing strategies for international markets, Promotional strategies and advertising in diverse cultural contexts, Retail branding and positioning in the global marketplace.
Textbooks/ 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. 8. S. L. Gupta & Arun Mittal, International Retailing

Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	10 SAQs of 5 Marks OR 5 LAQ of 10 Marks each based on all five Units. (10×5 OR $5 \times 10 = 50$ Marks)	CIE 1(carry 5 Marks) CIE 2 (carry 5 Marks)
2.	10 MCQs OR 10 VSAQs of 1 mark each based on all five units. (2 MCQs OR 2 VSAQs Per Unit) (Best 10 will be evaluated) (10×1 OR $10 \times 1 = 10$ Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE204)
Semester II (AEC – Sustainable Work Practices)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination **to manage day-to-day retail activities efficiently.**

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to **analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance** using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate **proficiency in retail technologies, ethical practices, teamwork, and communication skills**, preparing them for **professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.**

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Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE204
Course Name	Sustainable Work Practices
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (Semester End Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	AEC (Ability Enhancement Course)
Pre-requisites for the course	• Familiarity with how organizations function, including workplace roles, operations, and policies. • Basic knowledge of environmental issues such as pollution, resource conservation, and climate change.

Course Outcomes: *The students will be able to:*

CO 1	Explain the concept, dimensions, and strategic importance of sustainability in retailing, and evaluate challenges and best practices through relevant case studies.
CO 2	Analyze environmental sustainability practices in retail operations, including sustainable sourcing, energy efficiency, circular economy initiatives, and consumer communication strategies.
CO3	Examine the role of ethical practices, government regulations, certification standards, and social responsibility initiatives in promoting sustainable and inclusive retail businesses.
CO4	Assess sustainable supply chain practices using appropriate KPIs, reporting frameworks, and data-driven metrics to support continuous improvement in retail sustainability performance.
CO5	Design and recommend an integrated sustainability framework for a retail organization by applying environmental, social, and supply chain principles, supported by ethical practices, KPIs, and reporting standards, to enhance long-term business value and stakeholder trust.

Syllabus:		Contents
Unit I (7 Hours)		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 (8 Hours)		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

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	retailing initiatives, Communicating sustainability initiatives to consumers Eco-friendly product labelling and packaging, Strategies for educating and engaging customers on sustainable consumption.
Unit III (7 Hours)	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 (8 Hours)	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.
Textbooks/ 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

Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 Marks OR 4 LAQ of 10 Marks each based on all four Units. (8 × 5 OR 4 × 10 = 40 Marks)	CIE 1(carry 5 Marks) CIE 2 (carry 5 Marks)
2.	12 MCQs OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs OR 3 VSAQs Per Unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE205)
Semester II (VAC – Customer Loyalty and Retention)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.

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Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE205
Course Name	Customer Loyalty and Retention
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	50 (Semester End Examination – Min passing Marks - 20) + 50 (Continuous Internal Examination – Min passing Marks –20)= 100 Marks (Min passing Marks – 30 + 20 = 50)
Group under NEP scheme	VAC (Value Added Course)
Pre-requisites for the course	• Familiarity with concepts such as customer needs, segmentation, targeting, and positioning. • Understanding how customers make purchase decisions and what influences their preferences.

Course Outcomes: *The students will be able to:*

CO 1	Explain the impact of marketing, customer behaviour and relationship management on customer retention and loyalty.
CO 2	Analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships.
CO 3	Analyze and improve customer loyalty and retention strategies to enhance satisfaction, engagement, and long-term relationships.
CO 4	Evaluate customer behaviour, marketing efforts, and relationship management practices to design and recommend integrated customer retention and loyalty solutions that improve customer satisfaction, engagement, and long-term business performance.

Syllabus:	Contents	15 Hours Per Unit
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, behaviour, 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 touch points and interactions a customer has with a business throughout their life cycle, 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
Practical / OJT	PRACTICAL 1: BACKGROUND RESEARCH & BUSINESS UNDERSTANDING Objective: To understand the business model, customer base, and current loyalty practices. Step-by-Step Procedure Select a retail supermarket in your locality Collect basic business information: Years of operation Products / services offered Target customers (age, income, locality) Identify existing loyalty practices: Membership cards Discounts Offers Study secondary sources: 1. Website 2. Google reviews 3. Social media pages 4. Prepare a 1–2 page business profile 5. Output 6. Business overview 7. Existing loyalty mechanisms 8. Initial loyalty gaps PRACTICAL 2: CUSTOMER DATA ANALYSIS Objective: To analyze customer purchasing behavior and retention patterns. Step-by-Step Procedure Design a simple data sheet: Visit frequency Average bill value Duration of relationship Collect data from: Store records OR 20–30 customers (manual survey) Classify customers:



Regular
Occasional
First-time
Identify:
High-value customers
Low-frequency customers
Present data using:
Tables
Pie / Bar charts
Output
Customer segmentation
Loyalty concentration insights

PRACTICAL 3: CUSTOMER FEEDBACK COLLECTION

Objective: To measure customer satisfaction and loyalty drivers.

Step-by-Step Procedure

Prepare a questionnaire (8–10 questions):

Satisfaction level
Staff behavior
Pricing
Product quality
Use rating scale (1–5)
Collect feedback from 25 customers

Analyze:

Average scores
Common complaints
Identify top 3 satisfaction & dissatisfaction factors
Output
Feedback analysis table
Satisfaction index
Key improvement areas

PRACTICAL 4: COMPETITOR LOYALTY ANALYSIS

Objective: To compare loyalty strategies with competitors.

Step-by-Step Procedure

Identify 2 competing supermarkets
Visit competitor stores / websites

Study:



Loyalty cards

Discounts

Offers

Digital engagement

Prepare comparison table:

Your store vs competitors

Identify best practices

Output

Competitor comparison matrix

Competitive advantage gaps

PRACTICAL 5: CUSTOMER LOYALTY STRATEGY DEVELOPMENT

Objective: To design improved loyalty and retention strategies.

Step-by-Step Procedure

Based on findings, design strategies:

Reward points

Birthday offers

Membership tiers

Align strategies with:

Customer expectations

Business capability

Categorize strategies:

Short-term

Long-term

Ensure cost-effectiveness

Output

List of 5–6 loyalty strategies

Strategy justification

PRACTICAL 6: IMPLEMENTATION PLAN

Objective: To prepare an action plan for executing loyalty strategies.

Step-by-Step Procedure

Prepare implementation table:

Activity

Responsible person

Timeline

Cost

Assign priority levels



Identify required resources
Prepare monthly execution schedule
Output
Implementation roadmap
Responsibility matrix

PRACTICAL 7: TESTING, OPTIMIZATION & MEASUREMENT

Objective: To test loyalty strategies and measure effectiveness.

Step-by-Step Procedure

Implement one strategy on pilot basis

Track:

Repeat visits
Sales increase
Collect post-implementation feedback
Compare before & after data
Modify strategy if required
Output
Performance comparison table
Optimization recommendations

PRACTICAL 8: COMMUNICATION, DOCUMENTATION & REPORTING

Objective: To ensure customer engagement and proper reporting.

Step-by-Step Procedure

Design communication tools:

SMS
WhatsApp messages
In-store posters
Inform customers about loyalty benefits

Prepare final report:

Objectives
Methodology
Findings
Recommendations

Attach:

Questionnaire
Data tables
Charts
Output

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	Customer communication plan	
	Final project report	
Textbooks / Reference Books:	Reference Books: • Customer Loyalty: Exploring Its Various Dimensions by Shweta Singh • Customer Relationship Management: A Strategic Approach by Girish V. S. • Retail Management– Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson	
Evaluation Pattern:		
Sr. No.	Theory (50 Marks)	CIE (50 Marks)
1.	26 MCQ based on each unit (13 MCQ Per Unit) (25 MCQs × 2 Marks = 50 Marks)	CIE 1 = 10 Marks CIE 2 = 10 Marks Practical 1 = 10 Marks Practical 1 = 10 Marks Presentation / Viva –Voce = 10 Marks
	Total: 50 Marks	Total: 50 Marks

Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur– 24

Major in Retail Operations Management (Course Code: DSE206)
Semester II (CC 2 - NCC / NSS / Sports / Cultural / LLL)
(To be implemented from 2024 – 25)

(02 Credits for 100 Marks)

As per the guidelines of CC applicable to all UG Program under Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: OJT201)
Semester II (OJT - Apprenticeship in Instore Cashiering and Visual Merchandising)
(To be implemented from 2024 – 25)

Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	OJT201
Course Name	Apprenticeship in Instore Cashiering and Visual Merchandising
No. of Credits	04
Teaching Hours	660
Evaluation Scheme	100 (Practical Examination – <i>Min passing marks – 50 Marks</i>)
Group under NEP scheme	OJT (On-The-Job-Training)
Pre-requisites for the course	- Familiarity with retail store functions such as sales, billing, stocking, and customer service. - Ability to handle cash transactions, perform simple calculations, and understand pricing and discounts.
Course Outcomes: The students will be able to:	
CO 1	The learners will be able to plan and implement visual merchandising displays whilst managing cashiering operations at the POS.
Objectives	To acquire skills of unassisted selling, receiving goods, Visual merchandising including Point of Sale (POS) operations management and cashiering.
Sr. No.	On the Job Training Modules
1	To service Cash Point / POS.
2	To process customer orders for goods.
3	To process exchange / part exchange sale transactions.
4	To process payments.
5	To process cash and credit transactions.
6	To process returned goods.
7	To Interpret design briefs for visual merchandising displays.
8	To Procure merchandise and props to be featured in retail displays.
9	To Dress in-store displays based on guidelines.
10	To Dress window displays based on guidelines.
11	To Evaluate and improve retail displays.
12	To Dismantle visual merchandising displays.
13	To Store equipment, props and graphics for retail displays.

