

# दिल्ली विश्वविद्यालय

# UNIVERSITY OF DELHI

Bachelor of Arts (Vocational Studies) Marketing Management and  
Retail Business

(Effective from Academic Year 2019-20)



**Revised Syllabus as approved by**

**Academic Council**

Date:

No:

**Executive Council**

Date:

No:

**Applicable for students registered with Regular Colleges, Non Collegiate  
Women's Education Board and School of Open Learning**

## **Preamble**

The objective of any programme at Higher Education Institute is to prepare their students for the society at large. The University of Delhi envisions all its programmes in the best interest of their students and in this endeavour it offers a new vision to all its Under-Graduate courses. It imbibes a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes.

The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The Under-Graduate Programmes will prepare the students for both, academia and employability.

Each programme vividly elaborates its nature and promises the outcomes that are to be accomplished by studying the courses. The programmes also state the attributes that it offers to inculcate at the graduation level. The graduate attributes encompass values related to well-being, emotional stability, critical thinking, social justice and also skills for employability. In short, each programme prepares students for sustainability and life-long learning.

The new curriculum of B.A. (VS) Marketing Management and Retail Business offers knowledge of different concepts of marketing, marketing research, market segmentation and to learn the intricacies of consumer behaviour. It going to help students to understand the various components of the marketing mix that includes product, price, place, and promotion, study the various pricing policies and strategies and to learn the various promotional tools and techniques.

The University of Delhi hopes the LOCF approach of the programme B.A. (VS) Marketing Management and Retail Business will help students in making an informed decision regarding the goals that they wish to pursue in further education and life, at large.

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# **1. INTRODUCTION TO PROGRAMME**

In the global changing scenario, companies have been facing stiff competition from each other. Survival of the fittest is the only criterion. Companies not only have to focus on its product but they will have to bring innovative ways to market its product. Marketing Management and Retail Business target to hit these issues and prepare to deal with such challenging task.

Marketing management is a very challenging task. The failure and the success of the business much depends upon the marketing management. Retail sector in India is growing rapidly. The opportunities in retail sector are immense. Retail sector not only provides opportunities to job seekers but also to the employment creators.

## **2. LEARNING OUTCOME BASED APPROACH TO CURRICULUM PLANNING**

### **2.1 Nature and extent of the B.A. (VS) MMRB**

Marketing Management is one of the important functions of business. Scope of marketing has been widened with the passage of time. The function of marketing management is not limited to providing information only. It begins with market research and ends with getting feedback from the consumers. B.A. (VS) MMRB programme provides all the skills and training that a marketing management graduate expected to get. It covers marketing research, product designing, learning pricing strategies, advertising and sales promotion, knowledge of applicable laws for the business, assessing consumer behaviour, logistic management, retail management, international retail management, online retailing, e-commerce, basic accounting, basic computer application etc. Besides attaining theoretical knowledge, they have also option to work as intern and are required to submit a work experience report or prepare a project report. The employability in the field of marketing is immense and the B.A. (VS) MMRB programme equips the learners to take up all the challenges in the field of marketing.

### **2.2 Aims of Bachelor's degree programme in (CBCS) B.A. (VS) MMRB**

B.A (VS) MMRB will provide the knowledge of different concepts of marketing, enable to conduct marketing research, formulation of marketing and pricing strategies.

- To learn the various promotional tools and techniques and to impart the knowledge of various regulation relating to advertising.
- To provide basic understanding of retail business and to familiarize with the changing retail environment.
- To equip with the various applicable laws i.e. The consumer protection act 1986, environment protection act 1986, the essential commodities act 1955, the prevention of food adulteration act 1951, the drugs and magic remedies (objectionable advertisement) act 1954, the bureau of Indian standards act 1986, the agricultural produce grading and marketing act (Agmark) 1937, the trademarks act 1999, the patents act 1970, the information technology act 2000, the standards of weights and measures act 1976, the competition act 2003.
- To get insights into the rural market, international market and e-commerce.

- To go into depth of international retail marketing and its environment. Further, to identify the opportunities in international retailing and the financial assistance extended by various institution in availing the global opportunities.
- To get the acumen in dealing with the human resource related issues in retail and tackle the finance related issues in retail, working capital management and financial result analysis. Further, to understand the role of information technology (it) in retail management.

### **3. GRADUATE ATTRIBUTES IN SUBJECT**

#### 3.1 Lifelong Learning

Update their subject knowledge and skills for continuous academic and professional growth.

#### 3.2 Disciplinary Knowledge

To have knowledge of their discipline and will attain professional and technical skills to effectively integrate knowledge with practice. Problem solving

#### 3.3 Communication Skill

To equip them with verbal and written communication skills to be able to communicate with all the stakeholders confidently and with clarity Research-related skills

#### 3.4 Cooperation/Team work

To be able to be part of team with their performance and leadership qualities Reflective thinking

#### 3.5 Information/digital literacy

Demonstrates basic knowledge of computers and use of softwares such as word, excel & power point.

#### 3.6 Self-directed learning

Be able to develop and grow their professional skills and prudence rigorously and with a zeal to learn.

#### 3.7 Research-related skills

Have the researcher qualities that enable them to assess, judge, plan and frame the policies/ strategies for accomplishment of business goals.

#### 3.7 Problem solving

To apply relevant skills, methods, techniques and subject knowledge for constructing viable solutions for the theoretical and real-life problems.

### 3.8 Self-directed learning

To take initiatives for some topics and identify resources and study material for additional learning, individually or in groups and to use the strategies to meet learning goals in self-learning environment, under the guidance of the mentor.

## 4. Qualification Description

The students of B.A. (VS) MMRB should be able to:

- Demonstrate the theoretical and practical knowledge of marketing management and retail business.
- Able to conduct the market research, analyse the data and interpret the same.
- To be able to assess the consumer behaviour and enable in framing the policies and strategies accordingly.
- Develop the skills to keep the all stakeholders on board for successfully accomplishment of objectives.
- Ability to formulate the strategies and policies under a given situation efficiently and effectively.
- Able to use information technology (it) and computer enable technology for successfully execution of task.
- Capable of understanding contemporary marketing scenario and dealing with the same.

## 5. Programme Learning Outcome in Course

- To provide the knowledge of different concepts of marketing, marketing research, market segmentation and to learn the intricacies of consumer behaviour.
- To understand the various components of marketing mix that includes product, price, place and promotion, study the various pricing policies and strategies and to learn the various promotional tools and techniques.
- To impart the working knowledge of advertising and sales promotion and to impart the knowledge of various regulation relating to advertising.
- To provide basic understanding of retail business and to familiarize with the changing retail environment.
- To adopt various retailing strategies under different market situations and also to learn the various types of retail formats, online retailing, available online payment mechanism and to learn the customer relationship management and its significance in retail management.
- To equip with the various applicable laws i.e. The consumer protection act 1986, environment protection act 1986, the essential commodities act 1955, the prevention of food adulteration act 1951, the drugs and magic remedies (objectionable advertisement) act 1954, the bureau of Indian standards act 1986, the agricultural produce grading and marketing act (agmark) 1937, the trademarks act 1999, the patents act 1970, the information technology act 2000, the standards of weights and measures act 1976, the competition act 2003.
- To get insights into the rural market, changing scenario in rural segment, opportunities in rural, market, adopting suitable marketing mix and product mix for the rural market and understanding the rural consumer behaviour.
- To go into depth of international retail marketing and its environment. Further, to identify the opportunities in international retailing and the financial assistance extended by various institution in availing the global opportunities.

- To get the acumen in dealing with the human resource related issues in retail and tackle the finance related issues in retail, working capital management and financial result analysis. Further, to understand the role of information technology (it) in retail management.

