

**SHRI VISHWAKARMA SKILL UNIVERSITY**  
(Enacted by the Act 25 of 2016, State of Haryana)  
**DUDHOLA, PALWAL**



**B.B.A. (Retail Management) NSQF Level 7**

**Batch 2020-23**

## B.B.A. (Retail Management) – Scheme and Syllabus

### Scheme

- Semester 1: 30 Credits (12 Gen +18 Skill)
- Semester 2: 30 Credits (10 Gen + 20 Skill)
- Semester 3: 30 Credits (12 Gen + 12 OJT + 6 Project)
- Semester 4: 30 Credits (12 Gen + 12 OJT + 6 Project)
- Semester 5: 30 Credits (12 Gen + 12 OJT + 6 Project)
- Semester 6: 30 Credits (12 Gen + 12 OJT + 6 Project)

### Semester-1

Subject Code	Subjects	C/O	Credits	Hours						Theory (Marks)			Practical (Marks)			Total
				Th	P/Tu	To	Th	P/Tu	To	I	E	To	I	E	To	
MGM-501	Fundamentals of Management and OB	C	3	1(Tu)	4	45	30	75	30	70	100				100	
ENG-503	English Language & Business Communication	C	3	1(Tu)	4	45	30	75	30	70	100				100	
MGM-504	Managerial Economics	C	3	1(Tu)	4	45	30	75	30	70	100				100	
	<b>General Education Component</b>		<b>9</b>	<b>3</b>	<b>12</b>	<b>135</b>	<b>90</b>	<b>225</b>	<b>90</b>	<b>210</b>	<b>300</b>				<b>300</b>	
CSE-503 CSE-503P	Basics of Computer and Spreadsheet Modeling	C	2	2(P)	4	30	60	90	15	35	50	35	15	50	100	
MMK-502	Marketing Management	C	3	1(Tu)	4	45	30	75	30	70	100				100	
MMK-503	Retail Management	C	3	1(Tu)	4	45	30	75	30	70	100				100	
MFM-512	Accounting and Financial Management	C	3	1(Tu)	4	45	30	75	30	70	100				100	
AEC-503	Comprehensive Viva	C	0	2	2	0	0	0	0	0	0	50	50	100	100	
	<b>Skill Enhancement Component</b>		<b>11</b>	<b>7</b>	<b>18</b>	<b>165</b>	<b>150</b>	<b>315</b>	<b>120</b>	<b>280</b>	<b>400</b>	<b>85</b>	<b>65</b>	<b>150</b>	<b>500</b>	
	<b>Total</b>		<b>20</b>	<b>10</b>	<b>30</b>	<b>315</b>	<b>210</b>	<b>525</b>	<b>210</b>	<b>490</b>	<b>700</b>	<b>85</b>	<b>65</b>	<b>150</b>	<b>800</b>	

### Semester-2

Subject Code	Subjects	C/O	Credits	Hours						Theory (Marks)			Practical (Marks)			Total
				Th	P/Tu	To	Th	P/Tu	To	I	E	To	I	E	To	
OMS-502	Entrepreneurship	C	2		2	30		30	30	70	100				100	
ENG-504	Grooming and Behavioural skills	C	3	1(Tu)	4	45	30	75	30	70	100				100	
MGM-505	Business Statistics	C	3	1(Tu)	4	45	30	75	30	70	100				100	
	<b>General Education Component</b>		<b>8</b>	<b>2</b>	<b>10</b>	<b>120</b>	<b>60</b>	<b>180</b>	<b>90</b>	<b>210</b>	<b>300</b>				<b>300</b>	

Subject Code	Subjects	C/O	Credits			Hours			Theory (Marks)			Practical (Marks)			Total
MMK-504 MMK-504P	Retail Store Operations	C	3	1(P)	4	45	30	75	15	35	50	35	15	50	100
ME-506 ME-506P	Basic Automobile Technologies	C	3	1(P)	4	45	30	75	15	35	50	35	15	50	100
MMK-505	Legal Aspects of Retail Business and Franchise Management	C	3	1(Tu)	4	45	30	75	30	70	100				
MBP-502	NSQF-OJT (Selling at Maruti)	C	0	8	8	0	360	360				245	105	350	350
	<b>Skill Enhancement Component</b>		<b>9</b>	<b>11</b>	<b>20</b>	<b>135</b>	<b>450</b>	<b>585</b>	<b>60</b>	140	200	315	135	450	600
			<b>17</b>	<b>13</b>	<b>30</b>	<b>255</b>	<b>510</b>	<b>765</b>	<b>150</b>	<b>350</b>	<b>500</b>	<b>315</b>	<b>135</b>	<b>450</b>	<b>900</b>

### Semester-3

Subjects	C/O	Credits			Hours			Theory (Marks)			Practical (Marks)			Total
		Th	P/Tu	To	Th	P/Tu	To	I	E	To	I	E	To	
Customer Relationship Management	C	3	1(Tu)	4	45	30	75	30	70	100				100
Rural Retailing	C	3	1(Tu)	4	45	30	75	30	70	100				100
Consumer Behaviour	C	3	1(Tu)	4	45	30	75	30	70	100				100
<b>General Education Component</b>		<b>9</b>	<b>3</b>	<b>12</b>	<b>135</b>	<b>90</b>	<b>225</b>	<b>90</b>	<b>210</b>	<b>300</b>				<b>300</b>
NSQF-OJT	C	0	12	12	0	540	540				245	105	350	350
Auto Finance and Auto Insurance- Project Based	C	0	6	6	0	270	270				70	30	100	100
<b>Skill Enhancement Component</b>		<b>0</b>	<b>18</b>	<b>18</b>	<b>0</b>	<b>810</b>	<b>810</b>				245	105	350	<b>350</b>
		<b>9</b>	<b>21</b>	<b>30</b>	<b>135</b>	<b>900</b>	<b>1035</b>	<b>90</b>	<b>210</b>	<b>300</b>	<b>245</b>	<b>105</b>	<b>350</b>	<b>650</b>

### Semester-4

Subjects	C/O	Credits			Hours			Theory (Marks)			Practical (Marks)			Total
		Th	P/Tu	To	Th	P/Tu	To	I	E	To	I	E	To	
Retail Branding	C	3	1(Tu)	4	45	30	75	30	70	100				100
E-Retailing	C	3	1(Tu)	4	45	30	75	30	70	100				100
Industrial Ethics & Human Values (Online Mode)	C	3	1(Tu)	4	45	30	75	30	70	100				100
<b>General Education Component</b>		<b>9</b>	<b>3</b>	<b>12</b>	<b>135</b>	<b>90</b>	<b>225</b>	<b>90</b>	<b>210</b>	<b>300</b>				<b>300</b>
NSQF-OJT	C	0	12	12	0	540	540				245	105	350	350
Institutional Sales & Accessories Sales-Project Based	C	0	6	6	0	270	270				70	30	100	100
<b>Skill Enhancement Component</b>		<b>0</b>	<b>18</b>	<b>18</b>	<b>0</b>	<b>810</b>	<b>810</b>				245	105	350	<b>350</b>
		<b>9</b>	<b>21</b>	<b>30</b>	<b>135</b>	<b>900</b>	<b>1035</b>	<b>90</b>	<b>210</b>	<b>300</b>	<b>245</b>	<b>105</b>	<b>350</b>	<b>650</b>