As per the guidelines of OJT applicable to all UG Program under Rashtrasant Tukadoji
Maharaj Nagpur University, Nagpur



SEMESTER III

BBA - Retail Operations Management (Semester III)				Teaching Load Scheme Hours Per Week 1 Sem = 15 Weeks			Examination Scheme								
Sr. No	Subject / Course Name	Course Type	Course Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Retail Sales Management	Core	DSE301	4	-	4	60	24	-	-	40	16	100	40	4
2	Introduction to FMCG / FMCD Sales & Distribution	Core	DSE302	2	-	2	60	24	-	-	40	16	100	40	2
3	Fundamentals of Financial & Cost Accounting	Core	DSE303	4	-	4	60	24	-	-	40	16	100	40	4
4	Managerial Economics	Core	DSE304	3	-	3	60	24	-	-	40	16	100	40	3
5	Practical in Retail Sales Management	SEC	DSE305	2	2	4	-	-	50	25	50	25	100	50	3
6	Workplace Health and Safety	VAC	DSE306	1	-	1	-	-	-	-	100	50	100	50	1
7	To be selected from common basket (Annexure- V)	CC	DSE307	-	4	4	-	-	-	-	100	50	100	50	2
8	Apprenticeship in Customer Relations and Sales Management	OJT	OJT301	-	6	6	-	-	100	50	-	-	100	50	3
Total				16	12	28	240	96	150	75	410	189	800	360	22

Minimum Passing Marks for theory 40% i.e. 40 & Minimum Passing Marks for Practical 50% i.e. 50
Course Type: Major, Minor, VSC, SEC, VEC, IKS, AEC, OJT/RP/CEP/Internship, OE.



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE301)
Semester III (Core – Retail Sales Management)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.

Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE 301
Course Name	Retail Sales Management
No. of Credits	04



Teaching Hours	60
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	• Understanding of business and retail operations, including fundamental concepts of marketing and inventory. • Introductory knowledge of logistics and simple analytical skills to comprehend supply chain processes and calculations.

Course Outcomes: *The students will be able to:*

CO 1	Explain the fundamental concepts and theories of sales management in the retail industry.
CO 2	Apply appropriate sales techniques to improve customer engagement and drive sales performance.
CO 3	Develop effective sales strategies for different retail formats, including brick-and-mortar and e-commerce.
CO 4	Analyze and adapt sales approaches for Omni-channel retail environments.
CO 5	Evaluate sales performance and implement improvements to achieve organizational goals.

Syllabus:	Contents	15 Hours Per Unit
Unit I	Introduction to Retail Sales Management and Consumer Behaviour Introduction to Retail Sales Management: 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 behaviours, Competition in the retail industry and strategies for differentiation. Understanding Consumer Behaviour: Consumer psychology and buying behaviour, psychological factors influencing consumer decisions (e.g., motivation, perception, attitudes), Social and cultural influences on consumer behaviour, 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	
Unit II	Sales Planning and Strategy Setting sales objectives and targets - SMART (Specific, Measurable, Achievable, Relevant, Time- bound) objectives, establishing realistic sales targets based on market analysis and business goals. Sales forecasting techniques - Time-series analysis, Regression analysis, Qualitative methods (e.g., expert opinion, market research)	



	Developing sales strategies for different retail formats - Tailoring sales strategies for brick-and-mortar stores, online retail, and omni-channel environments, Promotional strategies (e.g., discounts, loyalty programs) to drive sales and customer engagement.
Unit III	Sales Techniques and Skills Personal selling techniques -Building rapport with customers, needs assessment and solution selling, handling objections, and closing sales, Customer Buying Cycle Vs Retail Sales Cycle. 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. Negotiation and persuasion skills - Principled negotiation techniques, overcoming resistance and objections: types of objection handling techniques, Creating win-win outcomes for both the seller and the customer. Importance of product knowledge - Features, Advantages and Benefits (FAB) of products, use of FABING technique during customer interaction, techniques for product demonstration, upselling & cross selling techniques.
Unit IV	Case Studies and Presentation • Analysis of real-world retail sales management cases • Case studies on successful sales management strategies in retail companies Discussion of challenges faced, and lessons learned in implementing sales initiatives
Textbooks / 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

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 Marks OR 4 LAQ of 10 Marks each based on all four Units. (4 × 10 OR 8 × 5 = 40 Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	10 MCQs of 2 Marks OR 10 VSAQs of 2 Marks each based on all four units. (10 × 2 OR 10 × 2 = 20 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 marks	Total: 40 marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE302)
Semester III (Core – Introduction to FMCG / FMCD Sales & Distribution)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.



Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE 302
Course Name	Introduction to FMCG / FMCD Sales & Distribution
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	• Understanding of business and retail operations, including fundamental concepts of marketing and inventory. • Introductory knowledge of logistics and simple analytical skills to comprehend supply chain processes and calculations.

Course Outcomes: *The students will be able to:*

CO 1	Analyze the structure and dynamics of the Indian FMCG/FMCD market to support strategic decision-making.
CO 2	Plan and manage sales territories effectively to maximize coverage and performance
CO 3	Design and optimize distribution channels to ensure efficient product availability and reach.
CO 4	Forecast sales accurately and adapt strategies in response to changing market conditions.

Syllabus: **Contents** **15 Hours Per Unit**

Unit I	FMCG & FMCD Distribution Introduction to the Indian consumer market: diversity, preferences, and behaviours, Market trends and growth opportunities in various FMCG / FMCD sectors, Regulatory framework governing FMCG / FMCD sales and distribution in India, Impact of government policies, taxation, and trade regulations on the industry. Product categories in FMCG / FMCD, supply chain system in FMCG / FMCD (Manufacturer, Transportation system, Storage, Distribution & retailing and post-sale services), Overview of distribution channel structures in India: direct, indirect, and hybrid. Selection and evaluation of distribution partners: distributors, wholesalers, retailers. Negotiating and managing agreements with channel partners, including terms and incentives. Addressing channel conflicts such as price undercutting, territory overlaps, and brand dilution. Leveraging technology for efficient channel management and inventory control.
Unit II	Territory Planning and Distribution System Mapping Principles of territory management and its importance in sales strategy, Techniques for defining and segmenting territories in the Indian context. Utilizing market



	research, data analytics, and GIS tools for territory mapping. Developing territory plans aligned with company objectives and market dynamics. Strategies for efficient route planning, covering urban and rural areas effectively. Roles & responsibilities of stakeholders in FMCG distribution system, importance of influencing people through personal effectiveness, best practices followed in distributor and retailer relationship management										
Unit III	Sales Forecasting and Performance Evaluation Understanding demand patterns and seasonality in the Indian market. Methods for sales forecasting: qualitative, quantitative, and hybrid approaches. Setting realistic sales targets and quotas based on territory potential and historical data. Roles and responsibilities of a FMCG salesperson (Territory, dayto day planning, route & beat plans, target achievement, outlet categories, productivity metrics, merchandising										
Textbooks / Reference Books:	• Distributor Salesman – RASCI Courseware • Sales and Distribution Management in the Indian Context by Pingali Venugopal										
Evaluation Pattern:											
Sr. No.	<table><tr><th>Theory (60 marks)</th><th>CIE (40 marks)</th></tr><tr><td>1. 6 SAQs of 5 Marks OR 3 LAQ of 10 Marks each based on all three Units. (6 × 5 OR 3 × 10 = 30 Marks)</td><td>CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)</td></tr><tr><td>2. 15 MCQs of 2 Marks OR 15 VSAQs of 2 Marks each based on all three units. (15 × 2 OR 15 × 2 = 30 Marks)</td><td>Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)</td></tr><tr><td>3. NIL</td><td>Class Activity / Presentation / Viva-Voce (carry 20 Marks)</td></tr><tr><td>Total: 60 marks</td><td>Total: 40 marks</td></tr></table>	Theory (60 marks)	CIE (40 marks)	1. 6 SAQs of 5 Marks OR 3 LAQ of 10 Marks each based on all three Units. (6 × 5 OR 3 × 10 = 30 Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)	2. 15 MCQs of 2 Marks OR 15 VSAQs of 2 Marks each based on all three units. (15 × 2 OR 15 × 2 = 30 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)	3. NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)	Total: 60 marks	Total: 40 marks
Theory (60 marks)	CIE (40 marks)										
1. 6 SAQs of 5 Marks OR 3 LAQ of 10 Marks each based on all three Units. (6 × 5 OR 3 × 10 = 30 Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)										
2. 15 MCQs of 2 Marks OR 15 VSAQs of 2 Marks each based on all three units. (15 × 2 OR 15 × 2 = 30 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)										
3. NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)										
Total: 60 marks	Total: 40 marks										

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE303)
Semester III (Core – Fundamentals of Financial & Cost Accounting)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to **manage day-to-day retail activities efficiently.**

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to **analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance** using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate **proficiency in retail technologies, ethical practices, teamwork, and communication skills**, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.



Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE 303
Course Name	Fundamentals of Financial & Cost Management
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	• Understanding of business and retail operations, including fundamental concepts of marketing and inventory. • Introductory knowledge of logistics and simple analytical skills to comprehend supply chain processes and calculations
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand basic accounting practices followed in business environment.
CO 2	Classify cost accountancy and cost management.
CO 3	Perform basic accounting practices
CO 4	Apply and integrate basic accounting practices with cost accountancy and cost management principles in business decision-making.
Syllabus:	Contents 20 Hours Per Unit
Unit I	Introduction to Financial Accounting Basic accounting practices in retail organizations – 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 organization, mark-up & 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 organization, 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

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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	
Textbooks / Reference Books:	1. Basics of Accounting – Jain & Narang 2. Basic of Accounting – T. S. Grewal	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	6 SAQs of 5 Marks OR 3 LAQs of 10 Marks each based on all three Units. (6 × 5 OR 3 × 10 = 30 Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	15 MCQs of 2 Marks OR 15 VSAQs of 2 Marks each based on all three units. (15 × 2 OR 15 × 2 = 30 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 marks	Total: 40 marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE304)
Semester III (Core – Managerial Economics)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.



Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE 304
Course Name	Managerial Economics
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	• Understanding of business and retail operations, including fundamental concepts of marketing and inventory. • Introductory knowledge of logistics and simple analytical skills to comprehend supply chain processes and calculations.

Course Outcomes: *The students will be able to:*

CO 1	Understand the role of managerial economist in a firm.
CO 2	Apply the knowledge of costing in decision making.
CO 3	Identify and analyse market practices and process in real life.
CO 4	Integrate economic and cost analysis tools to evaluate business situations and recommend appropriate strategies.

Syllabus:	Contents	15 Hours Per Unit
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-Manual 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.	



Textbooks / 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	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	6 SAQs of 5 Marks OR 3 LAQs of 10 Marks each based on all three Units. (6 × 5 OR 3 × 10 = 30 Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	15 MCQs of 2 Marks OR 15 VSAQs of 2 Marks each based on all three units. (15 × 2 OR 15 × 2 = 30 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 marks	Total: 40 marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sak kardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE305)
Semester III (SEC – Practical in Retail Sales Management)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.



Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE305
Course Name	Practical in Retail Sales Management
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	50 (Practical Examination – <i>Min passing marks - 25</i>) + 50 (Continuous Internal Examination – <i>Min passing marks - 25</i>) = 100 marks (Min passing marks – 25 + 25 = 50)
Group under NEP scheme	SEC (Skill Enhancement Course)
Pre-requisites for the course	- Understanding of business and retail operations, including fundamental concepts of marketing and inventory. - Introductory knowledge of logistics and simple analytical skills to comprehend supply chain processes and calculations.
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Manage retail sales operations by utilizing various tools and techniques.
CO 2	Equipped with the knowledge and skills to formulate and implement sales strategies encompassing merchandising, promotional campaigns
CO 3	Develop and present comprehensive retail sales plans integrating merchandising, promotion, pricing, and distribution strategies.
CO 4	Evaluate retail sales performance using key metrics and customer insights for continuous improvement and decision-making
Syllabus:	Contents 15 Hours Per Unit
Unit I	Introduction to Practical Retail Sales Management Overview: Explanation of the format and objectives of practical sessions, Discussion of the importance of practical application in retail sales management education Introduction to retail sales management software/tools: Demonstration of common retail sales software/tools (e.g., POS systems, CRM software), Hands-on exploration of software interfaces and basic functionalities. Setting up mock retail sales scenarios: 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) Designing and executing promotional campaigns: Planning and organizing sales events, promotional campaigns, special festive events, product launches, and clearance sales.
Unit II	Customer Interaction and Sales Techniques Role-playing exercises: Customer greetings and engagement, Students pair up and take turns practicing initial greetings and engaging customers in conversation Feedback session: Peer evaluation and instructor feedback on communication skills



	and approachability Demonstrating product features and benefits: Introduction to a selection of products for demonstration; Role-playing scenarios: Students take turns demonstrating product features and explaining benefits to customers Handling customer objections and closing sales: Identification of common objections in retail sales; Role-playing exercises: Students practice responding to objections and techniques for closing sales Feedback and debrief: Discussion of effective strategies and areas for improvement	
Unit III	Using Retail Sales Software and Technology Hands-on training with POS systems: Simulation exercises: Students practice processing transactions, issuing refunds, and managing inventory using POS software. Troubleshooting scenarios: Students troubleshoot common POS system errors and practice resolving issues. Introduction to CRM software for sales management: CRM software exploration: Students navigate through CRM software interfaces, input customer data, and track interactions. Customer segmentation exercise: Using CRM software to segment customer data and target specific customer groups for marketing campaigns	
Textbooks / 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	
Evaluation Pattern:		
Sr. No.	Practical (50 marks)	CIE (50 marks)
1.	Total 5 Practical on all five units carrying 10 Marks each. (5 × 10 = 50 Marks)	CIE 1(carry 10 marks) CIE 2(carry 10 marks)
2.	NIL	Assignment 1(carry 10 marks) Assignment 2(carry 10 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 10 marks)
	Total: 50 marks	Total: 50 marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE306)
Semester III (VAC – Workplace Health and Safety)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to **manage day-to-day retail activities efficiently.**

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to **analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance** using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate **proficiency in retail technologies, ethical practices, teamwork, and communication skills**, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.

Head of Institute
gk/2024



Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE 306
Course Name	Workplace Health and Safety
No. of Credits	01
Teaching Hours	15
Evaluation Scheme	100 (Practical Examination – <i>Min passing marks - 50</i>)
Group under NEP scheme	VAC (Value Added Course)
Pre-requisites for the course	1. Understanding of business and retail operations, including fundamental concepts of marketing and inventory. 2. Introductory knowledge of logistics and simple analytical skills to comprehend supply chain processes and calculations.

Course Outcomes: *The students will be able to:*

CO 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.
CO 2	Analyze different types of risks in retail operations, including operational, financial, legal, and safety risks, and evaluate their potential impact on business performance
CO 3	Apply relevant safety regulations and compliance standards to design and implement risk management strategies in a retail environment.
CO 4	Monitor and review risk control measures regularly, using audit tools and reporting techniques to ensure continuous improvement in workplace safety and risk mitigation.
CO 5	Develop and implement an emergency response and incident management plan for retail settings to ensure quick action, minimize losses, and maintain the safety of employees and customers.

Syllabus: Contents	
Unit I (4 Hours)	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 (4 Hours)	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

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Unit III (4 Hours)	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 (3 Hours)	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.
Practical Exercises	Additional Resources and Practical Exercises Interactive scenarios or case studies to reinforce learning Guest speakers or industry experts to provide insights and best practices. Hands-on demonstrations of safety equipment and procedures.
Textbooks / 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
Evaluation Pattern:	
Sr. No.	Theory (100 marks)
1.	CIE 1(carry 20 marks) CIE 2(carry 20 marks)
2.	Assignment 1(carry 20 marks) Assignment 2(carry 20 marks)
3.	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 100 marks

Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE307)
Semester III (CC 4 - NCC / NSS / Sports / Cultural / LLL)
(To be implemented from 2024 – 25)
(02 Credits for 100 Marks)

As per the guidelines of CC applicable to all UG Program under Rashtrasant Tukadoji
Maharaj Nagpur University, Nagpur



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: OJT301)
Semester III (OJT- Apprenticeship in Customer Relations & Sales Management)
(To be implemented from 2024 – 25)

Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	OJT 301
Course Name	Apprenticeship in Customer Relations & Sales Management
No. of Credits	03
Teaching Hours	660
Evaluation Scheme	100 (Practical Examination – Minimum Passing – 50 Marks)
Group under NEP scheme	OJT (ON-the-JOB-TRAINING)
Pre-requisites for the course	1. Understanding of business and retail operations, including fundamental concepts of marketing and inventory. 2. Introductory knowledge of logistics and simple analytical skills to comprehend supply chain processes and calculations.
Course Outcomes: <i>The students will be able to:</i>	
CO 1	To perform the role of a Retail Sales specialist in business to customer, business to business retail business formats
Syllabus: Contents	
1	Create a positive image of self & organization in the customer's mind
2	Demonstrate products to customers
3	Help customers choose right products
4	Process credit applications for purchases
5	To allocate and check work in your team
6	To work effectively in a retail team
7	To work effectively in an organization
8	To plan visual merchandising
9	To establish and satisfy customer needs
10	To communicate effectively with stakeholders
11	To organize the display of products at the store
12	To process the sale of products
13	To maintain the availability of goods for sale to customers
14	To monitor and solve customer service problems



SEMESTER IV

BBA - Retail Operations Management (Semester IV)				Teaching Load Scheme Hours Per Week 1 Sem = 15 Weeks			Examination Scheme								
S r. N o	Subject / Course Name	Cour se Type	Cours e Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Logistics and Supply Chain Management	Core	DSE4 01	3	-	3	60	24	-	-	40	16	100	40	3
2	Introduction to Enterprise Resource Planning	Core	DSE4 02	3	-	3	60	24	-	-	40	16	100	40	3
3	Retail Team Management	Core	DSE4 03	3	-	3	60	24	-	-	40	16	100	40	3
4	Inventory and Budget Management	Core	DSE4 04	3	-	3	60	24	-	-	40	16	100	40	3
5	Leadership Skill	SEC	DSE4 05	2	2	4	-	-	50	25	50	25	100	50	3
6	Introduction to Statutory and Legal Framework for Retail Business Enterprises	VAC	DSE4 06	1	-	1	-	-	-	-	100	40	100	40	1
7	To be selected from common basket (Annexure-V)	CC	DSE4 07	-	4	4	-	-	-	-	100	50	100	50	2
8	Apprenticeship in Store Operations Management	OJT	OJT4 01	-	8	8	-	-	100	50	-	-	100	50	4
		Total		15	14	29	240	96	150	75	410	179	800	350	22

Minimum Passing Marks for theory 40% i.e. 40 & Minimum Passing Marks for Practical 50% i.e. 50
Course Type: Major, Minor, VSC, SEC, VEC, IKS, AEC, OJT/RP/CEP/Internship, OE.