## 6. STRUCTURE OF IN B.A (VS) MMRB

<b>B.A. (Vocational Studies) Marketing Management and Retail Business</b>			
<b>Three-Year (6-Semester)</b>			
<b><u>Course Structure Under LOCF</u></b>			
<b>B.A. (VS) Marketing Management and Retail Business</b>			
<b><u>Semester – I</u></b>			<b>Credits</b>
MMRB 1.1	Environmental Studies/ Language: English/Hindi/Modern Indian Language	Ability Enhancement Compulsory Course (AECC)	4
1.2	English I / MIL I	Core Discipline	6
1.3	Introduction to Marketing Management- I	Core Discipline	6
1.4	Principles of Microeconomics	Core Discipline	6
<b><u>Semester – II</u></b>			
MMRB 2.1	Language: English/Hindi/Modern Indian Language/ Environmental Studies	Ability Enhancement Compulsory Course (AECC)	4
2.2	MIL I / English I	Core Discipline	6
2.3	Introduction to Marketing Management- II	Core Discipline	6
2.4	Macroeconomics	Core Discipline	6
<b><u>Semester – III</u></b>			
MMRB 3.1	English/ MIL II	Core Discipline	6
3.2	Advertising and Sales Promotion	Core Discipline	6
3.3	Indian Economy- Sectoral Issues	Core Discipline	6
3.4	Computer Concepts and Software Packages	Skill Enhancement Course (SEC)	4
<b><u>Semester – IV</u></b>			
MMRB 4.1	MIL II / English II	Core Discipline	6
4.2	Retail Business Management	Core Discipline	6
4.3	Labour and Development in India	Core Discipline	6
4.4	Business Communications and personality Development	Skill Enhancement Course (SEC)	4
<b><u>Semester – V</u></b>			
MMRB 5.1	Legal Aspects of Marketing	Elective Core – Discipline Based	6
5.2	Internship Project / Project	Elective Core – Generic	6



5.3	5.3.1-Financial Accounting	Elective Core – Generic	6
	Or		
	5.3.2 Corporate Laws		
5.4	Rural Marketing	Skill Enhancement Course (SEC)	4
<b><u>Semester – VI</u></b>			
MMRB 6.1	International Marketing: An Overview	Elective Core – Discipline Based	6
6.2	6.2.1 Globalization	Elective Core – Discipline Based	6
	Or		
	6.2.2 Retailing Operations		
6.3	6.3.1 Business Law	Elective Core – Generic	6
	Or		
	6.3.2 Financial Management		
6.4	E-Commerce	Skill Enhancement Course (SEC)	4

**B.A. (VS) Marketing Management and Retail Business**  
**Semester I**  
**Paper: MMRB 1.1**  
**Environmental Studies/ Language: English/Hindi/Modern Indian Language**  
**Ability Enhancement Compulsory Course - (AECC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Marketing Management and Retail Business**

**Semester I**

**Paper: MMRB 1.2**

**English I/ MIL I**

**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Marketing Management and Retail Business**  
**Semester I**  
**Paper: MMRB 1.3**  
**Introduction to Marketing Management-I**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The objectives of the course are to provide the basic knowledge of different concepts of marketing

- To make the students acquainted with various environments affecting marketing decisions
- To enable the students to learn the methods for conducting marketing research
- To learn the intricacies of consumer behaviour and to make the students aware about the various ways to segment the market.

**Course Learning Outcomes**

CO 1: The learners will be able to understand the basic concepts of marketing and its environment. As the environment is dynamic, the students will certainly be able to understand the various marketing environment and will be able to take decisions in changing environment. They will also understand the ethical values and social responsibilities of marketing.

CO 2: Research is one of the key components of marketing, the course will enhance the research analytical approach and decision making.

CO 3: It will enable to assess the consumer behaviour and understand the factors that influence the consumer behaviour. Further, it will also help in understanding the buying motives and process that a consumer follows while purchasing.

CO 4: It will develop the understanding about the market segmentation, target market selection, market positioning, market repositioning etc. Further it will help in to understand the intricacies of entering into the market with product differentiation and market segmentation strategies. The students will also acquaint with the contemporary issues in marketing.

**Contents**

Unit 1 15  
Marketing: Concept, Nature, Functions & Importance. Selling Vs. Marketing. Marketing Environment: Nature, Types & Strategies to Deal with Internal and External (Micro and Macro) Marketing Environment. Ethical and Social Responsibilities of Marketing

Unit 2 15  
Marketing System, Types of Marketing, Marketing Information System; Definition and Components. Marketing Research; Definition Objective, Process & Significance

Unit 3 15  
 Consumer Behaviour: Factors Influencing the Consumer Behaviour, Consumer Buying Process, Buying Motives, Consumer Market in India.

Unit 4 15  
 Market Segmentation: Concept, Importance, and Basis. Target Market Selection, Market Positioning: Concept & Importance, Market Repositioning Product Differentiation Vs Market Segmentation, Contemporary Issues in Marketing.

**References:**

1. Kotler, Keller, Koshy And Jha “Marketing Management” 13th edition Pearson Education
2. Ramaswamy VS, Namakumari “Marketing Management” 6th Sage Text
3. Shukla A.K. “Marketing Management” 1st edition, Vaibhav Laxmi Prakashan
4. Evance & Berman “Marketing Management”2007, Cenage Learning
5. Mcdenial, Lamb, Hair “Principles of Marketing 2008” Cenage Learning
6. William M. Pride and O.C Ferrell: Marketing; Houghton - Muffling Boston
7. Stanton W.J. et al: Fundamentals of Marketing, McGraw

**Teaching and learning process, Assessment methods and Weekly teaching schedule**

Unit No.	Course learning outcomes	Teaching and learning process	Assessment methods
1 (3 Weeks)	The learners will be able to understand the basic concepts of marketing and its environment. As the environment is dynamic, the students will certainly be able to understand the various marketing environment and will be able to take decisions in changing environment. They will also understand the ethical values and social responsibilities of marketing.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
2 (3 Weeks)	Research is one of the key components of marketing, the course will enhance the research analytical approach and decision making.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

3 (3 Weeks)	It will enable to assess the consumer behaviour and understand the factors that influence the consumer behaviour. Further, it will also help in understanding the buying motives and process that a consumer follow while purchasing.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
4 (3 Weeks)	It will develop the understanding about the market segmentation, target market selection, market positioning, market repositioning etc. Further it will help in to understand the intricacies of entering into the market with product differentiation and market segmentation strategies. The students will also acquaint with the contemporary issues in marketing.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

#### Keywords

Environment, Business, Market Segmentation, Consumer Behaviour, Marketing Research

**B.A. (VS) Marketing Management and Retail Business**  
**Semester I**  
**Paper: MMRB 1.4**  
**Principles of Microeconomics**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Marketing Management and Retail Business**  
**Semester II**  
**Paper: MMRB 2.1**  
**Language: English/ Hindi/ Modern Indian Language/ Environmental Studies**  
**Ability Enhancement Compulsory Course - (AECC) Credit:04**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**



**B.A. (VS) Marketing Management and Retail Business**

**Semester II**

**Paper: MMRB 2.2**

**MIL I / English I**

**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Marketing Management and Retail Business**  
**Semester II**  
**Paper: MMRB 2.3**  
**Introduction to Marketing Management-II**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The objectives of the course are: to provide the working knowledge of advance marketing management, to understand the various components of marketing mix that includes Product, Price, Place and Promotion, to make familiar with the various pricing policies and strategies, to enable learners to understand the various channel of distribution and to learn the various promotional tools and techniques

**Course Learning Outcomes**

CO 1: The students will acquire the knowledge of various marketing mix and their importance in decision making. In a business the product is a very important factor. The students will enable to understand the product development process, designing, packaging, branding of products and labelling.

CO 2: The students will learn to understand various pricing strategies and its applicability in different market situations.

CO 3: It will enable the students to know the various channels of distribution of Consumer Goods, types of channels of distribution, factors affecting choice of distribution channels. Further, they will be able to know about the Logistics: meaning, importance, objectives, marketing logistics task and various approaches of logistics (total cost & total system approach).

CO 4: Promotion is a key to increase the sales of a product. Understanding of application of various promotional schemes will enable the students to frame and implement the schemes for successfully increasing the sales. The students will be able to know the types of promotion, concept of promotion mix, factors affecting promotion mix and will also become familiar with the emerging trends in marketing

**Contents**

Unit 1

15

Marketing Management: Concept, Philosophy & Process, Marketing Mix; Definition, Importance & Factors Determining Marketing Mix, Meaning & Nature of Product, Concept of Product Mix, Product Planning and New Product Development, Product Life Cycle, Product Packaging: Definition, Functions and Requisites of Good Packaging. Branding & Labelling.

Unit 2 15  
Pricing: Concept, Objectives & Factors Affecting Price of a Product, Pricing policies and strategies, Types of Pricing Decisions.