### Semester -5

Subjects	C/O	Credits			Hours			Theory (Marks)			Practical (Marks)			Total
		Th	P/Tu	To	Th	P/Tu	To	I	E	To	I	E	To	
Human Resource Management	C	3	1(Tu)	4	45	30	75	30	70	100				<b>100</b>
Retail Market Research	C	3	1(Tu)	4	45	30	75	30	70	100				<b>100</b>
Total Quality Management	C	3	1(Tu)	4	45	30	75	30	70	100				<b>100</b>
<b>General Education Component</b>		<b>9</b>	<b>3</b>	<b>12</b>	<b>135</b>	<b>90</b>	<b>225</b>	<b>90</b>	<b>210</b>	<b>300</b>				<b>300</b>
NSQF-OJT	C	0	12	12	0	540	540				245	105	350	<b>350</b>
Pre-owned vehicles sales- Project based	C	0	6	6	0	270	270				70	30	100	<b>100</b>
<b>Skill Enhancement Component</b>		<b>0</b>	<b>18</b>	<b>18</b>	<b>0</b>	<b>810</b>	<b>810</b>				<b>245</b>	<b>105</b>	<b>350</b>	<b>350</b>
<b>Total</b>		<b>9</b>	<b>21</b>	<b>30</b>	<b>135</b>	<b>900</b>	<b>1035</b>	<b>90</b>	<b>210</b>	<b>300</b>	<b>245</b>	<b>105</b>	<b>350</b>	<b>650</b>

### Semester-6

Subjects	C/O	Credits			Hours			Theory (Marks)			Practical (Marks)			Total
		Th	P/Tu	To	Th	P/Tu	To	I	E	To	I	E	To	
Environmental Studies	C	3	1(Tu)	4	45	30	75	30	70	100				<b>100</b>
Digital and Social Media in E-commerce	C	3	1(Tu)	4	45	30	75	30	70	100				<b>100</b>
Retail Data Analytics	C	3	1(Tu)	4	45	30	75	30	70	100				<b>100</b>
<b>General Education Component</b>		<b>9</b>	<b>3</b>	<b>12</b>	<b>135</b>	<b>90</b>	<b>225</b>	<b>90</b>	<b>210</b>	<b>300</b>				<b>300</b>
NSQF-OJT	C	0	12	12	0	540	540				245	105	350	<b>350</b>
Marketing and Social Media- Project based	C	0	6	6	0	270	270				70	30	100	<b>100</b>
<b>Skill Enhancement Component</b>		<b>0</b>	<b>18</b>	<b>18</b>	<b>0</b>	<b>810</b>	<b>810</b>	<b>90</b>			<b>315</b>	<b>135</b>	<b>450</b>	<b>450</b>
<b>Total</b>		<b>9</b>	<b>21</b>	<b>30</b>	<b>135</b>	<b>900</b>	<b>1035</b>	<b>90</b>	<b>210</b>	<b>300</b>	<b>315</b>	<b>135</b>	<b>450</b>	<b>750</b>

# B.B.A. (Retail Management) – Syllabus

## SEMESTER-I

### FUNDAMENTALS OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR

Course Code: MGM-501

Course Credit: 04 (3-1-0)

Max. Marks: 100 (30I+70E)

#### Objectives

The purpose of the course is to provide fundamental knowledge and exposure to the concepts, theories and practices in the field of management. It aims to understand individual and group behavior at the workplace.

#### Learning Outcomes

LO1: Able to develop the processes of management related with the basic functions. (Theory)

LO2: Outline the notion of managerial skills and functions. (Theory)

LO3: Make Organisation Structure and identify the gaps. (Theory)

LO4: Understand individual and group behaviour at the workplace. (Theory)

LO5: Outline the process of conflict resolution processes in the organization (Theory)

LO6: Make students must be acquainted with leadership quality. (Theory)

LO7: Complete administrative duties accurately, systematically and within required timeframes (Theory)

LO8: Obtain, evaluate and act upon feedback from clients and colleagues (Theory)

LO9: Perform tasks to the required workplace standard (Theory)

LO10: Demonstrate behaviours that promote professionalism in the learning environment (Theory)

LO11: Perform consistently in accordance with the organization's goals and objectives and organisational/professional codes of conduct (Theory)

Field Work regarding organisation structure and their working. (Field Work)

Unit	Topic	LOs
<b>I Basic of Management</b>	Concept, Nature, Process and Significance of management; Managerial levels, Skills, Functions and Roles; Management Vs. Administration; Contingency Management theories by - F. W. Taylor, Henry Fayol and Elton Mayo	LO1,LO2
<b>II Managerial Skill and Functions</b>	Level of Management- Functions of Management; Centralization – decentralization Organization structures - Line & Staff – functions, Leading and Staffing; Controlling – Definition, Nature, Importance, Steps, Techniques	LO3,LO4

<b>III Introduction to OB</b>	Organisation Behaviour - Definition, Scope, Importance, Concepts of Organisation Behaviour; <b>Motivation-</b> Definition, Theories of motivation, Mc Gregor, A.H. Maslow, Herzberg Learning- Meaning & Theories.	LO7, LO8, LO11
<b>IV Perception &amp; Conflict Management</b>	Perception-process; Conflict – Definition, traditional Vs Modern view of conflict – Types of conflict - intra personal, interpersonal, organizational;	LO5,LO9, LO10,
<b>V Leadership &amp; Personality</b>	Definition, Importance, qualities of leaders, types of leaders – autocratic, democratic, free – rein; Personality- Attributes of personality, Type, Ego state, Johari window.	LO6

### Books Recommended

#### Text Books

1. SP Robbins and M. Coulter, Management, 8th ed. Prentice-hall of india.
2. Stoner, Freeman, and Gilbert, Jr., Management 7th.ed., Prentice-Hall of India.
3. Luthans, Fred, Organisational Behaviour, McGraw Hill, New York

#### Reference Books

1. Heinz, Wehrich, Mark V. Cannice, and Harold Koontz, Management: A Global and Entrepreneurial perspective, 13<sup>th</sup>ed., Tata MacGraw-hill, 2010.
2. Harold koontz and Heinz Wehrich, Essentials of Management, 9<sup>th</sup> ed., Tata McGraw –hill, New Delhi, 2012.
3. Stephen P. Robbins David A. Decenzo, Sanghamitra Bhattacharya, and Madhushree Nanda Agrawal, Fundamentals of Management: Essential concepts and applications, 6<sup>th</sup> Ed., Pearson Education.
4. Newman, Summer, and Gilbert, jr., Management, 6th ed. Prentice-Hall of India.
5. Nelson, Debra L and James C Quick, Organisational Behaviour, Thomson Learning, 2012
6. Newstorm, John, Organsitional Behaviour, Tata McGraw-Hill. Robbins, S.P., Organisational Behaviour, Prentice Hall of India, New Delhi
7. Hellgiegel, D and J.W. Slocum, Organisational Behaviour, Thomson Learning
8. S.S. Khanka, Organisational Behaviour, S. Chand & Co. New Delhi.

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

**ENGLISH LANGUAGE AND BUSINESS COMMUNICATION**  
**Course Code: ENG-503**

**Course Credit: 04 (3-1-0)**  
**Max. Marks: 100 (30I+70E)**

**Objective**

To train students to enhance their skills in written as well as oral communication through practical conduct of this course. This course will help students in understanding the principles and techniques of business communication.