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE401)
Semester IV (Core – Logistics and Supply Chain Management)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.



Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE401
Course Name	Logistics and Supply Chain Management
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (Semester End Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	1. Understanding of business and retail operations, including fundamental concepts of marketing and inventory. 2. Introductory knowledge of logistics and simple analytical skills to comprehend supply chain processes and calculations.

Course Outcomes: *The students will be able to:*

CO 1	Define key terms and concepts related to logistics and supply chain management in the context of retail.
CO 2	Apply theoretical knowledge to analyze and optimize the design and operation of retail supply chains.
CO 3	Demonstrate critical thinking skills by evaluating the impact of technology, sustainability initiatives, and ethical considerations on retail logistics and supply chain.
CO 4	Evaluate the role of technology, sustainability, and ethical considerations in retail logistics and supply chain management practices.
CO 5	Analyze the design and operation of retail supply chains, including transportation, warehousing, and inventory management strategies

Syllabus:	Contents
Unit I (11 Hours)	Introduction to Supply Chain Management 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.
Unit II (11 Hours)	Retail Supply Chain and Transportation Logistics Retail supply chain network design principles: Factors influencing facility location decisions in retail (proximity to markets, transportation infrastructure, labour 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-fulfilment centres), Transportation cost management

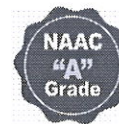
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	techniques and optimization strategies
Unit III (11 Hours)	Warehousing and Distribution in Retail Types and functions of warehouses in retail: Distribution centers, Fulfillment centers, Cross-docking facilities, Warehouse layout and design considerations 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).
Unit IV (12 Hours)	Technology and Green Logistics in Retail 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, Block chain for supply chain transparency and traceability. Environmental sustainability considerations in retail logistics: 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
Textbooks / 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

Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 Marks OR 4 LAQ of 10 Marks each based on all four Units. (8 × 5 OR 4 × 10 = 40 Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	10 MCQs of 2 Marks OR 10 VSAQs of 2 Marks each based on all four units. (10 × 2 OR 10 × 2 = 20 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE402)
Semester IV (Core – Introduction to Enterprise Resource Planning)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.



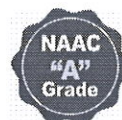
Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE402
Course Name	Introduction to Enterprise Resource Planning
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (Semester End Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	• Understanding of concepts like ledgers, financial statements, and transactions, as ERP systems often integrate accounting modules. • Proficiency in using computers, operating systems, and common applications like spreadsheets.

Course Outcomes: *The students will be able to:*

CO 1	Understand and explain the concept, evolution, structure, utilities, risks, benefits, and technological foundations of ERP systems, and analyze key factors involved in planning, designing, and implementing cross-functional integrated ERP systems in organizations.
CO 2	analyze and justify the need for ERP solutions in retail organizations of different sizes, explain the role of BPR and BPM , evaluate the co-relation between ERP and BPM , describe the BPM life cycle , and compare functional ERP modules, their features, advantages, benefits, and emerging trends in retail operations.
CO 3	Apply computer, software, and internet-based skills to perform accounting and administrative tasks, use MS Office, email, internet applications, POS systems, and basic CRM software effectively in a retail job environment.
CO 4	Integrate ERP concepts, retail ERP solutions, and computer application skills to plan, analyze, and execute technology-enabled business processes, supporting efficient decision-making and operational effectiveness in a retail organization.

Syllabus:	Contents	15 Hours Per Unit
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 resource planning, 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 Organization, characteristics and applications of ERP software solutions that are used by Small, medium and large retail organizations, e significance of Business Process Re-engineering (BPR) in ERP solutions with respect to business processes of a Retail organization, need for business process management (BPM), justify the co-relation between ERP solution and BPM of an organization, 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 organizations (Small, Medium and Large), the emerging trends	

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	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	
Textbooks / Reference Books:	1. Enterprise Resource Planning Concepts: Understanding the Power of ERP for Today's Businesses Second Edition- <u>Dr. Jill A O'Sullivan</u> (Author), <u>Gene Caiola</u> (Author) 2. Retail Store Operations A Complete Guide - 2020 Edition - by Gerardus Blokdyk (Author)	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	6 SAQs of 5 marks OR 3 LAQ of 10 marks each based on all four Units. (6 × 5 OR 3 × 10 = 30 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	15 MCQs of 2 marks OR 15 VSAQs of 2 marks each based on all four units. (15 × 2 OR 15 × 2 = 30 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE403)
Semester IV (Core – Retail Team Management)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

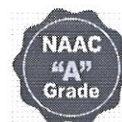
Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.



Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE403
Course Name	Retail Team Management
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (Semester End Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	• Understand the basic meaning of Management • Aware about basic word used in Management
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Analyze sales goals, design training programs, and implement performance evaluation methods to enhance the productivity and effectiveness of retail sales teams.
CO 2	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.
CO 3	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.
CO 4	Apply principles of sales team motivation and retention by designing effective incentive schemes, recognition programs, and team-building initiatives to improve engagement, reduce attrition, and enhance collaboration within retail sales teams.
CO 5	Assess sales team leadership roles and responsibilities by analysing recruitment, on boarding, and talent development practices, and recommend managerial strategies that support ethical conduct, customer satisfaction, and sustainable retail performance.



Syllabus:	Contents
Unit I (11 Hours)	Basics of Sales Team Management: 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. 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.
Unit II (11 Hours)	Sales Team Performance Management: Introduction to Retail Store Sales Team Performance Management: 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. Setting Sales Team Goals and Objectives: 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 metrics 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.
Unit III (11 Hours)	Sales Team Training and Development: 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. Classroom training: Structured sessions led by trainers covering sales techniques, product Knowledge, and customer service skills, 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. Providing



	continuous learning opportunities through workshops, seminars, and online training Resources, Encouraging self-directed learning and skill acquisition through individual development plans.	
Unit IV (12 Hours)	Team performance Review: 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) 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.	
Textbooks / 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 Ahsan UIHaque. 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.	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 4 × 10 = 40 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	10 MCQs of 2 marks OR 10 VSAQs of 2 marks each based on all four units. (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE404)
Semester IV (Core – Inventory and Budget Management)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.

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Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE404
Course Name	Inventory and Budget Management
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (Semester End Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	• Knowledge of basic accounting concepts such as costs, revenues, profit, and financial statements. • Ability to perform calculations related to stock levels, pricing, and budgeting.

Course Outcomes: *The students will be able to:*

CO 1	Develop and implement inventory management strategies resulting in enhanced customer satisfaction and increased profitability.
CO 2	Equipped with the knowledge and skills to effectively plan, monitor, and control budgets in retail store operations to achieve financial objectives of the store
CO 3	Interpret retail financial statement and manage store budget, including income statements balance sheets, cash flow statements, COGs, and operating expenses for effective financial decision-making.
CO 4	Analyze retail financial statements and apply budget planning, monitoring, and control techniques-including income statements, balance sheet, cash flow statements, COGS, and operating expenses-to support effective financial decision-making and improve overall retail store performance.

Syllabus:	Contents	15 Hours Per Unit
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	

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	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 Introduction to Retail Store Budget Management: 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. Understanding Financial Statements: 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. Budget Planning and Preparation: 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 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 Budget Monitoring and Control: 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



Textbooks / 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
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Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	6 SAQs of 5 marks OR 3 LAQ of 10 marks each based on all three Units. (6×5 OR $3 \times 10 = 30$ marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	15 MCQs of 2 marks OR 15 VSAQs of 2 marks each based on all three units. (15×2 OR $15 \times 2 = 30$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE405)
Semester IV (SEC – Leadership Skill)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

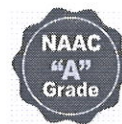
Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

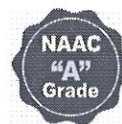
Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.



Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE405
Course Name	Leadership Skills
No. of Credits	03 (2- Theory, 1- Practical)
Teaching Hours	30 + 30 = 60
Evaluation Scheme	50 (Practical Examination – Min passing marks 25) + 50 (Continuous Internal Examination – Min passing marks 25) = 100 marks (Min passing marks 25 + 25 = 50)
Group under NEP scheme	SEC (Skill Enhancement Course)
Pre-requisites for the course	- Familiarity with how teams, departments, and roles function within an organization. - Ability to express ideas clearly and listen effectively in both individual and group settings.
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Acquire knowledge of key theories and models in leadership
CO 2	Make informed decisions, resolve conflicts, and solve problems.
CO 3	Gain practical skills in leadership through participation in simulated leadership scenarios and on-the-job training
CO 4	Explain the Principles of ethical leadership
CO 5	Act honestly and consistently, ensuring that their decisions align with company values and policies. In retail, this builds trust among staff and customers.
CO 6	Open communication about goals, policies, and decisions helps employees understand expectations and feel valued, which is critical in fast-paced retail settings.
Syllabus:	Contents 12 Hours Per Unit
Unit I	Foundations of Leadership 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.
Unit II	Decision-Making and Problem-Solving 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
Unit III	Conflict Resolution and Negotiation 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	
Unit IV	Ethical Leadership Ethical Leadership Principles: Integrity and honesty, Respect for others, Accountability and transparency, empathy Practical Exercise: Case studies and discussions on ethical dilemmas in leadership.	
Unit V	Coaching and Providing Feedback 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.	
Textbooks / Reference Books:	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 Shrama	
Evaluation Pattern:		
Sr. No.	Practical (50 marks)	CIE (50 marks)
1.	Total 5 Practical on all five units carrying 10 Marks each. (5 × 10 = 50 Marks)	CIE 1(carry 10 marks) CIE 2(carry 10 marks)
2.	NIL	Assignment 1(carry 10 marks) Assignment 2(carry 10 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 10 marks)
	Total: 50 marks	Total: 50 marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE406)
Semester IV (VAC – Introduction to Statutory and Legal Framework for Retail Business Enterprises)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

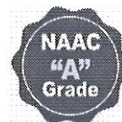
PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.



Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE406
Course Name	Introduction to Statutory and Legal Framework for Retail Business Enterprise
No. of Credits	01
Teaching Hours	15
Evaluation Scheme	100 marks (Min passing marks 50 Marks)
Group under NEP scheme	VAC (Value Added Course)
Pre-requisites for the course	• Familiarity with how retail businesses operate within economic, social, and regulatory systems. • Basic knowledge of retail functions such as sales, merchandising, pricing, and customer service.
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Demonstrate the ability to identify and adhere to legal and regulatory requirements pertinent to retail business operations.
CO 2	Apply legal principles and ethical considerations to resolve practical challenges and mitigate risks within the retail sector.
CO 3	Analyze the impact of statutory regulations on retail business strategies and develop proactive measures to ensure compliance and minimize legal liabilities.
CO 4	Implement ethical principles to ensure regulatory compliance and risk management in retail operations.
Syllabus:	Contents 5 Hours Per Unit
Unit I	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. Common types of contracts in retail (leases, vendor agreements, employment contracts). Key elements of a valid contract and potential pitfalls - Intellectual Property-Overview of intellectual property rights (trademarks, copyrights, patents), Importance of protecting intellectual property in retail businesses, Strategies for safeguarding intellectual property rights.
Unit II	Compliance and Regulations 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. 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

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	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..
Unit III	Risk Management and Compliance 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. 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)
Textbooks / 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 4. Legal Environment of Business in India by Tulsian
Evaluation Pattern:	
Sr. No.	CIE (100 marks)
1.	CIE 1(carry 20 marks) CIE 2(carry 20 marks)
2.	Assignment 1(carry 20 marks) Assignment 2(carry 20 marks)
3.	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 100 marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE407)
Semester IV (CC 4 - NCC / NSS / Sports / Cultural / LLL)
(To be implemented from 2024 – 25)
(02 Credits for 100 Marks)

As per the guidelines of CC applicable to all UG Program under Rashtrasant Tukadoji
Maharaj Nagpur University, Nagpur

Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: OJT 401)
Semester IV (OJT - Apprenticeship in Store Operations Management)

(To be implemented from 2024 – 25)

Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	OJT401
Course Name	Apprenticeship in Store Operations Management
No. of Credits	04
Teaching Hours	660
Evaluation Scheme	100 marks (Min passing marks- 50 Marks)
Group under NEP scheme	OJT (On-The-Job-Training)
Pre-requisites for the course	- Familiarity with retail store formats, functions, and day-to-day operations. - Understanding of how to interact with customers and handle basic queries and complaints.
Course Outcomes: The students will be able to:	
CO 1	The learners will be able to lead a team and manage operations of the department.
CO 2	To acquire skills of managing team and departmental operations of the store
Module 660 Hours	
Sr. No.	On the Job Training Modules
1	To help maintain health and safety
2	To allocate and check work in your team



3	To work effectively in a retail team
4	To work effectively in an organization
5	To plan visual merchandising
6	To establish and satisfy customer needs
7	To monitor and manage store performance
8	To provide leadership for your team
9	To build and manage store team
10	To develop individual retail service opportunities
11	To communicate effectively with stakeholders
12	To manage a budgets

As per the guidelines of OJT applicable to all UG Program under Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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SEMESTER V

BBA - Retail Operations Management (Semester V)				Teaching Load Scheme Hours Per Week 1 Sem = 15 Weeks			Examination Scheme								
Sr · N o	Subject / Course Name	Cours e Type	Cours e Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Omni Channel Retailing	Core	DSE50 1	3	-	3	60	24	-	-	40	16	100	40	3
2	Retail Entrepreneurship	Core	DSE50 2	3	-	3	60	24	-	-	40	16	100	40	3
3	Social Media Marketing and Advertising	Core	DSE50 3	3	-	3	60	24	-	-	40	16	100	40	3
4	Strategic Productivity Management	AEC	DSE50 4	3	-	3	60	24	-	-	40	16	100	40	3
5	Strategic Marketing Research Enhancing Decision Making Ability	AEC	DSE50 5	3	-	3	60	24	-	-	40	16	100	40	3
6	Apprenticeship in Store Operations Management	OJT	OJT50 1	-	10	10	-	-	100	50	-	-	100	50	5
		Total		15	10	25	300	120	100	50	200	80	600	250	20

Minimum Passing Marks for theory 40% i.e. 40 & Minimum Passing Marks for Practical 50% i.e. 50
Course Type: Major, Minor, VSC, SEC, VEC, IKS, AEC, OJT/RP/CEP/Internship, OE.



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE501)
Semester V (Core – Omni Channel Retailing)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.



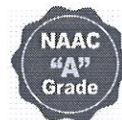
Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE 501
Course Name	Omni Channel Retailing
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (Semester End Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	Good communication abilities and awareness of modern retail trends
Course Outcomes: <i>The students will be able to:</i>	
CO1	Develop a comprehensive understanding of E-commerce & Omni Channel Retailing, including its principles, technologies, and strategies.
CO2	Identify the practical skills required to utilize data analytics, customer engagement techniques, and emerging technologies.
CO3	Apply effective Omni channel retailing strategies to enhance customer satisfaction and loyalty across various touchpoints.
CO4	Proficient in leveraging data analytics and emerging technologies to drive innovation and sustainable growth in retail businesses.
CO5	Leverage emerging technologies and innovative approaches to drive sustainable growth in modern retail businesses.
CO6	Integrate e-commerce, Omni channel strategies, data analytics, and emerging technologies to design innovative and customer-centric retail solutions.
Syllabus:	Contents 9 Hours per unit
Unit I	Introduction to E-commerce & Omni Channel Retailing Definition of e-commerce and online retailing, models of online retailing, factors impacting online retailing, pros & cons of online retailing, future of online retailing in India and cross border trade Understanding Omni Channel Retailing: Definition and Evolution, Importance in Modern Retail Key Concepts and Components, Consumer Behaviors in Omni Channel Retailing: Shifting Consumer Expectations, Omni channel Shopping Journeys, Impact of Technology on Consumer behaviors. Benefits and Challenges of Omni Channel Retailing: Advantages for Retailers and Consumers Operational Challenges and Solutions, Case Studies of Successful Omni Channel Strategies
Unit II	Digital Platforms and Integration: E-commerce Platforms, Mobile Apps and Responsive Websites, CRM Systems and Data Integration Inventory Management Systems: Centralized vs. Decentralized Inventory, Order Fulfilment Processes, Inventory Optimization Techniques Payment and Security Systems: Secure Payment Gateways, Fraud Detection and



	Prevention, Compliance with Payment Regulations.
Unit III	Omni Channel Marketing Strategies: Personalization Techniques, Content Marketing Across Channels, Social Media Integration Customer Relationship Management (CRM): Building Customer Profiles, Loyalty Programs and Rewards, Retargeting and Remarketing Strategies Customer Service and Support: Multi-channel Customer Service, Chatbots and AI in Customer Support, Handling Returns and Exchanges.
Unit-IV	Data Collection and Analysis: Omni Channel Data Sources, Data Analytics Tools and Techniques, Predictive Analytics for Retail Customer Insights and Segmentation: Customer Journey Mapping, Segmentation Strategies, Behavioral Analytics Performance Measurement and KPIs: Key Performance Indicators (KPIs) in Omni Channel Retailing, Dashboards and Reporting Tools, Continuous Improvement Processes
Unit-V	Introduction to Emerging Technologies in Retail: AI and Machine Learning Applications, Augmented Reality (AR) and Virtual Reality (VR) in Retail, Internet of Things (IoT) in Retail Operations Globalization and Cross-border Retailing: Cross-border E-commerce Trends, Localization Strategies, Regulatory and Legal Considerations.
Textbooks/ Reference Books:	1. Omni-Channel Retailing: The Complete Guide to Effective Omni channel 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

Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	10 SAQs of 5 Marks OR 5 LAQ of 10 Marks each based on all five Units. (10 × 5 OR 5 × 10 = 50 Marks)	CIE 1(carry 5 Marks) CIE 2 (carry 5 Marks)
2.	10 MCQs OR 10 VSAQs of 1marks each based on all five units. (2 MCQs OR 2 VSAQs Per Unit) (10 × 1 OR 10 × 1 = 10 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity/Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE502)
Semester V (Core – Retail Entrepreneurship)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

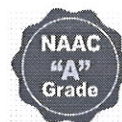
PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

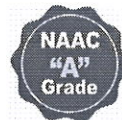
PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.