Unit 3 15  
Place: Concept, Objectives & Importance of Channels of Distribution of Consumer Goods, Types of Channels of Distribution, Factors Affecting Choice of Distribution Channels. Logistics: Meaning, Importance, Objectives, Marketing Logistics Task, Approaches of Logistics (Total Cost & Total System Approach)

Unit 4 15  
Promotion: Meaning, Nature & Importance. Types of Promotion, Concept of Promotion Mix and Factors Affecting Promotion Mix, Emerging Trends in marketing

### References

1. Kotler, Keller, Koshy And Jha “Marketing Management” 13<sup>th</sup> edition Pearson Education
2. Ramaswamy VS, Namakumari “Marketing Management” 6<sup>th</sup> Sage Text
3. Shukla A.K. “Marketing Management” 2<sup>st</sup> edition, Vaibhav Laxmi Prakashan
4. Evance & Berman “Marketing Management” 2007, Cenage Learning
5. Mcdenial, Lamb, Hair “Principles of Marketing 2008” Cenage Learning
6. William M. Pride and O.C Ferrell: Marketing; Houghton - Mafflin Boston
7. Stanton W.J. et al: Fundamentals of Marketing, McGraw Hill
8. Cundiff, Edward W et al: Basic Marketing - Concepts, Decisions & Strategies; PHI
9. Bushkirk, Richard H: Principles of Marketing; Dryden Pren, Illinois.
10. Govindarajan: Marketing Management: Concepts, Cases, hallenges & Trends, PHI

### Teaching and learning process, Assessment methods and Weekly teaching schedule

Unit No.	Course learning outcomes	Teaching and learning process	Assessment method
1 (3 weeks)	The students will acquire the knowledge of various marketing mix and their importance in decision making. In a business the product is a very important factor. The students will enable to understand the product development process, designing, packaging, branding of products and labelling.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
2 (3 weeks)	The students will learn to understand various pricing strategies and its applicability in	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies,	Term paper, Quiz, Multiple choice questions, Class test, Assessment of

	different market situations.	Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	assignments, Presentation, evaluation of project
3 (3 weeks)	It will enable the students to know the various channels of distribution of Consumer Goods, types of channels of distribution, factors affecting choice of distribution channels. Further, they will be able to know about the Logistics: meaning, importance, objectives, marketing logistics task and various approaches of logistics (total cost & total system approach).	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
4 (3 weeks)	Promotion is a key to increase the sales of a product. Understanding of application of various promotional schemes will enable the students to frame and implement the schemes for successfully increasing the sales. The students will be able to know the types of promotion, concept of promotion mix, factors affecting promotion mix and will also become familiar with the emerging trends in marketing	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

### Keywords

Place, Logistics, Packaging, Product Life Cycle, Branding, Promotion

**B.A. (VS) Marketing Management and Retail Business**

**Semester II**

**Paper: MMRB 2.4**

**Macroeconomics**

**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Marketing Management and Retail Business**

**Semester III**

**Paper: MMRB 3.1**

**English II/ MIL II**

**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Marketing Management and Retail Business**  
**Semester III**  
**Paper: MMRB 3.2**  
**Advertising and Sales Promotion**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

- The objectives of this course are; to provide the working knowledge of Advertising and sales promotion,
- to impart the knowledge of various regulation relating to advertising,
- to learn the concept of personal selling and qualities of personal seller.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: Advertising is the one of the important component of sales promotion. The learners will be able to understand advertising and its meaning, features, types, functions and setting of advertising objectives. Further, the learners will also be able to understand approaches of advertising- DAGMAR (Defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action) and advertising media & its evolution, factors affecting media choice etc.

CO2: It will enable to understand advertising copy: concepts and elements, requisites of a good and effective advertising copy. The learners can measure advertising effectiveness. It will familiarize the students with advertising agencies and advertising regulating agencies i.e. ASCI, and AAA

CO3: Develop the understanding about the personal selling: meaning, nature & importance, personal selling and salesmanship, characteristics of personal selling, and qualities of a good sales person.

CO4: learn claim settlement process in motor insurance for both own damage and third-party claim.

CO4: The learners will understand the theories of sales promotion: concept, objectives, schemes and importance. The learners will become familiar with the sales promotion techniques. Success of personal selling depends upon how well we train our salesmen. The students will know about selection, training, motivation and compensation of sales personnel. Further, they will also know the ethical and legal aspects of advertising and sales promotion.

**Unit 1: Advertising**

12

Meaning, Features, Types, Functions & Setting of Advertising objectives. Advertising Budget Approaches of Advertising- DAGMAR (Defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action) Advertising Media: Media Types & its

Evolution, Factors Affecting Media Choice, Advertisement in 21st Century, challenges faced by advertisers in context with cultural diversity, global market place, changes in values and emerging technologies.

**Unit 2: Advertising Copy**

12

Concepts and Elements, Requisites of a Good and Effective Advertising Copy, Advertising Appeals, Measuring Advertising Effectiveness, Advertising Agencies: Concept, Role, Types and Selection of Advertising Agencies, Regulating Agencies: Advertising standards Council of India (ASCI), The Advertising Agencies Association of India (AAAI)

**Unit 3: Personal Selling**

12

Meaning, Nature & Importance, Personal Selling and Salesmanship, Characteristics of Personal Selling, Qualities of a Good Sales Person.

**Unit 4: Sales Promotion**

12

Concept, Objectives, Schemes and Importance, Exhibition and Trade Fairs. Sales Planning and Control: Selection, Training, Motivation and Compensation of Sales Personnel, Ethical and Legal Aspects of Advertising and Sales Promotion.

**References**

1. Kotler, Keller, Koshy and Jha “Marketing Management” 13th edition Pearson Education
2. Ramaswamy VS, Namakumari “Marketing Management” 6th Sage Text
3. Shukla A.K. “Marketing Management” 1st edition, Vaibhav Laxmi Prakashan
4. Jain & Singh “Modern Advertising Management” Regal Publications
5. Jefkins “Advertising” Pearson Education
6. Dr. R. L. Varshney & Dr. S. L. Gupta: Marketing Management, an Indian Perspective, Sultan Chand & Sons

**Teaching and learning process, Assessment methods and Weekly teaching schedule**

Unit No.	Course learning outcomes	Teaching and learning process	Assessment method
1 (3 weeks)	Advertising is the one of the important component of sales promotion. The learners will be able to understand advertising and its meaning, features, types, functions and setting of advertising objectives. Further, the learners will also be able to understand approaches of advertising- DAGMAR (Defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action)	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project



	and advertising media & its evolution, factors affecting media choice etc.		
2 (3 weeks)	It will enable to understand advertising copy: concepts and elements, requisites of a good and effective advertising copy. The learners can measure advertising effectiveness. It will familiarize the students with advertising agencies and advertising regulating agencies i.e. ASCI, and AAI	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
3 (2 weeks)	Develop the understanding about the personal selling: meaning, nature & importance, personal selling and salesmanship, characteristics of personal selling, and qualities of a good sales person.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
4 (4 weeks)	The learners will understand the theories of sales promotion: concept, objectives, schemes and importance. The learners will become familiar with the sales promotion techniques. Success of personal selling depends upon how well we train our salesmen. The students will know about selection, training, motivation and compensation of sales personnel. Further, they will also know the ethical and legal aspects of advertising and sales promotion.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

#### Keywords

Advertising, Sales Promotion, Personal Selling, Salesmanship, Agencies

**B.A. (VS) Marketing Management and Retail Business**  
**Semester III**  
**Paper: MMRB 3.3**  
**Indian Economy – Sectoral Issues**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The objective of the course is to provide the students a basic understanding of evolution of different sectors of Indian economy in the course of its development after independence. It would help them meaningfully reflect on the issues that the individual sectors are currently embroiled.

**Course Learning Outcomes**

After completing this course, the students would be able to:

CO1: understand the process of development of the Indian agricultural economy, its institutional framework facilitating use of inputs and technology.

CO2: critically evaluate different policy instruments used and their impacts in the context of Indian agriculture.

CO3: understand evolving structure, policy instruments and dynamics of Indian industries, including public sector and MSMEs.

CO4: understand financing pattern of Indian industries.

CO5: understand the nuances of the service sector-led growth in India.

**Contents**

**Unit 1: Agriculture: Institutional Framework and Inputs 12**

Agriculture and Economic Development.

Institutional framework of Indian agriculture: Land tenure system and land Reforms.

Agricultural inputs: Seeds, fertilizers, agro-chemicals, machinery with special reference to green revolution;

Agricultural labour and issues related to wage and employment.

**Unit 2: Policy Instruments for Agriculture and Agricultural Growth 13**

Agricultural price policy, Food management & food security in India

Agricultural marketing in India: issues, challenges & recent developments

Role of institutional and technological factors in agricultural growth: new technology – Green revolution and post reform developments.