**Learning Outcomes**

**LO 1.** Students would be able to understand the nature, structure, types and process of various dimensions of communication and apply them in communication.

**LO 2.** Students would be able to make effective presentations in various business situations incorporating the ethics of good negotiations and assertive behavior.

**LO 3.** Students would develop competency to understand and perform the diversity of the globalized multicultural world.

**LO 4.** Students would be able to draft various types of documents used inside the organization for various types of communication.

**LO 5.** Students would develop interview skills and competency incorporating the use of different social media platforms for networking.

<b>Units</b>	<b>Topics</b>	<b>Los</b>
<b>I: Basics of Communication:</b>	Meaning, Process and Types of Communication; Principles of Effective Communication; Verbal and Non-verbal Communication; Process and types of listening, deterrents to listening process, essentials of good listening.	<b>LO1</b>
<b>II: Presentation Skills</b>	Prerequisites of effective presentation, format of presentation; team presentations, social media, technology and presentation; Conversations and negotiations: Negotiations-types, structures and basics of negotiations; Assertive behavior.	<b>LO2</b>
<b>III: Multicultural World and Communication</b>	Business Communication in a globalized and multicultural world; understanding cultural diversity and developing cultural competency and inter-cultural business communication skills; Barriers to cross-cultural communication and strategies to overcome them;	<b>LO3</b>

<p><b>IV: Written Communication</b></p>	<p>Mechanics of writing, report writing, circulars, notices, memos, agenda and minutes; business correspondence – business letter format, style of letter arrangement, types of letters, electronic mail; Resume Writing</p>	<p><b>LO4</b></p>
<p><b>V: Communication in Practice</b></p>	<p>Preparing for interviews- types of interviews, process of interview and group discussion; effective ways of performing well in interviews; Social media and Networking, Social media profiles, Editing and Posting on social media;</p>	<p><b>LO5</b></p>

### Books Recommended

#### Text Books

1. Bovee, L. Courtland, John V Thill, and Roshan Lal Raina. *Business Communication Today*. 14<sup>th</sup> ed. Noida: Pearson, 2018. Print.
2. Mukherjee, Hory Sarkar. *Business Communication: Communication at Work*. 2<sup>nd</sup> ed. New Delhi: OUP, 2016. Print.

#### Reference Books:

1. Sinha, K. K. *Taxmann's Business Communication*. 4<sup>th</sup> Revised ed. New Delhi: Taxmann's Pub., 2018. Print.
2. Lata, Pushp, and Sanjay Kumar. *Communication Skills*. 2<sup>nd</sup> ed. New Delhi: OUP, 2019. Print.
3. Monippally, Matthukutty, M. *Business Communication: From Principles to Practice*. New Delhi: McGraw Hill Pub., 2018. Print.

## MANAGERIAL ECONOMICS

### Course Code: MGM-504

**Course Credit: 04 (3-1-0)**  
**Max. Marks: 100 (30I+70E)**

#### Objective

The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives. Simple geometry and basic concepts of mathematics will be used in the course of teaching.

#### Learning outcomes

- LO1: Explain the mechanics of supply and demand in allocating goods and services and resources.  
 LO2: Describe how changes in demand and supply affect markets.  
 LO3: Understand the choices made by a rational consumer.  
 LO4: Identify relationships between production and costs.  
 LO5: Define key characteristics and consequences of different forms of markets.



Unit	Topics	LOs
I	Individual demand, market demand, individual supply, market supply, market equilibrium; Elasticities of demand and supply; Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply	LO1, LO2
II	Cardinal utility theory; ordinal utility theory: indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffen goods; applications of indifference curve analysis: cash subsidy vs food stamps, consumer surplus, benefits from exchange, backward bending supply curve of labour.	LO3
III	Optimizing behaviour in short run: product curves, law of diminishing margin productivity, stages of production; optimizing behaviour in long run: isoquants, isocost line, optimal combination of resources; traditional theory of cost: short run and long run; modern theory of cost: short run and long run; economies of scale and scope.	LO3
IV	Perfect competition: basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes; monopoly: basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, comparison with perfect competition, welfare cost of monopoly; price discrimination; multiplant monopoly ; monopolistic competition: basic features, demand and cost, short run equilibrium, long run equilibrium.	LO4, LO5
V	Oligopoly: Cournot's model, kinked demand curve model, dominant price leadership model; Game Theory; Oligopolistic behavior: dominant strategy, Nash equilibrium, business dilemma, pure strategy, mixed strategy, pure strategy equilibrium, mixed strategy equilibrium; National Income, inflation deflation stagflation, business cycle.	LO5

### Books Recommended

#### Text Books:

1. Dominick Salvatore (2009). Principles of Microeconomics (5th edition). Oxford University Press
2. Pindyck, Rubinfeld and Mehta. (2009). Micro Economics (7th edition). Pearson

### Reference Books:

1. Lipsey and Chrystal. (2008). Economics (11th edition). Oxford University Press Note : Latest edition of the readings to be used.

## BASICS OF COMPUTER AND SPREADSHEET MODELING

Course code: CSE-503

Course Credit: 4 (2-0-2)

Max. Marks: 50 (15I+35E)

### Objectives

The aim of the course is to make student aware about basics of computer system and to handle volume of data in effective manner, improve their analytical skills and make them understand about the role of data in a business

### Learning Outcomes

LO1. To understand basic computer operations and ICT applications.

LO2. To differentiate between different types of operating system.

LO3. To summarize the basic features of spreadsheet.

LO4. To make Use of different functions in spreadsheets.

LO5. To make analysis of given data collected from survey or feedback.

Unit	Topic	Los
<b>I.</b> Introduction to Computer System	Basic Applications of Computer; Computer Memory, Concepts of Hardware and Software, Data and Information; Applications of IECT, Introduction to number system; Computer Virus: Definition, Types of viruses, Characteristics of viruses, Anti-virus software.	LO1
<b>II.</b> Operating System	Overview of operating system: Definition, Functions of operating system, Need and its services, Types of operating system: Batch Processing, Multiprocessing, Multiprogramming, Time-Sharing, On-Line Processing, Real-Time Processing, Features of OS: DOS, Window, Linux OS, and their basic difference.	LO2
<b>III.</b> Introduction to MS-Excel:	Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing and its type: Absolute, Relative and hybrid; Ranges, Naming cells, Formatting Data, Conditional formatting	LO3
<b>IV.</b> Functions & Formulae	Date and time Functions, Auto sum, Copying Formulae, Statistical functions: countif, countblank, rank, correlation, standard deviation, variance;  Text functions: left, right, mid, trim, upper, lower, concatenate; Financial functions: pv, fv, pmt;  Lookup functions: hlookup, vlookup; Date and time	LO3, LO4, LO5

	functions; Logical functions: AND, OR, NOT, FALSE, TRUE, IF, IFS, SWITCH, IFNA, IFERROR; Two level nested functions.	
V. Analysis	Charts, plotting the data using various charts; formatting charts, Pivot Table, Pivot Chart; Using Tables, Create, Modify a pivot table/data pilot, Use one-input, two-input data tables/multiple operations tables; Sorting and filtering: Filter, Sort data in a pivot table/data pilot Sort data by multiple columns at same time, Create a customized list and perform a custom sort, macros, Analysis of Survey, and customer feedback analysis	LO3, LO4, LO5

### Recommended Books

#### Text Books

1. “Computers and Beginners” by Jain, V.K.;
2. “Computer Fundamentals” by Anita Goel, Pearson.
3. “Microsoft Excel 2016 Step by Step” by Curtis Frye, Microsoft Press.