Program Code	BBA
Program Name	BBA (Retail Operations Management)
Course Code	DSE 502
Course Name	Retail Entrepreneurship
No. of Credits	03



Teaching Hours	45
Evaluation Scheme	60 (Semester End Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	Good communication abilities and awareness of modern retail trends
Course Outcomes: <i>The students will be able to:</i>	
CO1	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.
CO2	Understanding of the retail industry in the Indian context and the key factors that contribute to entrepreneurial success within this sector.
CO3	Apply effective marketing techniques and customer relationship management strategies to attract and retain customers..
CO4	Demonstrate the ability to develop a viable retail business plan tailored to the Indian market.
CO5	Evaluate the effectiveness of business planning, financial management, marketing strategies, and customer relationship management in achieving retail success.
Syllabus:	
Contents	
Unit I (11 Hours)	Foundations of Entrepreneurship Development: Entrepreneurship: Concept and Need of Entrepreneurship Development, Definition of Entrepreneur, and Importance of entrepreneurship in the economy, significance of growth of entrepreneurial activities, Key traits, and characteristics of successful entrepreneurs Differences between entrepreneurs and employees. (Case study Mr. Kishore Biyani: future group; Mr. Radhakrishna Damani: DMart) Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory, of High Achievement by McClelland X-Efficiency Theory by Leibenstein External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economic, Personal, Role of Entrepreneurial culture in Entrepreneurship Development, Role of entrepreneurs in innovation and job creation, Case Study.
Unit II (11 Hours)	Types & Classification of Retail Entrepreneurs: Classification based on Business Model: Independent retailers, Franchisees, Online retail entrepreneurs, Brick-and-mortar store owners. Classification based on Product Focus: Specialty retailers, Convenience store owners, E-commerce niche entrepreneurs, multi-category retailers Classification based on Scale: Small-scale local retailers, Regional retail chains, National retail brands Women Entrepreneurs – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group (Kiran Mazumdar, Falguni Nair) 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)
Unit III	Business Plan: Identifying Business Opportunities: Market research and analysis, Identifying niche markets and target customers, SWOT analysis for retail business



(11 Hours)	Legal and Regulatory Framework: Business registration and licenses in India, Understanding GST (Goods and Services Tax), Employment laws and regulations Business Plan Development: Components of a retail business plan, Setting goals and objectives, financial projections, and budgeting. Financial Management: Basics of accounting for retail businesses, Cash flow management, Pricing strategies and profit margins Funding Options for Retail Ventures: Bootstrapping vs. seeking external funding, Bank loans, government schemes, and other sources of financing, Pitching to investors
Unit IV (12 Hours)	Marketing and Operations: Marketing Strategies for Retail: a marketing plan, Digital marketing techniques for retail, Customer segmentation and targeting Customer Relationship Management (CRM): Importance of customer satisfaction, Building customer loyalty programs, Handling customer complaints and feedback Branding and Promotions: Brand building strategies for retail businesses, Promotional campaigns and events, Public relations for retail entrepreneurs. Managing Operations: Training for staff on service excellence and selling techniques, inventory control, supplier selection, managing stock levels, benefits of technology integration, leveraging e-Commerce. Evaluating Performance and Continuous Improvement: Key performance indicators (KPIs) for retail businesses, Monitoring and evaluating business performance, Implementing changes for continuous improvement.
Textbooks/ Reference Books:	1. Retail Management: Text and Cases" by Swapna Pradhan NVR Naidu and T.Krishna Rao, "Management and Entrepreneurship", IK Int Pub House, New Delhi, 2014 2. S Anil Kumar, "Small Business and Entrepreneurship", IK Int Pub House, New Delhi, 2008 3. Balraj Singh, "Entrepreneurship Development", Wisdom, Delhi, 2005 4. Timmons and Spinelli, "New Venture Creation: Entrepreneurship for 21st Century", TMH, ND 5. Newman, Andrew J. and Peter Cullen Retailing Environment and Operations, Thomson Learning, India, 2010 6. C.V. Bakshi, "Entrepreneurship Development", Excel Publications

Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 Marks OR 4 LAQ of 10 Marks each based on all four Units. (8 × 5 OR 4 × 10 = 40 Marks)	CIE 1(carry 5 Marks) CIE 2 (carry 5 Marks)
2.	10 MCQs OR 10 VSAQs of 2 marks each based on all four units. (3 MCQs OR 3 VSAQs Per Unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity/Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE503)
Semester V (Core – Social Media Marketing and Advertising)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.



Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE503
Course Name	Social Media Marketing and Advertising
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (Semester End Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	Good communication abilities and awareness of modern retail trends
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand the principles and practices of social media marketing and advertising
CO 2	Create marketing and advertising campaigns on social media platforms
CO 3	Acquire proficiency in utilizing social media advertising tools and techniques to create targeted campaigns,
CO 4	Apply social media advertising tools and techniques to design targeted campaigns that enhance audience engagement and marketing performance.
Syllabus:	Contents 15 Hours per Unit
Unit I	Introduction to digital marketing: concept, scope, and significance in the modern business environment. Overview of social media tools and platforms for marketing — Facebook, Instagram, Twitter/X, LinkedIn, YouTube, and emerging platforms. Segmenting audiences for different tools and platforms; criteria and considerations for selecting the most appropriate social media tool or platform for a given campaign objective. Content marketing fundamentals: types of content (text, image, video, infographic, stories, reels), content planning and editorial calendar, principles of creating engaging and shareable content. Definition and role of digital vouchers in content-driven acquisition and retention strategies; potential uses, disadvantages, and methods of managing a digital voucher system. Measuring the effectiveness of a digital voucher campaign through key performance indicators (KPIs). Types of promotional campaigns on social networking sites; reasons to use such campaigns. Factors to consider when creating social networking site advertisements; the importance of identifying required outcomes from advertising campaigns. Advantages of running multiple campaigns in parallel on the same platform; common reasons for campaign failure and how to avoid them. Methods of monitoring social networking site advertising campaigns; interpreting monitoring results and making data-driven adjustments.

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Unit II	Developing a social media marketing strategy: setting SMART objectives, defining target audience personas, competitor analysis, and platform selection strategy. Aligning social media goals with overall marketing and business objectives. Understanding the social media marketing funnel — awareness, consideration, conversion, and loyalty stages — and designing content strategies for each stage. Paid advertising on social media: types of social media ads (sponsored posts, carousel ads, story ads, video ads, lead generation ads), budgeting and bidding strategies (CPC, CPM, CPA), and ad scheduling. Retargeting and lookalike audience strategies. A/B testing of ad creatives and copy to optimize campaign performance. Influencer marketing: types of influencers (Nano, micro, macro, and mega), criteria for selection, and measuring influencer campaign ROI. Social media analytics: understanding platform-specific insights (Facebook Insights, Instagram Analytics, LinkedIn Analytics), key SOCMetrics — reach, impressions, engagement rate, click-through rate (CTR), and conversion rate. Using third-party tools such as Hootsuite, Buffer, and Google Analytics for cross-platform performance tracking. Reporting and presenting social media campaign results to stakeholders; making strategic recommendations based on data insights.
UNIT-III	Creating Social Media Marketing And Advertising Campaign- 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. 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. Practical Exercise on: 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
Textbooks / 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

Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	6 SAQs of 5 Marks OR 3 LAQ of 10 Marks each based on all three Units. (6 × 5 OR 3 × 10 = 30 Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	15 MCQs OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs OR 5 VSAQs Per Unit) (15× 2 OR 15 × 2 = 30 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE504)
Semester V (AEC – Strategic Marketing Research Enhancing Decision Making Ability)

(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

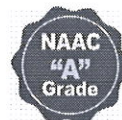
PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.

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Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE 505
Course Name	Strategic Marketing Research Enhancing Decision Making Ability
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (Semester End Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	AEC (Ability Enhancement Course)
Pre-requisites for the course	Good communication abilities and awareness of modern retail trends
Course Outcomes: <i>The students will be able to:</i>	
CO1	Identify the role and value of marketing research in solving modern business challenges.
CO2	Create structured research processes, from problem formulation to final report writing.
CO3	Select and apply appropriate primary and secondary data collection methods.
CO4	Analyse market research to make decisions on pricing, products, and distribution channels.
CO5	Interpret raw data into actionable insights and professional business reports.
CO6	Apply emerging tools like MIS, Online Research, and brand equity tracking to retail scenarios.
Syllabus:	Contents 9 hours per Unit
Unit I	Dynamics of Marketing Research- 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
Unit II	Planning Research- 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.
Unit III	Data Collection- Sources And Method- Introduction - Meaning and Nature of Secondary Data - Advantages of Secondary Data - Drawbacks of Secondary Datatypes of Secondary Data Sources - Primary Data and its Types.
Unit-IV	Applications Of Marketing Research 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.