Agricultural investment - Public and Private

<b>Unit 3: Industrial</b>	15
Phases of growth and evolving structure of industry	
Industrial and Licensing Policies in the Pre-and Post-reform periods: Role of large, medium, small and micro industries	
Reforms and changing role of public sector	
 <b>Unit 4: Industrial Finance and Foreign Investment</b>	 11
Changes in the pattern of industrial financing - SFCs, PIs, corporate debt market, bank finance, microfinance	
Foreign Direct investment	
Foreign Institutional Investment	
 <b>Unit 5: Service Sector</b>	 09
Importance of service sector in Indian economy	
Growth and changes in the structure of service sector - the role of reforms	
Major components of service sector	
The issue of service sector led growth in India.	

### References

1. Mishra & Puri (MP) Chapters 17, 20, 21, and 25.  
*<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>*, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 1, 2, 3,4, 5, 9
2. MP - Chapters 18, 20, 21, 22, 23.  
*<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>*, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 6, 7, 8.
3. MP - Chapters 26, 28, 29, 30 and 31.  
*<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>*, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 11, 13, 14, 15
4. MP- Chapters 39, 48 and 49, and Chapter 22, PP. 285-89
5. MP- Chapter 35  
*<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>*, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module No 18
1. S.K. Mishra and V. K. Puri, Indian Economy: Its Development Experience, 67th edition.
2. Uma Kapila, Indian Economy: Performance and Policy, latest edition
3. Gaurav Datt and Ashwani Mahajan, Datt and Sundharam Indian Economy, latest edition
4. *<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>*, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 1, 2, 3, 4,5, 6,7,8, 9, 10, 11,13,

### Additional References:

1. Kaushik Basu and Annemie Maertens (eds.) The New Oxford Companion to Economics in India (2 Volumes): 2 Volumes, 2011.
2. Pradip Kumar Biswas and Panchanan Das (eds.) Indian Economy: Reforms and Development, Springer, Singapore, (forthcoming) ISBN: 978-981-13-8268-0, 2019.

*<https://www.springer.com/gp/book/9789811382680>*

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process*	Assessment Methods
1 to 3	1	12	Students will be able to understand the process of development of the Indian agricultural economy, its institutional framework facilitating use of inputs and technology.	Lectures in the classes on institutional framework facilitating usage of inputs and technology in agriculture followed by discussion with smaller group of students for further clarification on each of the points taught in the class as well as clarifying any query by the students.	Class test, oral presentation, group discussion and assignment on this topic.
4 to 6	2	13	Students would be able to critically evaluate different policy instruments used and their impacts in the context of Indian agriculture.	There would be lectures in the classes on different policy instruments used in Indian agriculture and their effects. These lectures would be followed by interaction with smaller group of students for further clarification of each of the points taught.	Class tests, oral presentation, group discussion and assignments on this topic.
7 to 9	3	15	Students will understand evolving structure, policy instruments and dynamics of Indian industries, including public sector and MSMEs.	There would be lectures in the classes on the evolving structure of industries, different policies used, as well as on MSMEs and public sector. Lectures would be complemented by tutorials involving close interaction with small group of students.	Class tests, oral presentation, group discussion and assignments on this topic.
10 & 11	4	11	Students will understand financing pattern of Indian industries.	There would be lectures in the classes on industrial financing through SFCs, PIs, corporate debt market, bank finance, microfinance, FDI and FII. Lectures would be complemented by tutorials involving close interaction with small group of students.	Class tests, oral presentation, group discussion and assignments on this topic.
11 & 12	5	9	Students will understand the nuances of the service sector-led growth in India.	There would be detailed discussion on the growth and changes in the structure of service sector, including the role of reforms in it. Lectures would be complemented by tutorials	Class tests, oral presentation, group discussion and

				involving close interaction with small group of students.	assignments on this topic.
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**\*Assessment tasks listed here are indicative and may vary.**

**Keywords**

Agriculture, manufacturing, trade, services, finance, SME, productivity, green revolution, FDI.

**B.A. (VS) Marketing Management and Retail Business**  
**Semester III**  
**Paper: MMRB 3.4**  
**Computer Concepts and Software Packages**  
**Skill Enhancement Course(SEC)- Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 40**

**Course Objective (2-3)**

By the end of the semester each student will be able to:

- understand and appreciate the application of computers including their evolution and characteristics
- grasp and perform number system conversion
- understand the fundamental hardware components, memory storage devices and software aspect required to resolve everyday issues
- understand the importance of operating system and demonstrate the use of different services provided by an OS
- fully grasp the networking concepts including architecture and topology, Internet terminology and working efficiently on a web browser
- comprehend the need and used of MS-Office and demonstrate the use of software for the word processing, spreadsheet related tasks and presentations
- outline the latest development in the field of computers such as artificial intelligence, virtual reality and Information Systems.

**Course Learning Outcomes**

CO1: The student will be able to convert number system into any other number system with ease

CO2: Identify components of a computer system and use them appropriately to achieve a task

CO3: The student will be able to fully understand the importance of operating system and grasp its functioning

CO4: Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations

CO5: The students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task

CO6: The student will be able to relate with the latest development in the field of computer and technology

## **Contents**

<b><u>Unit 1: Basic Concepts</u></b>	05
Meaning, characteristics and applications of a computer, advantages and limitations of a computer, classification of computers based on technology, application and size, generation of computers, meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII, number system conversion.	
<b><u>Unit 2: Components of Computers</u></b>	05
Hardware components: input devices, output devices, system unit, Software components: Application software: general purpose packaged software and tailor – made software, System software: operating system, interpreter, compiler, linker, loader, Memory Storage devices, Types of programming languages.	
<b><u>Unit 3: Operating System</u></b>	05
Need and functions of an operating system, graphic user interface and character user interface, types of operating system - (Batch Operating system, Real-time operating system, Time sharing operating system, distributed operating system and Multiprogramming operating system) Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc., Desktop, control panel, system tools, utilities such as calculator, calendar, etc., Explorer: file types, attributes, names, folders, drives, devices, File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.	
<b><u>Unit 4: Introduction to Networks and Internet</u></b>	07
Meaning and types of networks - LAN, MAN and WAN, network topologies, network architecture, Internet, difference between internet and intranet, Basics: functions, growth, anatomy, uses, wireless and Wi-Fi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching, network and Internet terminology	
<b><u>Unit 5: Office Applications</u></b>	13
Meaning and applications of word processing, spreadsheets and presentation, MS word: formatting text, writing basic document using word, Header and Footer, page formatting, paragraph formatting, saving a document, printing a document. Mail Merge MS excel: creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, sorting data, creating simple charts, use of functions in Excel: Mathematical, Logical- IF, AND, OR, NOT, Statistical. Application of Excel: Payroll, Basic Lease statement, Loan statement. MS PowerPoint: create animation of text, creating simple presentation including slide transitions, bullets etc.	
<b><u>Unit 6: Latest developments</u></b>	05
Internet of things, Artificial Intelligence and virtual Reality, Meaning of Information systems, Types of IS-MIS, DSS, TPS	

## Practical

**Time: 60 Minutes**

**Maximum Marks: 25**

Description of Question	Marks	Time Allowed
Lab questions testing various concepts MS-Word, MS-PowerPoint and MS-Excel as mentioned in Unit V (Office Applications) <b>ONLY</b>	25	60 minutes

- There is no Internal Assessment in the practical component of this paper.

### References:

1. Computer Fundamentals and Essential Tools by H N Tiwari and Hem Chand Jai
2. Computer Applications in Business by Dr. Sushila Madan, Scholar Tech Press

### Additional Resources:

1. Computer Fundamentals by Dr. Anita Goel, Pearson Publication.
2. Microsoft Office 2010 by Bittu Kumar, V&S Publishers

### Teaching Learning Process, Assessment Methods and Teaching Plan

Week	Unit Number	Hours	Unit Name	Learning Outcome	Teaching Learning Process	Assessment Methods
1.25	1	5	Basic Concepts	The student will be able to convert number system into any other number system with ease	A general overview is undertaken on the basic concepts of computer	The assessment methods such as tests, assignments must identify the academic and professional skills in the students
1.25	2	5	Components of Computers	Identify components of a computer system and use them appropriately to achieve a task	A thorough discussion is undertaken to demonstrate the functioning of a computer system.	A combination of MCQs and assignments can be used to assess the



					The student can understand the functioning of a computer system	students' understanding
1.25	3	5	Operating System	The student will be able to fully understand the importance of operating system and grasp its functioning	Discussion is encouraged amongst the students so as to recognize the importance of an operating system in a computing environment.	Open-book and closed book tests along with viva voce
1.75	4	7	Introduction to Networks and Internet	Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations	An overview is given into the vast world of networking and Internet. Examples are discussed and demonstrated through PPTs so that the student can understand the importance of networking	Case study analysis and reports
3.25	5	13	Office Applications	The students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task	Practical application of MS-Office is demonstrated in a lab environment and the student is encouraged to implement case studies	Practical assignments, observation and evaluation of practical skills
1.25	6	5	Latest Developments	The student will be able to relate with the latest development in the field of computer and technology	A Discussion is undertaken to discuss the latest developments and examples are discussed through PPTs, case studies, etc.	MCQs and viva voce

### Keywords

Data, Information, Knowledge, number conversion, hardware, system software, application software, operating system, network, Internet, artificial intelligence, Information Systems

**B.A. (VS) Marketing Management and Retail Business**  
**Semester IV**  
**Paper: MMRB 4.1**  
**MIL II/ English II**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Marketing Management and Retail Business**  
**Semester IV**  
**Paper: MMRB 4.2**  
**Retail Business Management**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

Retail is an emerging area in marketing. The objectives of this course are:

- To provide basic understanding of retail business,
- To familiarize with the changing retail environment,
- To adopt various retailing strategies,
- To make aware of the various types of retail formats, online retailing and payment mechanism
- To learn the customer relationship management and its significance in retail management.