#### Reference Books

1. “Foundations of Computing”, BPB Publication by Sinha, Kr. Pradeep and Preeti Sinha;
2. “Managerial Statistics”, Cengage Learning, by Gerald Keller. “
3. “Spreadsheet Modeling & Decision Analysis: A Practical Introduction to Management Science”, by Cliff T. Ragsdale, Thomson South-Western, Fifth Edition.

## BASICS OF COMPUTER AND SPREADSHEET MODELING

### Course Code: CSE-503P

**Max. Marks: 50 (35I+15E)**

#### List of Practical

1. Troubleshooting
2. Practical based on to be exposed/shown various components and supposed how to switch on a computer.
3. Handling Boot Setup, Installation of Operating System, Connecting your client to server, User and Workgroup Handling, General Operating system handling and related topics.
4. Wordpad, Notepad, Sticky Note, Snipping tool, Paint
5. Ms Word
6. MS-Excel- Creating charts, Creating tables
7. MS-PowerPoint
8. MS-Outlook
9. Case study on Operating systems (Windows/ Ubuntu/ Android/IoS)
10. Networking
11. Software: Preparatory and open domain

### Books Recommended

#### Text Books

1. Computers and Beginners by Jain, V.K.;
2. Computer Fundamentals by Anita Goel, Pearson.

### Reference Books

1. Introduction to Information Technology, Leon Tech World by Leon and Leon
2. Foundations of Computing, BPB Publication by Sinha, Kr. Pradeep and Preeti Sinha;
3. Word Processing and Typing by Sharon Spencer, Heinemann.
4. MS Office by S.S. Srivastava, Firewall Media.
5. Microsoft Office 2010 by Bittu Kumar, V & S Publications
6. Data Communication and Networking by Behrouz.A. Forouzan, McGraw Hill

## MARKETING MANAGEMENT

### Course Code: MMK-502

**Course Credit: 04 (3-1-0)**  
**Max. Marks: 100 (30I+70E)**

### Objectives

The purpose of the course is to provide fundamental knowledge and exposure to the concepts, theories and practices in the field of marketing management.

### Learning Outcomes:

- LO1: To appraise the students about marketing with its significance.
- LO2: To establish the importance of marketing mix, its integration and applicability.
- LO3: To evaluate the application of STP (Segmentation, Targeting and Positioning).
- LO4: To familiarize students with the decisions involved in running a firm and the concepts and principles for making those decisions.
- LO5: To reiterate the importance of consumer behavior in decision making.
- LO6: To enable incumbents to understand the application of consumer behavior regulating factors.
- LO7: To familiarize students for the concept of distribution and promotion in marketing

Unit	Topic	Los
<b>I. Introduction to Marketing</b>	Introduction, Market and Marketing, the Exchange Process, Core Concepts of Marketing, Functions of Marketing, Importance of Marketing	LO1

<b>Unit</b>	<b>Topic</b>	<b>Los</b>
<b>II. Marketing Mix</b>	Introduction, Marketing Mix-The Traditional 4Ps, The Modern Components of the Mix- The Additional 3Ps, Developing an Effective Marketing Mix, .	LO2, LO4
<b>III. Segmentation, Targeting and Positioning</b>	Introduction, Concept of Market Segmentation, Benefits of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets, Concept of Targeting and Positioning	LO3
<b>IV Consumer Behavior</b>	Introduction and characteristics of consumer behaviour, Buyer Decision Process; Introduction and Levels of Products, Classification of Products, Product Life Cycle (PLC); Introduction of Brand and Branding, Advantages and disadvantages of branding; Introduction of pricing, Factors Affecting Price Decisions, Pricing Strategies .	LO6
<b>V Distribution and Promotion</b>	Introduction and Need for Marketing Channels, Decisions Involved in Setting up the Channel, Introduction to Retailing, Wholesaling, Promotion mix –Advertising, Personal Selling, Publicity and sales promotion	LO7

## Books Recommended

### Text Books

1. Philip Kotler, Levin Lane Keller, Abraham Koshy and Mithleshwar Jha, Marketing Management: South Asian Perspective, 13<sup>th</sup> ed., Pearson education, New Delhi, 2009
2. Kotler Philip. Marketing Management, 11<sup>th</sup> Edition, New Delhi, Prentice Hall of India.

### Reference Books

1. Perreault, William D. and McCarthy, Jr. E. Jerome, Basic Marketing, 14th ed., TMH.
2. Rajan Saxena, Marketing Management, 2<sup>nd</sup> edition, Tata McGraw Hill, 5. Czinkota & Kotabe, Marketing Management, Vikas Publishing, New Delhi.
3. Ramaswamy, V S and Namakumari, S. Marketing Management: Planning, Control, New Delhi, Macmilian,
4. Zikmund; Marketing, 7<sup>th</sup> edition, Thomson Learning, Mumbai.
5. Marketing Management: Indian Context Global Perspective by V S Ramaswamy and S Namakumari, 2018, Sage Publications.

## RETAIL MANAGEMENT

Course code: MMK-503

Course Credit: 04 (3-1-0)

Max. Marks: 100 (30I+70E)

### Objectives

This course provides the student with a comprehensive view of retailing, an analysis of the retail environment and exposure to issues and developments in the industry. Retailing is changing today, and the successful business will know how to identify, adapt, and plan with these changes.

### Learning Outcomes

LO1: Become familiar with the fundamental concepts and how the retail industry works.

LO2: Able to understand the impact of retailing on the economy and its role in society.

LO3: Be able to apply the knowledge that how retailing fits within the broader disciplines of business.

LO4: To analyze the policies, methods, and procedures used by successful retailers in today's global economy.

LO5: To be able to make decisions involved in running a retail firm and the concepts and principles for making those decisions.

LO6: Understand the areas of accountability for retail management.

LO7: Understand how the role of the manager impacts the success of a retail business

<b>Unit</b>	<b>Topic</b>	<b>Los</b>
<b>I. Introduction to Retailing and Retail types</b>	Concept of retailing, Functions of retailing, Terms & Definition, Introduction to Retailing and Retail types, Retailing Channels, Retail Industry in India, Importance of retailing, Changing trends in retailing.	LO1, LO6, LO7
<b>II. Retail Consumer</b>	Retail consumer behaviour, Factors influencing the Retail consumer, Retail Customer Buying Behaviour, Customer decision making process, Market research for understanding retail consumer, Responding and Targeting Consumers	LO2, LO3, LO4
<b>III. Retail Locations</b>	Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a Retail Site Location, Measurement of success of location, Store Layout and Design, Merchandising and Assortment Planning	LO4, LO5, LO7
<b>IV. Merchandising</b>	Meaning of Merchandising, Factors influencing Merchandising, Merchandise planning, Merchandise buying, Pricing Decisions, Retail Communication Mix, International Aspects of Retailing.	LO4, LO5, LO6
<b>V. Operations Pricing and Space Management</b>	Store administration, Premises and Inventory Management, Store Management, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices, Retail Information System, Operations Management in Retail. Definition of Space Management, Store layout and Design, Visual Merchandising, Retail Communication Mix, POP Displays	LO4, LO3, LO7

## Recommended Books

### Text Books

1. Swapna. P (2011) Retailing Management: Text and Cases, ISBN-007015256X, Tata McGraw Hill

### Reference Books

1. Michael. L, Barton. W & Watson. D. (2014) Retailing Management, Tata McGraw Hill
2. Berman, B, Joel R. Evans & Chatterjee, P (2017) Retail Management: A strategic Approach Pearson Education Asia, ISBN-0133796841
3. Hammond, R (2013) Modern Retail Management: Practical Retail Fundamentals in the Connected Age, Kogan Page, ISBN-0749465867

## ACCOUNTING AND FINANCIAL MANAGEMENT

Course Code: MFM-512

Course Credit: 04 (3-1-0)

Max. Marks: 100 (30I+70E)

### Objectives

The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and application of financial and accounting information for planning decision-making and control. It acquaints students to the conventions and concepts of accounting and financial management for managerial decision making.