Unit-V	Recent Trends In Marketing Research 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	
Textbooks/ 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 McGraw Hill Publishing Company Limited, new Delhi, 2006 6. S.C. Gupta, MARKETING RESEARCH, Excel Books India, 2007	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	10 SAQs of 5 Marks OR 5 LAQ of 10 Marks each based on all five Units. (10 × 5 OR 5 × 10 = 50 Marks)	CIE 1(carry 5 Marks) CIE 2 (carry 5 Marks)
2.	10 MCQs OR 10 VSAQs of 1marks each based on all five units. (2 MCQs OR 2 VSAQs Per Unit) (10 × 1 OR 10 × 1 = 10 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur– 24

Major in Retail Operations Management (Course Code: OJT501)
Semester V (OJT - Apprenticeship in Store Operations Management)
(To be implemented from 2024 – 25)

As per the guidelines of OJT applicable to all UG Program under Rashtrasant Tukadoji
Maharaj Nagpur University, Nagpur

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SEMESTER VI

BBA - Retail Operations Management (Semester VI)				Teaching Load Scheme Hours Per Week 1 Sem = 15 Weeks			Examination Scheme								
Sr No	Subject / Course Name	Cours e Type	Cours e Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Apprenticeship in Store Operations Management	OJT	OJT60 1	-	4 0	4 0	-	-	50 0	25 0	-	-	50 0	25 0	20
		Total		-	4 0	4 0	-	-	50 0	25 0	-	-	50 0	25 0	20

Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: OJT601)
Semester VI (OJT - Apprenticeship in Store Operations Management)
(To be implemented from 2024 – 25)

Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	OJT601
Course Name	Apprenticeship in Store Operations Management
No. of Credits	20
Teaching Hours	1080
Evaluation Scheme	100 marks (Min passing marks 50 Marks)
Group under NEP scheme	OJT (On-The-Job-Training)
Pre-requisites for the course	-



Course Outcomes: <i>The students will be able to:</i>	
CO 1	Manage retail operations at the store and acquire skills of managing store operations.
Objectives	Acquire skills of unassisted selling, receiving goods, Visual merchandising including Point of Sale (POS) operations management and cashiering.
Sr. No.	On the Job Training Modules
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

As per the guidelines of OJT applicable to all UG Program under Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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SEMESTER V

BBA - Retail Operations Management (Semester V)				Teaching Load Scheme Hours Per Week 1 Sem = 15 Weeks			Examination Scheme								
Sr No	Subject / Course Name	Cours e Type	Cours e Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Omni Channel Retailing	Core	DSE50 1	3	-	3	60	24	-	-	40	16	100	40	3
2	Retail Entrepreneurship	Core	DSE50 2	3	-	3	60	24	-	-	40	16	100	40	3
3	Social Media Marketing and Advertising	Core	DSE50 3	3	-	3	60	24	-	-	40	16	100	40	3
4	Strategic Productivity Management	AEC	DSE50 4	3	-	3	60	24	-	-	40	16	100	40	3
5	Strategic Marketing Research Enhancing Decision Making Ability	AEC	DSE50 5	3	-	3	60	24	-	-	40	16	100	40	3
6	Apprenticeship in Store Operations Management	OJT	OJT50 1	-	10	10	-	-	100	50	-	-	100	50	5
		Total		15	10	25	300	120	100	50	200	80	600	250	20

Minimum Passing Marks for theory 40% i.e. 40 & Minimum Passing Marks for Practical 50% i.e. 50
Course Type: Major, Minor, VSC, SEC, VEC, IKS, AEC, OJT/RP/CEP/Internship, OE.

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE501)
Semester V (Core – Omni Channel Retailing)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking
PO 2: Effective Communication
PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.

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Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE 501
Course Name	Omni Channel Retailing
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (Semester End Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	Good communication abilities and awareness of modern retail trends
Course Outcomes: <i>The students will be able to:</i>	
CO1	Develop a comprehensive understanding of E-commerce & Omni Channel Retailing, including its principles, technologies, and strategies.
CO2	Identify the practical skills required to utilize data analytics, customer engagement techniques, and emerging technologies.
CO3	Apply effective Omni channel retailing strategies to enhance customer satisfaction and loyalty across various touchpoints.
CO4	Proficient in leveraging data analytics and emerging technologies to drive innovation and sustainable growth in retail businesses.
CO5	Leverage emerging technologies and innovative approaches to drive sustainable growth in modern retail businesses.
CO6	Integrate e-commerce, Omni channel strategies, data analytics, and emerging technologies to design innovative and customer-centric retail solutions.
Syllabus:	
	Contents 9 Hours per unit
Unit I	Introduction to E-commerce & Omni Channel Retailing Definition of e-commerce and online retailing, models of online retailing, factors impacting online retailing, pros & cons of online retailing, future of online retailing in India and cross border trade Understanding Omni Channel Retailing: Definition and Evolution, Importance in Modern Retail Key Concepts and Components, Consumer Behaviors in Omni Channel Retailing: Shifting Consumer Expectations, Omni channel Shopping Journeys, Impact of Technology on Consumer behaviors. Benefits and Challenges of Omni Channel Retailing: Advantages for Retailers and Consumers Operational Challenges and Solutions, Case Studies of Successful Omni Channel Strategies
Unit II	Digital Platforms and Integration: E-commerce Platforms, Mobile Apps and Responsive Websites, CRM Systems and Data Integration Inventory Management Systems: Centralized vs. Decentralized Inventory, Order Fulfilment Processes, Inventory Optimization Techniques Payment and Security Systems: Secure Payment Gateways, Fraud Detection and

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	Prevention, Compliance with Payment Regulations.	
Unit III	Omni Channel Marketing Strategies: Personalization Techniques, Content Marketing Across Channels, Social Media Integration Customer Relationship Management (CRM): Building Customer Profiles, Loyalty Programs and Rewards, Retargeting and Remarketing Strategies Customer Service and Support: Multi-channel Customer Service, Chatbots and AI in Customer Support, Handling Returns and Exchanges.	
Unit-IV	Data Collection and Analysis: Omni Channel Data Sources, Data Analytics Tools and Techniques, Predictive Analytics for Retail Customer Insights and Segmentation: Customer Journey Mapping, Segmentation Strategies, Behavioral Analytics Performance Measurement and KPIs: Key Performance Indicators (KPIs) in Omni Channel Retailing, Dashboards and Reporting Tools, Continuous Improvement Processes	
Unit-V	Introduction to Emerging Technologies in Retail: AI and Machine Learning Applications, Augmented Reality (AR) and Virtual Reality (VR) in Retail, Internet of Things (IoT) in Retail Operations Globalization and Cross-border Retailing: Cross-border E-commerce Trends, Localization Strategies, Regulatory and Legal Considerations.	
Textbooks/ Reference Books:	1. Omni-Channel Retailing: The Complete Guide to Effective Omni channel 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	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	10 SAQs of 5 Marks OR 5 LAQ of 10 Marks each based on all five Units. (10 × 5 OR 5 × 10 = 50 Marks)	CIE 1(carry 5 Marks) CIE 2 (carry 5 Marks)
2.	10 MCQs OR 10 VSAQs of 1marks each based on all five units. (2 MCQs OR 2 VSAQs Per Unit) (10 × 1 OR 10 × 1 = 10 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity/Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

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SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE502)
Semester V (Core – Retail Entrepreneurship)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.

Program Code	BBA
Program Name	BBA (Retail Operations Management)
Course Code	DSE 502
Course Name	Retail Entrepreneurship
No. of Credits	03



Teaching Hours	45
Evaluation Scheme	60 (Semester End Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination + <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	Good communication abilities and awareness of modern retail trends

Course Outcomes: *The students will be able to:*

CO1	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.
CO2	Understanding of the retail industry in the Indian context and the key factors that contribute to entrepreneurial success within this sector.
CO3	Apply effective marketing techniques and customer relationship management strategies to attract and retain customers..
CO4	Demonstrate the ability to develop a viable retail business plan tailored to the Indian market.
CO5	Evaluate the effectiveness of business planning, financial management, marketing strategies, and customer relationship management in achieving retail success.

Syllabus: **Contents**

Unit I (11 Hours)	Foundations of Entrepreneurship Development: Entrepreneurship: Concept and Need of Entrepreneurship Development, Definition of Entrepreneur, and Importance of entrepreneurship in the economy, significance of growth of entrepreneurial activities, Key traits, and characteristics of successful entrepreneurs Differences between entrepreneurs and employees. (Case study Mr. Kishore Biyani: future group; Mr. Radhakrishna Damani: DMart) Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory, of High Achievement by McClelland X-Efficiency Theory by Leibenstein External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economic, Personal, Role of Entrepreneurial culture in Entrepreneurship Development, Role of entrepreneurs in innovation and job creation, Case Study.
Unit II (11 Hours)	Types & Classification of Retail Entrepreneurs: Classification based on Business Model: Independent retailers, Franchisees, Online retail entrepreneurs, Brick-and-mortar store owners. Classification based on Product Focus: Specialty retailers, Convenience store owners, E-commerce niche entrepreneurs, multi-category retailers Classification based on Scale: Small-scale local retailers, Regional retail chains, National retail brands Women Entrepreneurs – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group (Kiran Mazumdar, Falguni Nair) 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)
Unit III	Business Plan: Identifying Business Opportunities: Market research and analysis, Identifying niche markets and target customers, SWOT analysis for retail business

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(11 Hours) **Legal and Regulatory Framework:** Business registration and licenses in India, Understanding GST (Goods and Services Tax), Employment laws and regulations
Business Plan Development: Components of a retail business plan, Setting goals and objectives, financial projections, and budgeting. **Financial Management:** Basics of accounting for retail businesses, Cash flow management, Pricing strategies and profit margins **Funding Options for Retail Ventures:** Bootstrapping vs. seeking external funding, Bank loans, government schemes, and other sources of financing, Pitching to investors

Unit IV (12 Hours) **Marketing and Operations: Marketing Strategies for Retail:** a marketing plan, Digital marketing techniques for retail, Customer segmentation and targeting **Customer Relationship Management (CRM):** Importance of customer satisfaction, Building customer loyalty programs, Handling customer complaints and feedback **Branding and Promotions:** Brand building strategies for retail businesses, Promotional campaigns and events, Public relations for retail entrepreneurs. **Managing Operations:** Training for staff on service excellence and selling techniques, inventory control, supplier selection, managing stock levels, benefits of technology integration, leveraging e-Commerce. **Evaluating Performance and Continuous Improvement:** Key performance indicators (KPIs) for retail businesses, Monitoring and evaluating business performance, Implementing changes for continuous improvement.