**Course Learning Outcomes**

CO 1: Students will be familiar with the basic concepts of retailing, scope, contribution of retailing to Indian economy, retail environment in India, Foreign Direct Investment (FDI) in retail and changing scenario of retail business in India. Further, they will also know the theories of retail development (Wheel of Retailing, Retail Accordion, Melting Pot Theory, and Polarization Theory).

CO 2: Develop the understanding about the various retail strategies and its applications. Learners will know the types of retailing formats: super market, hyper market, departmental stores, convenience stores, catalogue retailers and non-stores retailing: vending machine, door to door selling, mail order business. e-retailing: credit card transaction, smart card and e-payment, retailing of services.

CO 3: They will be able to identify the retail location, understanding its meaning, importance, process and factors affecting location. Further, they will also understand the concepts of merchandising, its importance, and factors affecting buying decision, role and responsibilities of merchandising

CO 4: Understanding the concept of franchising: definition, types and evolution, franchising law in India, outsourcing: definition, scope and importance, introduction of the concept of VAT in retailing, CRM in retail: concept, types of CRM, application of CRM in retailing, strategic framework for CRM in retail.

**Contents**

Unit 1

15

Retailing: Concept, Scope and Retail Management, Evolution of Indian Retail Industry, Theories of Retail Development (Wheel of Retailing, Retail Accordion, Melting Pot Theory,

Polarization Theory). Contribution of Retailing to Indian Economy, Retail Environment in India, Foreign Direct Investment (FDI) In Retail, Changing Scenario of Retail Business in India

Unit 2 15  
Retail Strategy: Definition, Importance, & Future of Retail Market Strategy. Developing and Applying Retail Strategy, Types of Retailing Formats: Super Market, Hyper Market, Departmental Stores, Convenience Stores, Catalogue Retailers. Non Stores Retailing: Vending Machine, Door to Door selling, Mail Order Business. E-Retailing: Credit Card Transaction, Smart Card and E-Payment, Retailing of Services.

Unit 3 15  
Retail Location: Meaning, Importance, Process and Factors Affecting Location, Merchandising: Concept, Importance, Factors Affecting Buying Decision, Role and Responsibilities of Merchandising.

Unit 4 15  
Franchising: Definition, Types and Evolution, Franchising Law in India, Outsourcing: Definition, Scope and Importance, Introduction of the Concept of GST in Retailing, CRM in Retail: Concept, Types of CRM, Application of CRM in Retailing, Strategic Framework for CRM in Retail.

**References**

1. Ramaswamy VS, Namakumari “Marketing Management” 6th Sage Text
2. Gibson & Vedamani “Retail Management” Jayco Books
3. Bajaj, Tuli, & Srivastava “Retail Management” Oxford University Press
4. Berman Barry & Evance J.R “Retail Management” Prentice Hall India
5. Jain J.N.& Singh P.P “Modern Retail Management – Principal and Techniques” Regal Publications
6. Madan K.V.S “Fundamental S of Retailing” Mcgraw-HilSwapna Pradhan “Retailing Management- Text and Cases” Tata Mcgraw-Hill
7. Peelen Ed “Customer Relationship management 2009” Pearson Education
8. Gilbert D “Retail Management” Pearson Education
9. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
10. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

**Teaching and learning process, Assessment methods and Weekly teaching schedule**

Unit No.	Course learning outcomes	Teaching and learning process	Assessment method
1 (3 weeks)	Students will be familiar with the basic concepts of retailing, scope, contribution of retailing to Indian economy, retail environment in India, Foreign Direct Investment (FDI) in retail and changing scenario of retail business in India. Further, they will also	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

	know the theories of retail development (Wheel of Retailing, Retail Accordation, Melting Pot Theory, and Polarization Theory).	industries and companies, Tutorial	
2 (3 weeks)	Develop the understanding about the various retail strategies and its applications. Learners will know the types of retailing formats: super market, hyper market, departmental stores, convenience stores, catalogue retailers and non stores retailing: vending machine, door to door selling, mail order business. e-retailing: credit card transaction, smart card and e-payment, retailing of services.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
3 (3 weeks)	They will be able to identify the retail location, understanding its meaning, importance, process and factors affecting location. Further, they will also understand the concepts of merchandising, its importance, and factors affecting buying decision, role and responsibilities of merchandising.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
4 (3 weeks)	Understanding the concept of franchising: definition, types and evolution, franchising law in India, outsourcing: definition, scope and importance, introduction of the concept of VAT in retailing, CRM in retail: concept, types of CRM, application of CRM in retailing, strategic framework for CRM in retail.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

**Keywords**

CRM, Franchising, Retail Strategy, E-Retailing, Merchandise, Smart Card

**B.A. (VS) Marketing Management and Retail Business**  
**Semester IV**  
**Paper: MMRB 4.3**  
**Labour and Development in India**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The course is designed to equip the students with conceptual, empirical and legal issues with special reference to India. the focus of the course would be on the changing profile and position of labour in modern India and the specific problems in the post reform period. The role of state, nation and international labour organisations will be emphasized.

**Course Learning Outcomes**

CO1: The course will help students to understand basic theories of Labour market and Identify features and challenges of India's labour market

CO2: The course will inculcate a deep understanding regarding evolution of labour market and it will enable students to identify different forms of labour and also this unit provide knowledge about various labour laws associated with these forms of labour

CO3: The course will provide knowledge about the evolution of trade union movement in India and learners will be able to analyse the role of trade unions in the changing economic environment of the country

CO4: The course enables students to Identify the state intervention in labour market in the form of administration machinery, national commission on labour, Dispute settlement mechanism and Labour regulation.

CO5: This unit intends the learner to gain knowledge in the role of international agencies in setting labour standards in India

**Contents**

**Unit 1: Economics of labour market** 12

1.1 Wage rate determination in labour market: Labour Demand, Labour Supply, Determination of wages, Minimum wage laws, Minimum wage legislation

1.2 India's labour market

a) Employment and unemployment: Concepts, measurement, trends and types of unemployment

b) Dynamics of economic and occupational structure: Growing importance of tertiary sector

**Unit 2: Forms of labour** 18

2.1 Evolution of Labour market in India:

a) Pre- colonial pattern of Industrial Development

b) Post-colonial Pattern of Development: Industrialisation, Planning and achievements

## 2.2 Types of labour and associated labour legislation

- a) Organised and unorganised labour
- b) Rural Labour
- c) Migrant Labour
- d) Bonded labour
- e) Women and child labour

### **Unit:3 Labour protest and Trade union movement**

12

3.1 Evolution and growth of trade union movement in India- Pre and post-independence period

3.2 Forms of Industrial action and Labour Protests

(Forms of Industrial action, Types of Disputes, Causes of Industrial disputes, Industrial Dispute act 1947, Modes of Protest)

### **Unit:4 State and Labour**

12

4.1 a) Labour Administration – Union government and state government Machinery

b) Mechanism of Dispute settlement: Arbitration, Adjudication and other methods of dispute settlements

4.2 Regulation of Labour

(Factories act, Employees State Insurance act, Worker's compensation act etc.)