### Learning Outcomes

LO1: To examine, learn, and understand fundamental principles of Business Finance.

LO2: To examine, learn, and understand the role of Balance Sheet Analysis as well as various methods used to establish and maintain it.

LO3: To study, examine, learn, and understand report writing methods, techniques, and skills.

LO4: To examine, learn, and understand the basic concept of financial management.

Unit	Topic	LOs
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<b>Unit</b>	<b>Topic</b>	<b>LOs</b>
<b>I. Introduction to Accounting</b>	Meaning of Accounting, Book Keeping and Record Maintenance, The concept of double entry, types of Assets & their list, Types of Liabilities & their list, list of direct expenses & losses, list of indirect expenses & losses and list of Direct income & indirect income & gains, Accounting Process; Journal, Ledger, Trial Balance.	LO1,LO2
<b>II. Accounting Standards &amp; Valuation of Stock</b>	Accounting Principles, Significant Accounting Policies, Accounting Standards and physical verification & Valuation of Closing Stock as per A.S -2.	LO1,LO2
<b>III. Bank Reconciliation Statement</b>	Bank Reconciliation Statement, Cash Reconciliation Statement, Debtor Reconciliation Statement, Creditor Reconciliation Statement, Inter Unit Reconciliation Statement, Reconciliation Statement of expenses - power, water, internet & telephone, salary and other government dues like TDS, GST & Income tax etc.	LO1, LO2,LO3
<b>IV.Profit &amp; loss A/c &amp; Balance Sheet</b>	– Format of Trading Account, Profit & loss A/c and Balance Sheet (for sole proprietor & company as well) and it's Practical Applicability with Numerical.	LO1, LO2,LO3
<b>V. Basics of Financial Management</b>	Nature, Scope, Objectives of Financial Management; Capital Budgeting Decisions - Nature and kinds of Capital Budgeting Decisions, Evaluation Techniques, Time value of Money; Cost of Capital: Valuation & Measurement; Capital Structure and determinants of Capital Structure.	LO4

## Recommended Books

### Text Books

1. Anthony, R. N., David F. Hawkins and Kenneth A. Merchant, Accounting: Text and Cases. 11<sup>th</sup> edition. Richard D. Irwin, Inc.
2. Shukla, M. C. T.S. Grewal and S. C. Gupta, Advanced Accounts, S. Chand & Co., New Delhi.
3. Khan, M.Y and Jain, P.K. Financial Management, Tata McGraw Hill, 2012.

### Reference Books

1. N. Ramachandaran and Ram Kumar Kakani, Financial Accounting for Management, Tata McGraw-Hill Publishing Co., New Delhi.
2. Bhattacharya, Ashish K., Essentials of Financial Accounting, PHI, New Delhi.
3. Financial Accounting by P. C. Tulsian, Pearson Publications, New Delhi
4. Pandey, I.M. Financial Management, Vikas Publication House Pvt. Ltd., New Delhi.
5. Prasanna Chandra, Fundamentals of Financial Management, Tata McGraw Hill.
6. Van Horne. James C. Financial Management Policy. 12th. ed., New Delhi, Prentice Hall of India.
7. Winger, Bernard and Mohan, Nancy. Principles of Financial Management. New York. Macmillan Publishing Company.
8. Kishore, Ravi M., Financial Management, Taxman Publishers, New Delhi.
9. Brigham, Ehrhardt, Financial Management Theory and Practice, 11th edition, Cengage Learning.

## SEMESTER-II

### ENTREPRENEURSHIP

Course code: OMS-502

Course Credit: 2 (2-0-0)

Max. Marks: 100 (30I+70E)

### Objectives

The objective of this course is to expose the students to the subject of entrepreneurship so as to prepare them to establish and a new enterprise and effectively manage the same.

### Learning Outcome

LO1: Build skills needed to start new ventures.

LO2: Student will be able to develop Business Plans

LO3: To identify the risk and develop strategies to mitigate the risk.

LO4: To develop understanding of various sources through which funds can be arranged.

LO5: To develop Leadership and team spirit and also focus on societal aspect of Entrepreneurship.

LO6: To develop critical thinking and problem solving ability leading to better decision making.

LO7: Understand the importance of feasibility report

LO8: To able to explore the potential institutes for starting new business/venture

LO9: To understand the Sources of funding and Regulatory requirement and other legal procedure required in the process of Entrepreneurship.

Units	Topics		LOs
Unit-1	Introduction to Entrepreneurship	Introduction to Entrepreneurship, , Entrepreneurial Mindset, Characteristic of an Entrepreneur, Advantages and disadvantages of Entrepreneurship	LO1,LO2,LO7,LO8
	Recognise Opportunity	Purpose of all businesses, Types of Entrepreneurial organizations, Types of Enterprises	
	Creativity & Innovation	Marketing, 4Ps of Marketing, Process of Marketing, Marketing Mix, 7Ps of Marketing	
	Conception & Ideation	Business Plan and its elements, Application of Business Plan	
	Are you a risk taker?	Entrepreneurs, types of Entrepreneurs, Roles and Responsibilities of Entrepreneurs, Qualities of an Entrepreneur	
	Identify Your Customer	Customer segmentation, Criteria for selling customer value proposition, Customer Lifecycle	
Unit-2	Self Confidence and Resilience	4 Ps of Entrepreneurship, Qualities of successful entrepreneur, Self-confidence, Positive attitude, Overcoming the fears, Recover from Failure	LO1,LO3,LO4
	Success and Failure Stories of Famous Entrepreneurs – 1	Steve Jobs Success Story, Mumbai Dabbawala delivery success Story	
	Never Give Up	Importance of Focusing energy on Business, Importance of Business Networking and its advantages	
	Competition Analysis	Competition Analysis, Factors affecting competition strategies, Prerequisites of successful enterprise	
	Risks – Identification and Mitigation	Business Risk, Types of Business Risks, Risk Identification, Risk Mitigation,	
	Getting Money for Business	Concept Of Funding, Basics terms of Accounting, Types of Funding,	
Unit-3	Dream and Achieve	Vision, Mission and Goals, Business Ethics, SMART goals, entrepreneurial work ethics	
	Leadership and Team Spirit	Lead by example, Importance of Embracing diversity, Role of Emotional Intelligence to be a leader.	
	Success and Failure		