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

Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 Marks OR 4 LAQ of 10 Marks each based on all four Units. (8 × 5 OR 4 × 10 = 40 Marks)	CIE 1(carry 5 Marks) CIE 2 (carry 5 Marks)
2.	10 MCQs OR 10 VSAQs of 2 marks each based on all four units. (3 MCQs OR 3 VSAQs Per Unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity/Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE503)
Semester V (Core – Social Media Marketing and Advertising)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking
PO 2: Effective Communication
PO 3: Social Interaction

PO 4: Effective Citizenship
PO 5: Ethics
PO 6: Environment and Sustainability
PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.

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Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE503
Course Name	Social Media Marketing and Advertising
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (Semester End Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Core
Pre-requisites for the course	Good communication abilities and awareness of modern retail trends

Course Outcomes: *The students will be able to:*

CO 1	Understand the principles and practices of social media marketing and advertising
CO 2	Create marketing and advertising campaigns on social media platforms
CO 3	Acquire proficiency in utilizing social media advertising tools and techniques to create targeted campaigns,
CO 4	Apply social media advertising tools and techniques to design targeted campaigns that enhance audience engagement and marketing performance.

Syllabus:

Contents

15 Hours per Unit

Unit I

Introduction to digital marketing: concept, scope, and significance in the modern business environment. Overview of social media tools and platforms for marketing — Facebook, Instagram, Twitter/X, LinkedIn, YouTube, and emerging platforms. Segmenting audiences for different tools and platforms; criteria and considerations for selecting the most appropriate social media tool or platform for a given campaign objective. Content marketing fundamentals: types of content (text, image, video, infographic, stories, reels), content planning and editorial calendar, principles of creating engaging and shareable content. Definition and role of digital vouchers in content-driven acquisition and retention strategies; potential uses, disadvantages, and methods of managing a digital voucher system. Measuring the effectiveness of a digital voucher campaign through key performance indicators (KPIs). Types of promotional campaigns on social networking sites; reasons to use such campaigns. Factors to consider when creating social networking site advertisements; the importance of identifying required outcomes from advertising campaigns. Advantages of running multiple campaigns in parallel on the same platform; common reasons for campaign failure and how to avoid them. Methods of monitoring social networking site advertising campaigns; interpreting monitoring results and making data-driven adjustments.



Unit II

Developing a social media marketing strategy: setting SMART objectives, defining target audience personas, competitor analysis, and platform selection strategy. Aligning social media goals with overall marketing and business objectives. Understanding the social media marketing funnel — awareness, consideration, conversion, and loyalty stages — and designing content strategies for each stage. Paid advertising on social media: types of social media ads (sponsored posts, carousel ads, story ads, video ads, lead generation ads), budgeting and bidding strategies (CPC, CPM, CPA), and ad scheduling. Retargeting and lookalike audience strategies. A/B testing of ad creatives and copy to optimize campaign performance. Influencer marketing: types of influencers (Nano, micro, macro, and mega), criteria for selection, and measuring influencer campaign ROI. Social media analytics: understanding platform-specific insights (Facebook Insights, Instagram Analytics, LinkedIn Analytics), key SOCMetrics — reach, impressions, engagement rate, click-through rate (CTR), and conversion rate. Using third-party tools such as Hootsuite, Buffer, and Google Analytics for cross-platform performance tracking. Reporting and presenting social media campaign results to stakeholders; making strategic recommendations based on data insights.

UNIT-III

Creating Social Media Marketing And Advertising Campaign-

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. 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.

Practical Exercise on: 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

Textbooks / 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

Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	6 SAQs of 5 Marks OR 3 LAQ of 10 Marks each based on all three Units. (6 × 5 OR 3 × 10 = 30 Marks)	CIE 1(carry 5 Marks) CIE 2(carry 5 Marks)
2.	15 MCQs OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs OR 5 VSAQs Per Unit) (15× 2 OR 15 × 2 = 30 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: DSE504)
Semester V (AEC – Strategic Marketing Research Enhancing Decision Making Ability)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Business Knowledge and Managerial Competence

Graduates will acquire comprehensive knowledge of business administration, including management principles, marketing, finance, human resources, operations, and entrepreneurship, enabling them to perform effectively in managerial and administrative roles.

PEO 2: Professional Skills and Employability

Graduates will develop analytical thinking, problem-solving ability, communication skills, leadership qualities, and digital competence, preparing them for employment, entrepreneurship, higher education, and professional certifications.

PEO 3: Ethical Leadership and Lifelong Learning

Graduates will demonstrate ethical values, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Retail Operations and Store Management

Students will be able to apply concepts of retail operations, store layout, merchandising, inventory control, and supply chain coordination to manage day-to-day retail activities efficiently.

PSO 2: Customer Relationship and Sales Performance Management

Students will develop the ability to analyze customer behavior, manage customer relationships, improve service quality, and enhance sales performance using retail analytics and customer-centric strategies.

PSO 3: Technology, Ethics, and Professional Readiness

Students will demonstrate proficiency in retail technologies, ethical practices, teamwork, and communication skills, preparing them for professional roles in retail management, e-commerce operations, logistics support, and entrepreneurship.

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Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	DSE 505
Course Name	Strategic Marketing Research Enhancing Decision Making Ability
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (Semester End Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (<i>Min passing Marks - 24 + 16 = 40</i>)
Group under NEP scheme	AEC (Ability Enhancement Course)
Pre-requisites for the course	Good communication abilities and awareness of modern retail trends

Course Outcomes: *The students will be able to:*

CO1	Identify the role and value of marketing research in solving modern business challenges.
CO2	Create structured research processes, from problem formulation to final report writing.
CO3	Select and apply appropriate primary and secondary data collection methods.
CO4	Analyse market research to make decisions on pricing, products, and distribution channels.
CO5	Interpret raw data into actionable insights and professional business reports.
CO6	Apply emerging tools like MIS, Online Research, and brand equity tracking to retail scenarios.

Syllabus:	Contents	9 hours per Unit
Unit I	Dynamics of Marketing Research- 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	
Unit II	Planning Research- 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.	
Unit III	Data Collection- Sources And Method- Introduction - Meaning and Nature of Secondary Data - Advantages of Secondary Data - Drawbacks of Secondary Datatypes of Secondary Data Sources - Primary Data and its Types.	
Unit-IV	Applications Of Marketing Research 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.	

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Unit-V	Recent Trends In Marketing Research 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	
Textbooks/ 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 McGraw Hill Publishing Company Limited, new Delhi, 2006 6. S.C. Gupta, MARKETING RESEARCH, Excel Books India, 2007	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	10 SAQs of 5 Marks OR 5 LAQ of 10 Marks each based on all five Units. (10 × 5 OR 5 × 10 = 50 Marks)	CIE 1(carry 5 Marks) CIE 2 (carry 5 Marks)
2.	10 MCQs OR 10 VSAQs of 1marks each based on all five units. (2 MCQs OR 2 VSAQs Per Unit) (10 × 1 OR 10 × 1 = 10 Marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 60 Marks	Total: 40 Marks

Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
 Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: OJT501)
Semester V (OJT - Apprenticeship in Store Operations Management)
(To be implemented from 2024 – 25)

As per the guidelines of OJT applicable to all UG Program under Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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SEMESTER VI

BBA - Retail Operations Management (Semester VI)				Teaching Load Scheme Hours Per Week 1 Sem = 15 Weeks			Examination Scheme								
Sr No	Subject / Course Name	Cours e Type	Cours e Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Apprenticeship in Store Operations Management	OJT	OJT601	-	40	40	-	-	500	250	-	-	500	250	20
		Total		-	40	40	-	-	500	250	-	-	500	250	20

Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
 Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Retail Operations Management (Course Code: OJT601)
Semester VI (OJT - Apprenticeship in Store Operations Management)
(To be implemented from 2024 - 25)

Program Code	BBARM
Program Name	BBA (Retail Operations Management)
Course Code	OJT601
Course Name	Apprenticeship in Store Operations Management
No. of Credits	20
Teaching Hours	1080
Evaluation Scheme	100 marks (Min passing marks 50 Marks)
Group under NEP scheme	OJT (On-The-Job-Training)
Pre-requisites for the course	-

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Course Outcomes: The students will be able to:

CO 1	Manage retail operations at the store and acquire skills of managing store operations.
Objectives	Acquire skills of unassisted selling, receiving goods, Visual merchandising-including Point of Sale (POS) operations management and cashiering.
Sr. No.	On the Job Training Modules
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

As per the guidelines of OJT applicable to all UG Program under Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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