4.3 Role of the state in skill formation

### **Unit 5: International Labour Organisation**

06

a) Structure and role of ILO

b) ILO programmes in India

### **References**

1. Mankiw, Principles of Economics, Cengage learning, 6th edition
2. Case, Karl E, and Fair, Ray, Principles of Economics, Pearson 8th edition
3. India Labour and employment Report 2014: Institute of Human development, Academic Foundation
4. Uma Kapila, Indian economy: Performance and Policies, Academic Foundation, latest edition
5. Uma Kapila, Indian economy since independence, Academic Foundation, Latest edition
6. Thirthankar Roy, the Economic history of India 1857-1947, Oxford Publication, second edition, (Chapter6: small scale industry, Chapter7: large scale Industry)
7. UNICEF Report, Overview of Internal Migration in India
8. Ravi.S. Srivastava, Bonded Labour in India: its incidence and pattern- working paper ILO
9. Shervick, Women's labour force participation in India: Why is it low? - ILO
10. Azadeh Barati, Rooh ollah Arab & Seyed Saadat Masoumi, Challenges and problems faced by women workers in India.
11. Majnu, Women in Unorganised sector: problems and issues in India, International Journal of Applied Research 2017
12. Organising the unorganised- IGNOU BLD 102(2004)
13. P N Singh and Neerja Kumar, Employee relations management, Pearson
14. Sinha, PRN, Sinha, Indu bala and shekhar, Seema Priyadarshini, Industrial Relations, Trade Unions and Labour legislation, Pearson
15. J.P. Sharma, Simplified Approach to Labour Laws, Bharat Law House

**Teaching Learning Process, Assessment Methods and Teaching Plan**

<b>Weekly Schedule</b>	<b>Unit no.</b>	<b>Hours</b>	<b>Course learning Outcomes</b>	<b>Teaching Learning Process</b>	<b>Assessment Methods</b>
1-3 week	1.	12	The course will help students to understand basic theories of Labour market and identify features and challenges of India's labour market	Delivery of lectures. Providing theoretical understanding of Labour market, creating an understanding regarding the concepts of employment and unemployment, its measurement by looking in to secondary Labour Data. This will be followed with interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, preparation of assignments and class test.
4-6	2.	18	The course will inculcate a deep understanding regarding evolution of labour market and enable students to identify different forms of labour and provide knowledge about various labour laws associated with these forms of labour	Delivery of lectures explaining evolution of labour market, types of labour market and relevant labour market legislation. Interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, classroom presentation. Class tests.
7-8	3.	12	Provide knowledge about the evolution of trade union movement in India and learn to analyse the role of trade unions in the changing economic environment of the country.	Delivery of lectures explaining evolution and growth of Trade union movement, different forms of Industrial action, and Labour protests. a group Discussion may follow the lectures	Asking students oral questions in the class, preparation of assignments.
9-11	4.	12	The course enables students to Identify the state intervention in labour market in the form of administration machinery, national commission on labour	Delivery of lectures explaining the state intervention in labour market in the form of labour administration machinery, mechanism of settling labour disputes and labour regulation measures. The	Asking students oral questions in the class, conducting class test on the topics.



			and Dispute settlement mechanism	lectures may be conducted through power point presentation	
12	5.	6	This unit intends the learner to gain knowledge in the role of international agencies in setting labour standards in India	Delivery of lectures explaining the role of international Labour organisation in setting labour standards. A discussion on the organisational structure and influence of ILO on Indian labour legislation	Asking students oral questions in the class. Conducting class test on the topic

**\*Assessment methods listed here are indicative and may vary**

### **Keywords**

Unit 1. Labour markets, equilibrium wage, labour demand, labour supply, wage floor, minimum wage, Employment, unemployment, occupational structure, service sector, participation rate

Unit2. Economic Development, Industrial development, Economic planning, Organised workers Unorganised workers, Bonded labour, migration, Rural labour,

Unit 3. labour protest, Trade Unions, labour disputes, arbitration, adjudication, industrial action.

Unit4. labour administration, labour regulation

Unit 5. Labour policy, International labour organisation, Globalisation.

**B.A. (VS) Marketing Management and Retail Business**  
**Semester IV**  
**Paper: MMRB 4.4**  
**Business Communication and Personality Development**  
**Skill Enhancement Course - (SEC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 48**

**Course Objective (2-3)**

To equip students of the B.A(VS) course to effectively acquire skills in reading, writing, comprehension and business communication, as also to use electronic media for business communication.

**Course Learning Outcomes**

The course on Business Communication and Personality Development will help the learner to exhibit the following competencies and skills:

CO1: Enhanced knowledge of the Theory of Communication leading to a more adequate understanding of the nature and process of communication.

CO2: Demonstrate enhanced skills in reading, writing, comprehension, communication and speech. Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally employed in work spaces.

CO3: Familiarity with different types of reports and the process of planning and writing.

CO4: Suitable use of language and communication skills specifically within professional spaces. Enhanced verbal skills, improved vocabulary and grammar enhancing error free usage.

**Content**

Unit 1: 04  
Nature of Communication, Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

Unit 2: 08  
Business Correspondence: Letter Writing, presentation, inviting quotations, Sending quotations, Placing orders, inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

<u>Unit 3:</u>	04
Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Vocabulary Words often confused, Words often misspelt, common errors in English.	
<u>Unit 4:</u>	12
Business Etiquettes, Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, Role play on selected topics with case analysis and real life experiences. Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence Errors-Punctuation, Vocabulary building.	
<u>Unit 5:</u>	20
Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.	

## References

1. R. C Bhatia. *Business Communication*. Ane Books Pvt Ltd, New Delhi
2. Department of English, University of Delhi. 2009. *Business English*. New Delhi: Pearson Publication, 2011.
3. Scot, O. *Contemporary Business Communication*. Biztantra, New Delhi
4. Cholij, Mark and Geetha Nagaraj. *English Basics: A Companion to Grammar and Writing*. Cambridge, UK: Cambridge UP, 2004.
5. Tickoo M.L, A.E. Subramaniam and P. R. Subramaniam. *Intermediate Grammar, Usage and Composition*. 1976. New Delhi: Orient Blackswan, 2012
6. Lesikar, R.V & Flatley, M.E. *Basic Business Communication Skills for Empowering the Internet Generation*. Tata McGraw Hill Publishing Co Ltd. New Delhi
7. McGraw E.H., S.J. *Basic Managerial Skills for All*. Fourth Edn. Prentice Hall of India Pvt. Ltd, New Delhi.
8. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
9. Bovee, and Thill, *Business Communication Today*, Pearson Education
10. Shirley Taylor, *Communication for Business*, Pearson Education
11. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
12. Sinha, K.K., *Business Communication*, Galgotia and Sons, New Delhi.
13. Reuben, Ray; *Communication today – understanding creating skills*, Himalaya Publishing House, 2001.
14. E. H. McGraw, S. J.; *Basic Managerial Skills for All*. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
15. Stephen R. Covey; *The seven habits of highly effective people*

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course Learning Outcome	Teaching Learning Process	Assessment Methods
1	1.	04	Students would be able to demonstrate basic understanding of what is communication. They would also be able to identify and analyse various forms of communication and barriers to communication.	Interactive lectures aim at introducing students to theory of communication which involves a study of nature, processes, and importance of communication. Thorough discussions provide an in-depth study of different kinds of communication (for example, formal and informal, verbal and non-verbal) and how to express oneself most efficiently depending on the context. Detailed discussion upon possible barriers to communication and how to overcome them. The lectures make ample use to power point presentations, medias, and libraries to make classroom interactions more engaging for the students.	Quiz  Class tests  Presentations  Assignments
2	2.	08	Demonstrate enhanced skills in reading, writing, comprehension, communication and speech.  Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally employed in work spaces.	Introducing students to the theory aspect and enable them to learn and understand the various structures and formats of business correspondences such as letters, presentation, quotation, sales letters, claim and adjustment letters, memos, agenda, minutes, resume, etc. Enable them to understand their applications and facilitate the students in drafting various business correspondences through classroom exercises and assignments. The lectures will include use of power point presentations,	Exercises  Class tests  Presentations  Assignments

				reference books, real time examples.	
1	3.	04	Familiarity with different types of reports and the process of planning and writing.	Introducing students to fundamentals of report writing, types of reports, their importance and applications. The lectures will include use of power point presentations, reference books, real time examples, classroom exercises.	Exercises  Class tests  Presentation  Assignments
3	4.	12	Students would learn appropriate non-verbal communication and would be equipped with skills and practical training on how to hold conversations on telephone, in person, or through emails. They would also be able to establish an understanding of fundamentals of practical grammar and develop a sufficiently strong vocabulary. Enhanced verbal skills, improved vocabulary and grammar enhancing error free usage.	Lectures are more practical and aim to acquaint students to nonverbal communication which involves development of appropriate body language and etiquettes. Role play on selected topics with case analysis of real life experiences aids students to learn etiquettes of the written word, of the telephone, and how to hold business meetings. Theoretical discussion on fundamentals of grammar, challenges with syntax, sentence formation, and punctuation is followed by interactive exercises and language games to train students in usage of practical grammar and to build a strong vocabulary. Learning activities include word games like cups and letters, make a connection, two word charade, etc.	Quiz  Presentations  Role plays  Class tests containing multiple choice questions and grammatical exercises  Assignments
5	5.	20	Greater acquaintance with soft skills including social and professional etiquette leading to personality development and increased confidence.	Lecture on the fundamentals and structure of presentation, presentation skills, usage of presentation tools, multimedia and usage of vocabulary and grammar	Quiz  Class tests