Units	Topics		LOs
	Stories of Famous Entrepreneurs – 2		LO1,LO5
	Serving the Society	Roles of Entrepreneurs in society, Selfless Entrepreneurship,	
	Taking Ownership	Taking complete ownership, taking control over the business	
	Adapt to Change	Porters competition strategies, Factors affecting business,	
	Discover Yourself	Qualities of the successful entrepreneur	
Unit-4	Problem Solving: Introduction to Critical Thinking	Critical Thinking, Applying critical thinking, REASON Model of Critical Thinking	LO1,LO6
	Problem Solving: Introduction to Creative Thinking	Creative thinking, Importance and benefits of Creative thinking, Creative thinking in problem solving	
	Problem Solving: Introduction to Decision Making	Decision making, Effective decision making process	
Unit-5	4Ps of Marketing - PDF	4Ps- Product, Place, Price, Promotion, Apply 4Ps to marketing Strategy into action	LO1,LO4,LO9
	Costs in Entrepreneurship - PDF	Cost, types of Costs, Introduction to Accounting Basics, main methods of Accounting, Financial Documents, P&L statements, Working capital	
	Applicable Sources of funding and Regulatory and Statutory rules - PDF	Regulatory and statutory rules for an Entrepreneur, Business Loans for startups and MSMEs by Indian Government	
	Analysis of success and failure stories - PDF	Analysis of success and failure stories, Key skills involved in the successes of entrepreneurs	
	Identification of one's entrepreneurial skills and knowledge - PDF	Identify various skills and characteristics o be an entrepreneur, Effective Ways to Build Entrepreneurial Skills, Develop or Improve your Entrepreneurial Skills ,	
	Legal Issues	Intellectual Property Rights, patents, trademarks, copyrights, trade secrets, licensing, franchising	

### Books Recommended

### Text Books:

1. NVR Naidu and T.Krishna Rao, Management and Entrepreneurship, JK Int Pub House, New Delhi
2. S Anil Kumar, Small Business and Entrepreneurship, IK Int Pub House, New Delhi
3. Balraj Singh, Entrepreneurship Development, Wisdom, New Delhi
4. Timmons and Spinelli, New Venture Creation:Entrepreneurship for 21st Century,Tata McGRaw Hill Publishing Company New Delhi
5. C.V. Bakshi, Entrepreneurship Development, Excel Publications.
6. Vasant Desai, Dynamics of Entrepreneurial Development and Management,Himalaya Publishing House, Mumbai.
7. Arora M., Natarajan K. and Gordan E., Entrepreneurship Development, 1st ed; Himalaya Publishing House Pvt Ltd, 2009.

### Reference Books:

1. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, New Delhi
2. Barringer, Brace R., and R. Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersey (USA)
3. Lall, Madhurima, and Shikha Sahai, Entrepreneurship, Excel Books, New Delhi
4. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi.
5. Forbat John, "Entrepreneurship" 1st Edition, New Age International, 2008.
6. Havinal, Veerbhadrapa, "Management and Entrepreneurship", 1st Edition, New Age International Publishers, 2008.
7. John S.M., rural women Entrepreneurship, 6th ed; Discovery Publishing House, 2004.
8. Janakiram B., Management & Entrepreneurship, Excel Books India, 2009.
9. Prahlad, CK., Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits, 1st Edition; Dorling Kindersley Ltd, 2006.

## GROOMING AND BEHAVIOURAL SKILLS

**Course code: ENG-504**

**Course Credit: 4 (3-1-0)**

**Max. Marks: 100 (30I+70E)**

### Objectives

To develop knowledge of Grooming, Etiquette and Personality Development and also to build self-confidence, enhance self-esteem and improve overall personality of the students. The course aims at grooming the participants through sensitizing them about proper behaviour, socially and professionally, in formal and informal circumstances.

### Learning Outcomes

LO1: Understanding the importance of Grooming and Behavioural skills.

LO2: Projecting the Right First Impression.

LO3: Polishing manners to behave appropriately in social and professional circles.

LO4: Enhancing the ability to carry oneself with poise and dignity.

LO5: Developing and maintaining a positive attitude and appropriate Body language.

<b>Unit</b>	<b>Topics</b>	<b>LOs</b>
<b>I</b>	Introduction to Grooming and Behavioral skills, Importance of these skills in corporate world. Developing Your Professional and Personal Image.	LO1
<b>II</b>	Making a Great First Impression:  How to present yourself to people, Greetings, How to make proper introductions, Paying & Receiving Compliments, Small Talk & Networking, Managing Different Personalities. Body Language, Poise, and Eye Contact	LO2, LO5
<b>III</b>	Personality Development: Time management, Goal setting, Positive attitude, Self-confidence, Leadership skills and Body language	LO3, LO5
<b>IV</b>	Etiquettes in dressing The Do's and Don'ts in dressing, Understand various dress codes for different occasions, Personal Hygiene, Clothes and Corporate Culture	LO4
<b>V</b>	Behavioural and Communication etiquette Email etiquette, Telephone/ Cell phone etiquette, Business card etiquette, The Do's and Don'ts in Conversation, Starting and sustaining conversations that are engaging.	LO3

### **Books Recommended**

#### **Text Books:**

1. Bhatnagar. N (2011) [Effective communication and soft skills](#) New Delhi: Pearson Education India.
2. Dent, F, E (2006), *Influencing Skills and Techniques for Business Success*, Palgrave Macmillian.

#### **Reference Boks:**

1. Drew, P and Hentyre, J (eds) (1992), *Talk at Work: Interaction in Institutional Settings*, New York: Cambridge University Press
2. Lesikar, Raymond V. and Marie E. Flatley. *Basic Business Communication*. New Delhi: Tata McGraw-Hill, 2005.
3. Mitra K. B. (2011) *Personality Development and soft skills* New Delhi: Oxford University Press.
4. Ramesh, G.(2013) *The Ace of Soft Skills: Attitude, Communication and Etiquette for Success* New Delhi: Pearson Education India.

## BUSINESS STATISTICS

Course code: MGM-505

Course Credit: 04 (3-1-0)

Max. Marks: 100 (30I+70E)

### Objectives

To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt to various managerial situations.

### Learning Outcomes

LO1: Summarize data sets using Descriptive statistics.

LO2: Analyze the relationship between two variables of various managerial situations

LO3: Geometrically Interpret Correlation and Regression

LO4: Develop managerial decision problems using Probability Density Functions

LO5: Able to perform and interpret hypothesis testing for various problems and develop decision making for the same.

Unit	Course Contents	LOs
I	Data: quantitative and qualitative, attributes, variables, Scales of measurement: nominal, ordinal, interval and ratio, Organising and presenting data, Measures of Central Value: Meaning, Need for measuring central value. Characteristics of an ideal measure of central value. Types of averages - mean, median, mode, harmonic mean and geometric mean. Merits, Limitations and Suitability of averages. Relationship between averages.	LO1
II	Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Moments, Skewness, Kurtosis, z-score, Chebyshev and empirical rule. Graphical Analysis of Ordered Data: Histograms, Stem and Leaf Plots, Box-and-Whisker Plots	LO1, LO2

<b>Unit</b>	<b>Course Contents</b>	<b>LOs</b>
<b>III</b>	Correlation Analysis: Meaning and significance. Correlation and Causation, Types of correlation, Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient. Regression Analysis: Meaning and significance, Regression vs. Correlation, Simple Regression model: Linear Regression, Conditions for simple linear regression, Standard error of estimate, Geometric Interpretation of Regression	<b>LO2, LO3</b>
<b>IV</b>	Probability: Meaning and need; Probability Distribution: Meaning, characteristics (Expectation and variance) of Binomial, Poisson, exponential and Normal distribution, Central limit theorem, Index number, Time series Forecasting	<b>LO4</b>
<b>V</b>	Estimation of population mean, Confidence intervals for the parameters of a normal distribution (one sample only), Introduction to testing of Hypothesis: Concept; Level of Significance; Process of testing; Type I and Type II error, Test of hypothesis concerning Mean: z test & t test (One Sample), Proportion Z test, Non parametric tests: One-Sample Wilcoxon Signed Rank Test, Paired-Sample Wilcoxon Signed Rank Test, Kolmogorov-Smirnov Test.	<b>LO5</b>

### **Recommended Books:**

#### **Text Books:**

1. Gupta S.P. (2017) : Statistical Methods, Sultan Chand & Sons, 45th Revised Edition
2. Levin, R. and Rubin, D. (2017). Statistics for Management. 8th ed. New Delhi: Pearson.
3. Keller, G. (2009). Statistics for Management, Indian Edition, New Delhi: Cengage Learning.

#### **Additional Readings:**

1. Stine, R. and Foster. (2014). Statistics for Business (Decision making and Analysis). 2nd Edition, New Delhi: Pearson.
2. Vohra, N.D. (latest edition) Business Statistics, New Delhi, Mcgraw Hills.
3. Richard L, Levin and Rubin, Statistics for Management, 9<sup>th</sup> edition, Pearson Education, 2012.
4. T. N. Srivastava and Shelja Rego, Statistics for Management, Tata Mcgraw Hill, Delhi, 2008.
5. Mark L. Berenson and David M. Levine, Basic Business Statistics: Concepts and application, Prentice hall of India.



## RETAIL STORE OPERATIONS

Course code: MMK-504

Course Credit: 04 (3-0-1)

Max. Marks: 50 (15I+35E)

### Objectives

To develop understanding of Retail Enterprise Management Systems among students of the second semester of BBA Retail Management course.

### Learning Outcomes

LO1: Develop skills to understand in detail, the processes in retail business.

LO2: Provide the students with the understanding of the concepts and the components of Modern Retail Store Operation and as the modules proceed further the student will understand the different activities centered in the store operation.

LO3: To know the process store layout and get practical orientation of merchandize management. To get familiarized with space management in the retail store.

LO4: The students will further learn about Visual Merchandising.

LO5: Able to find out the role of Visual merchandising in Operational Activities, Revenue Generation Activities, and Customer Service Activities

Unit	Topic	Learning Outcome
<b>I - Introduction to Stores operations &amp; Type of Retail Store</b>	Introduction; the Logistics Chain; Store Operations; Objectives of the Store Function; Managing the Store.  Retail Store Organization; Centralized and Decentralized Retail Stores; Types of Retail Stores; Location of Retail Store; Site Selection of Retail Store; Merchandise Management in Retail Store; Merchandise Handling in Retail Store.	LO1
<b>II - Store Management and its Operations</b>	Store Management and its Operations Retail Store Operation Store Management Responsibilities; Motivating Retail Store Employees; Retail Store Operation Management; Store Format, Size and Space Organization; Retail Store Security; Retail Store Environment and Brand Building	LO2

<b>Unit</b>	<b>Topic</b>	<b>Learning Outcome</b>
<b>III – Store Layout and Merchandise Management</b>	Objective of Store Layout Design; Selecting a Layout; Division of Merchandise by Department; Locating Departments Within the Store; Merchandise Management and Principles of Merchandise Management. Space Management, Retail Store; Layout; Layout Planning; Layout as an Indicator of Competitiveness; Layout Types;.	LO3
<b>IV – Visual Merchandising</b>	Meaning and Strategy Meaning of Visual Merchandising; Create Your Retail Store for Target Customers; Retail Strategy for Visual Merchandise; Fixtures and Presentation Techniques.	LO4, LO5
<b>V - Atmospherics</b>	Lighting; Address the Senses; Housekeeping Standards; Store Windows; Creative Displays; Signage and Graphics ; Color; Music; Scent. Interactive Windows.	LO4, LO5

### **Books Recommended**

#### **Text Books**

1. Retail Store Operation, by Paul H Nystrom, Publisher: Ronald Press, New York
2. Basics of Design: Layout and Typography for Beginner by Lisa Graham, Publisher: Cengage Learning
3. Visual Merchandising: The Business of Merchandise Presentation by Rober Colborne, Publisher: Cengage Learning.

### **RETAIL STORE OPERATIONS**

**Course code: MMK-504P**

**Max. Marks: 50 (35I+15E)**

**The Practical will focus on Mystery Shopping and the following contents will be included:**

- a. Field visit to garments shop, supermarket and mobile stores
- b. Field visit to watch and electronic stores
- c. Field visit to 2 wheeler and 4 wheeler showrooms
- d. 2 days visit to MSIL Dealers & Dealer team interaction
- e. Report submission of learnings

## BASIC AUTOMOBILE TECHNOLOGIES

Course Code: ME-506

Course Credit: 04 (3-0-1)

Max. Marks: 50 (15I+35E)

### Course Objectives

The objective of the course is to provide basic knowledge about the chassis, power unit, suspension system, steering system, transmission system, braking system etc. The other objective is to understand emission system and government standards for any vehicle and also offers basic information about the various safety features and Air conditioning system of vehicle.

### Learning Outcomes

LO1: To understand the construction, function and working of individual component of a vehicle and the system in which they function.

LO2: To understand the need of maintenance service to prevent or remove the defects that may come up in running life of a vehicle.

LO3: To understand the working of safety features and assembly of air conditioning system of a vehicle.

LO4: To get basic understanding of necessary emission standards as per Bharat-IV and Bharat-VI.

Unit	Course Contents	Los
<b>I. Introduction to Automobile</b>	Introduction to automobiles, their utility and classification. Main components of an automobile and their functions, Various mechanisms and systems in an automobile, Scheduled and preventive maintenance, electrical system. Types of chassis layout with reference to power plant locations and drive, Vehicle frames. Load acting on vehicle frame due to different systems. Aerodynamic design and its importance.	<b>LO1</b>
<b>II Engine System and Front Axle &amp; Steering System</b>	<b>Engine System:</b> Automobile engine, its main components, construction and working. Types of engines – two stroke/ four, Introduction to Engine cooling system and lubrication system. Introduction to types of engine present in market (e.g. V6, TDi, CRDI, etc.) <b>Front Axle &amp; Steering System:</b> Types of front axles, Front wheel geometry viz. Castor, Camber, King pin inclination, Toe. Wheel Alignment. Steering geometry. Ackerman and Davis steering system. Need of alignment and wheel balancing from customer's perspective.	<b>LO1</b>