			<p>Recognition of and need for leadership qualities in a globalized work space and the necessity of developing these for success in the professional field. Improve speaking abilities through participation in group discussions and oral presentations.</p>	<p>while preparing and presenting presentation. Classroom exercises on oral presentation and group discussion will be facilitated for students to participate.</p> <p>Lecture on leadership, qualities of a leader will be conducted with case studies of current and renowned leaders.</p> <p>Lecture resource will compose of reference books, powerpoint presentation and classroom exercises.</p>	<p>Presentations</p> <p>Assignments</p>
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**\*Assessment methods listed here are indicative and may vary**

**Keywords**

Communication, Process, Types, Verbal-Non-Verbal, Barriers, Business Correspondence, Tenders, Memos, Resumes, Report Writing, Business Etiquettes, Personality development, Basic grammar, Vocabulary, Effective Presentation, Visual aids, Presentation tools, Leadership skills

**B.A. (VS) Marketing Management and Retail Business**  
**Semester V**  
**Paper: MMRB 5.1**  
**Legal Aspects of Marketing**  
**Elective Core-Discipline Based (DSE)-Credit:6**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The objectives of the course are to give basic understanding about the different laws relating to marketing i.e. The Consumer Protection Act 1986, Environment Protection Act 1986, The Essential Commodities Act 1955, The Prevention of Food Adulteration Act 1951, The Drugs and Magic Remedies (Objectionable Advertisement) Act 1954, The Bureau of Indian Standards Act 1986, The Agricultural Produce Grading and Marketing Act (AGMARK) 1937, The Trademarks Act 1999, The Patents Act 1970, The Information Technology Act 2000, The Standards of Weights and Measures Act 1976, The Competition Act 2003.

**Course Learning Outcomes**

CO 1: Familiarized with the Consumer Protection Act 1986, Environment Protection Act 1986 and Essential Commodities Act 1955.

CO 2: Conversant with The Prevention of Food Adulteration Act 1951, The Drugs and Magic Remedies (Objectionable Advertisement) Act 1954, The Bureau of Indian Standards Act 1986, and The Agricultural Produce Grading and Marketing Act (AGMARK) 1937.

CO 3: Knowledge of the Trademarks Act 1999, Patents Act 1970, and the Information Technology Act 2000.

CO 4: Understanding the rules relating to the Standards of Weights and Measures Act 1976, The Packaging Rules: Rules Related to Only Small and Retail Products and the Competition Act: Features and Regulatory Framework for Retail Business

Unit 1

15

The Consumer Protection Act 1986: Features, Rights and Responsibilities of Consumers, Redressal Mechanism.

Environment Protection Act 1986: Features, Offences, Prevention and Control of Environment Pollution.

The Essential Commodities Act 1955: Features, Essential Commodities, Control of Production, Supply and Distribution of Commodities, Public Interest

Unit 2

15

The Prevention of Food Adulteration Act 1951: Features, Adulteration of Food and Penalties  
The Drugs and Magic Remedies (Objectionable Advertisement) Act 1954: Advertisements Related to Self-Medication and Harmful Drugs, Prohibition of False Claims.

The Bureau of Indian Standards Act 1986: Features, Procedure for BIS Standards, Offences and Penalties

The Agricultural Produce Grading and Marketing Act (AGMARK) 1937: Features, Offences and Penalties.

**Unit 3** 15  
 The Trademarks Act 1999: Features, Trademarks, Offences and Penalties.  
 The Patents Act 1970: Features, Patents, Offences and Penalties.  
 The Information Technology Act 2000: Features, Digital Signature, Digital Signature Certificate and Certifying Authorities.

**Unit 4** 15  
 The Standards of Weights and Measures Act 1976: Features, Rules Applicable to Retail Business.  
 The Packaging Rules: Rules Related to Only Small and Retail Products.  
 The Competition Act: Features and Regulatory Framework for Retail Business

**References**

1. Datey V.S. “Student guide to Economic laws” 2010 Taxman publication
2. Agnihotri Anurag & Mohanty Pratap “Economic Regulations of Domestic and Foreign Exchange Markets – Recent policy changes and Problems” Bookage Publications, New Delhi.
3. All Relevant Bare Acts.

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Unit No.	Course learning outcomes	Teaching and learning process	Assessment method
1 (3 Weeks)	Familiarized with the Consumer Protection Act 1986, Environment Protection Act 1986 and Essential Commodities Act 1955.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
2 (3 Weeks)	Conversant with The Prevention of Food Adulteration Act 1951, The Drugs and Magic Remedies (Objectionable Advertisement) Act 1954, The Bureau of Indian Standards Act 1986, and The Agricultural Produce Grading and Marketing Act (AGMARK) 1937.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
3 (3 Weeks)	Knowledge of the Trademarks Act 1999, Patents Act 1970, and the	Lecture, Interactive sessions, Power point presentation, Group	Term paper, Quiz, Multiple choice questions, Class



	Information Technology Act 2000.	discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	test, Assessment of assignments, Presentation, evaluation of project
4 (3 Weeks)	Understanding the rules relating to the Standards of Weights and Measures Act 1976, The Packaging Rules: Rules Related to Only Small and Retail Products and the Competition Act: Features and Regulatory Framework for Retail Business	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

#### Keywords

Consumer, Commodities, Patent, Trademarks, Digital Signature, BIS

**B.A. (VS) Marketing Management and Retail Business**  
**Semester V**  
**Paper: MMRB 5.2**  
**Internship Project / Project**  
**Elective Core-Generic-Credit:6**

**(2 Lectures+2 Tutorials per week per group+ 2 hours of field/library work per week)**

**Course Objective (2-3)**

The objective of the course is to provide basic and hands on understanding of the issues facing business and industry. The course acquaints the student with the practical aspects of the vocational specialisation. This is an opportunity for the student to become familiar with industry practices related to the vocation that supplement classroom teaching. Also, working on a project enables the student to focus on the contemporary problems and challenges facing the industry.

Each student of a vocational course shall undergo practical internship of four weeks during the vacation in any approved business/ industrial/ government/ service organisation. The objective of this training is to get acquainted with the industrial/ business working environment. After completion of the training the student is required to submit a training report at the end of the semester. The student is also required to submit a performance certificate from the company/ organisation where she/he undertook the training.

The whole course is divided into two parts: -

**Part A**

It will provide the theoretical knowledge about research methods, data analysis, interpretation of data, report writing etc. This component of the course carries 50 marks (38 theory + 12 Internal Assessment).

**Part B**

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

**Course Learning Outcomes**

**Part A-**

CO1: Imparting knowledge about the basics of research-objectives, types, approaches, process and problems encountered in research

CO2: Develop the learning to define a research problem, facilitate understanding of sampling, data collection, construction of questionnaire

CO3: Develop an understanding of the basic tools of data analysis- Parametric & non parametric tests, interpretation of results & presentation.