Unit	Course Contents	Los
<b>III Suspension system and Transmission &amp; Braking System</b>	<p><b>Suspension system:</b> Need of suspension system, Types of suspension, Constructional details and characteristics of leaf, coil and torsion bar springs, Independent suspension, Rubber suspension, Pneumatic suspension, Shock absorbers.</p> <p><b>Transmission &amp; Braking System:</b> Working of single and multi-plate clutches. Construction, function and working of a gearbox. Introduction to Manual shifting and automatic transmission. Function and principles of braking system, working of various brakes (mechanical, hydraulic, pneumatic, ABS System).</p> <p>Introduction to various types of transmissions available in market (e.g. AGS, AMT, CVT, IVT, MT, AT, etc.) and their relevance to customer.</p>	<b>LO1,LO3</b>
<b>IV. Wheels and Tires and Air conditioning fundamentals</b>	<p><b>Wheels and Tires:</b> Types of wheels (wire spoke, disc solid and split type, alloy type, offset etc), denomination of rim, types of tires, materials, structure, denomination and function of tires, effects of tire pressure on tire performance. Tire wears patterns and their causes.</p> <p><b>Air conditioning fundamentals:</b> Basics of vehicle air conditioning system, Schematic layout of air conditioning component in a car (like compressor, condenser, fan blower, expansion device evaporator. Automatic air conditioning in automobiles and its benefits to customers</p>	<b>LO1, LO3</b>
<b>V. Introduction to Emission, Safety Equipment and Electrical Systems</b>	<p><b>Introduction to Emission:</b> Pollutants, sources, formation of HC and CO in SI engines, NO formation in SI and CI engines, Particulate emission from SI and CI engines, Smoke Emission in CI engines. Emission system and standards (Bharat IV and Bharat VI). Government Norms</p> <p><b>Safety Equipment:</b> Seat belt, regulations, automatic seat belt tightener system, air bags, electronic system for activating air bags, ABS with EBD, ESP, bumper design for safety, hill assist control, ISO-Fix, child lock.</p> <p><b>Electrical System:</b> Headlamp (Projector/ LED), high level adjustment, tail lamp, brake lights, anti-theft door alarm, Electronic hand brake, central locking</p>	<b>LO1,LO3,LO4</b>

### Recommended Books

### Text Books

1. Dr. Kripal Singh, Automobile engineering Vol.1 & Vol.2, Standard Publishers
2. Willard W. Pulkrabek, Engineering Fundamentals of the Internal Combustion Engine, 2003, Pearson New International Edition.

### Reference Books:

1. R.K Rajput, Internal Combustion Engines, 2005, Lakshmi Publishers.
2. S.K Gupta, A Textbook of Automobile Engineering, S. Chand Publishing.
3. K.K Jain and R.B Asthana, Automobile Engineering, Tata Mcgraw Hill Publishing

## BASIC AUTOMOBILE TECHNOLOGIES

Course Code: ME-506P

Max. Marks: 50 (35I+15E)

**The following projects will be beneficial for students to understand the working and benefits:**

1. Study of layout of different components in an IC Engine.
2. Study of air conditioning system and its component layout of a vehicle.
3. Study of layout of a chassis and its different components, of a vehicle.
4. Measurement of steering geometry angles – Wheel Alignment.
5. Study of different fuel injection system in four stroke engines.
6. Study of different types of wheels (rims) and tires and their defects.
7. Model preparation to represent ABS/ ESP

## LEGAL ASPECTS OF RETAIL BUSINESS & FRANCHISE MANAGEMENT

Course code: MMK-505

Course Credit: 04 (3-1-0)

Max. Marks: 100 (30I+70E)

### Objectives

To purpose of the course is to provide fundamental knowledge and exposure to the concepts, theories and practices in the field of business management. It aims to understand legal aspects of setting and running the business.

### Learning Outcomes

LO1: To explain the legal scenario of doing business in India.

LO2: To identify laws, conditions, regulations in Indian business environment. (focusing on the Retail Sector).

LO3: To define the concept and pros & cons of franchise option.

LO4: To Identify legal formalities & process of franchisee.

LO5: To develop relationships between Franchisor & franchisee.

LO6: To resolve the conflict between franchisor & franchisee.

Unit	Topic	LOs
<b>I. Introduction to Business Law</b>	Introduction: Overview of the legal system in India. Difference between Civil and Criminal Law. Indian Judiciary System. Kinds of Law	LO1
<b>II. Indian Contract Act 1872</b>	Definition, Nature of the Act, Classification of Contracts. Essentials of valid contract, Classification of contract. Types of Offers, Legal rules as to offer. Capacity to Contract. Free Consent. Consideration. Legality and Objects of consideration. Void Agreements and Agreements opposed to public policy. Contingent Contracts. Performance of Contract, Discharge of a Contract. Remedies for Breach of a contract.	LO2
<b>III Negotiable Instrument Act 1881 (Overview)</b>	Introduction to the Act. History, definition and characteristic of Negotiable Instruments. Kinds of negotiable Instruments. Bouncing of a cheque and its redressal process.	LO3
<b>IV. Legal aspect of Retailing (Shop and Establishment Act State Law)</b>	Different forms of Retail business organizations- Proprietorship, Partnership firm, Private company, Public company, Limited Liability Partnership, HUF Firm, Joint ventures etc. Process of Opening a Retail Store. Legal formalities to be taken into consideration (Shop and Establishment Acts): Introduction, Registration of Establishment, Classification of establishment as per local act of state. Operational Rules - opening, closing, working hours, working condition, holidays as per act. Rules relating to employment of child, young person and working women, Health and safety. Enforcement & Inspection, offences and penalties.	LO4

Unit	Topic	LOs
<b>V. Legal Aspects of Franchise Business</b>	The franchise agreement, Sales of franchise right General obligation of both parties, Confidentiality & non competition restriction.Franchise dispute.Forms of Resolution.Arbitration.Disclosure Document.Franchise Argument Draft.	LO5,LO6

### Books Recommended

#### Text Books

1. Kuchhal, M.C. and Deepa Parkash, Business Legislation for Management, Vikas Publishing House Pvt. Ltd.
2. Khergamwala, J.S., The Negotiable Instrument Acts, N.M. Tripathi, Bombay.
3. For Shop and Establishment Act - Bare act along with relevant cases Punjab shops and commercial establishments act, 1958 alongwith Punjab shops and commercial establishments rules, 1958 [as applicable in the state of Punjab & Haryana] [amended up-to-date] paperback – 1 January 2016

#### Reference Books

1. Avtar Singh, Principles of Mercantile Law, Eastern Book Company, Lucknow.
2. Ravindera Kumar, Legal Aspects of Business, Cengage Learning, New Delhi.
3. Ramaiyam, A., Guide to the Companies Act, Wadhwa, Nagpur.
4. Shah, S.M., Business Law for Managers, Sultan Chand, New Delhi.
5. Tulisian P.C., Busienss Law, TMH, New Delhi.

### NSQF – OJT (Selling at Maruti and Mystery Shopping)

**Course Code: MBP-502**

**Course Credit: 08 (0-0-8)**

**Max. Marks: 350 (245I+105E)**

#### Training shall consist of:

- a) Product details and competition comparison for MSIL Arena models (Alto, S Presso, Wagon R, Celerio, Celerio X, Eeco, Swift, Dzire and Ertiga)
- b) Maruti Finance and Maruti Insurance
- c) Maruti Extended Warranty & Loyalty program
- d) Maruti Genuine Accessories & i-create
- e) True Value
- f) Maruti Driving School
- g) Maruti Suzuki Sales Process
- h) Maruti in-house mobile application for Dealer Sales Consultant

**Note:**

1. The subject will consist of MSIL product demonstration, product comparison, Value Added Services by Maruti and Maruti Suzuki Sales Process.
2. There will be regular interactions of MSIL & Dealer Management with students (as mentioned in our proposal).
3. The subject delivery shall be done by MSIL Trainer.