CO4: Imparting learning of different aspects of report writing, process, contents of a report and referencing

**Part B-**

CO5: Prepare a project report relating to a well-defined area of research problem identified by the student

**Part A: Theory-Business Research Methodology**

**Max. Marks: 50**

**Time Duration: 2 Hours**

**Total Lectures: 24**

<u>Unit 1:</u> Introduction: Research: meaning, objectives, types, approaches, significance, methods, process, criteria of good research, problems encountered	04
<u>Unit 2:</u> Selecting and defining the research problem; literature Review; Research & Sampling design; Measurement & Data collection (primary & secondary); construction of questionnaire	06
<u>Unit 3:</u> Parametric & non parametric tests (basic understanding); Data Analysis (central tendency, dispersion, correlation, t test, f test, z test), interpretation of results & presentation	10
<u>Unit 4:</u> Report writing: significance, steps, layout, types of Reports, contents, Referencing	04

**Part B: Internship/ Project Report**

**Max Marks 50**

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

## References

1. Kothari CR & Garg Gaurav (2019) Research Methodology: Methods & Techniques, New Age International Publishers.
2. Chawla Deepak & Sodhi Neena (Kindle edn) Research Methodology: Concept & cases 2<sup>nd</sup> edn, Vikas Publishing House Pvt. Ltd.
3. Kumar Ranjit (2014) A step by step guide for beginners, Sage Publications
4. Kiran Pandya, Smruti Bulsari, Sanjay Sinha (2011 kindle edition), SPSS in simple steps, dreamtech Press

## Teaching Learning Process, Assessment Method and Teaching Plan

Unit no.	Course Learning Outcomes	Teaching Learning Process	Assessment Methods
<b>Part A</b>			
1.(2 weeks)	Imparting knowledge about the basics of research-objectives, types, approaches, process and problems encountered in research	Delivery of lectures to explain the basics of research- explaining objectives, its types and approaches and the overall research process	Students' learning will be facilitated by asking oral questions in the class, class interaction and participation
2.(3 weeks)	Develop the understanding to define a research problem, facilitate understanding of sampling, data collection, construction of questionnaire	Lecture method combined with Power Point presentation. Specific research papers to be discussed in class to build an understanding.	Student to be asked to read specific research papers. Assignment related to relevant topics to be given to students.
3.(5 weeks)	Develop an understanding of the basic tools of data analysis- Parametric & non parametric tests, interpretation of results & presentation.	Delivery of Lectures to explain the various tests used to analyse different data types, interpretation of results and presentation. This will be followed by student interaction to improve their understanding of the topics.	Giving practical problems to students for hands-on learning experience (working with quantitative data)
4.(2 weeks)	Imparting learning of different aspects of report writing, process, contents of a report and referencing	Lectures method combined with discussions, case studies, virtual tools like presentation to be used to build an understanding of various aspects of report writing	Asking students questions in the class, one to one interaction to assess their basic understanding with regard to research problems
<b>Part B</b>			
5.(12 weeks)	Prepare a project report relating to a well-defined area of research problem identified	Discussions, one to one interaction with students in tutorial groups to be undertaken to help them	Continuous feedback and progress to be assessed during the

	by the student and approved by the supervisor	identify research areas, research gaps and topic for project reports	course of the projects. Project reports to be evaluated at the end of the term by two examiners i.e. one internal and one external.
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**Key words:**

Unit 1: Research Problem, Research gap, objectives

Unit 2: Literature Review, Sampling design, primary data, secondary data, questionnaire

Unit 3: Data Analysis, Interpretation, Descriptive statistics

Unit 4: Report writing, Referencing

**B.A. (VS) Marketing Management and Retail Business**  
**Semester V**  
**Paper: MMRB 5.3.1**  
**Financial Accounting**  
**Elective Core-Generic-Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The objective of the course is to make the students familiar with the basic theory, concepts and practices of financial accounting. It aims to enable the students to understand the techniques for preparing accounts in different business organizations excluding corporate entities.

**Course Learning Outcomes**

After completing the course, the students will be able to:

CO1: Understand the theoretical and practical framework of financial accounting and to acquire a basic understanding of IFRS, Ind-AS and latest Accounting Standards.

CO2: Understand the concept of Consignment, Joint Venture, Inland Branches and Hire-purchase transactions and learn the techniques of preparing accounts under each of these cases.

CO3: Develop understanding of Depreciation Accounting as per AS-10 (PPE) .

CO4: Explain the concept of Partnership and preparation of accounts for reconstruction as well as dissolution of partnership firms.

CO5: Analyse the financial statements by preparing common size Balance Sheet, calculating various ratios and preparing Cash Flow statement.

**Concepts**

**Unit 1: Introduction to Accounting**

12

Financial Accounting: Nature, scope and limitations. Generally Accepted Accounting Principles (GAAP). Basic Concepts and Conventions, Accounting Standards: Meaning, Significance. IFRS and IndAS.

Accounting Process: From recording of transactions to preparation of final accounts.

Rectification of errors. Bank Reconciliation statement.

**Unit 2: Accounting for Consignment, Joint venture and inland branches**

12

(i) Consignments: Features, Accounting treatment in the books of the consignor and consignee.

(ii) Accounting for Joint Ventures. When separate set of books are maintained. When records are maintained by a co-venturer of:

(a) all transactions

(b) only his own transactions. (Memorandum joint venture account).

(iii) Accounting for Inland Branches (Dependent branches only). Ascertainment of Profit by Debtors method and Stock and Debtors method.

**Unit 3: Depreciation Accounting and accounting for Hire purchase transactions** 12

(i) Depreciation Accounting. Meaning of depreciation. Causes and need for providing depreciation. Accounting treatment including provision for depreciation accounting. Straight line method and diminishing balance method of charging depreciation.

AS 10. Concept of cost model and revaluation model.

(ii) Accounting for Hire Purchase Transactions. Journal entries and ledger accounts in the books of Hire Vendor and Hire Purchaser for large value items, including Default and repossession.

**Unit 4: Partnership** 12

Admission, Retirement, Dissolution of Partnership Firms: Legal Position, Accounting for simple dissolution.

**Unit 5: Managerial decision making** 12

Analysis of financial statements, Common size balance sheet, Ratio analysis, Cash Flow statement.

**References**

1. J.R. Monga, Basic Financial Accounting, MKM Publication pvt ltd, Darya Gang, New Delhi
2. S.N. Maheshwari ,Suneel K Maheshwari,Sharad K Maheshwari; Introduction to Accountancy, Vikas Publications, New Delhi.
3. R. Narayana Swamy, "Financial Accounting" PHI Pvt., New Delhi
4. P.C. Tulsian, Financial Accounting, Tata McGraw Hill, New Delhi

**Additional References:**

1. Charles T. Horngren, Gart L.Sundem, J.A. Elliot, D.R. Philbrick, Introduction to Financial Accounting, Pearson.
2. T.S Grewal, Introduction to Accounting, S. Chand and Co., New Delhi.
3. Ashok Sehgal and Deepak Sehgal, Fundamentals of Financial Accounting, Taxmann, New Delhi
4. S.P. Jain and K.L. Narang, Advanced Accounting, Kalyani Publishers New Delhi
5. T Naseem Ahmed, Nawab Ali Khan, M.L. Gupta, Financial Accounting, Ane Books Pvt. Ltd. New Delhi

**Teaching Learning Process, Assessment Method and Teaching Plan**

Weekly Schedule	Unit No.	Hours	Course Learning Outcomes	Teaching Learning Outcomes	Assessment Methods
2.4	1	12	Students will understand the theoretical and practical framework of financial accounting and acquire a basic understanding of IFRS,	Class lectures about basics of accounting and accounting process.  Interactive discussion about Generally Accepted	Home Assignment, Student presentation.

			Ind-AS and latest Accounting Standards	Accounting Principles, concepts, conventions and standards.	
2.4	2	12	Students will understand the concept of Consignment, Joint Venture, Inland Branches and Hire-purchase transactions and learn the techniques of preparing accounts under each of these cases.	Class lectures with the help of illustrations and numerical problems.	Home assignment, Class Test with numerical problems.
2.4	3	12	Students will develop an understanding of Depreciation Accounting as per AS-10 ( PPE).	Lectures and class discussion about depreciation and different methods of depreciation. Numerical illustrations will be given.	Home assignment, Oral Test
2.4	4	12	Students will comprehend the concept of Partnership and preparation of accounts for reconstruction as well as dissolution of partnership firms.	Class lectures, interactive discussions, presentations and solving of numerical.	Home assignment, Quiz and MCQs
2.4	5	12	Students will understand how to prepare common size Balance Sheet, calculate various ratios, prepare Cash Flow Statement and analyze Financial Statements	Lectures will be supplemented with case studies and examples of analyses of Profit and Loss Account and Balance Sheet of actual companies.	Home assignment, Class Test with numerical.

**\*Assessment tasks listed here are indicative and may vary.**

### **Keywords**

Assets, Liabilities, Profit, Transactions, Journal Entry, Ledger account, Consignment, Hire-purchase, Joint Venture, Partnership, Branch.



**B.A. (VS)Marketing Management and Retail Business**  
**Semester V**  
**Paper: MMRB 5. 3. 2**  
**Corporate Laws**  
**Elective Core-Generic-Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective**

- To introduce students to the legal nature, structure and functioning of a company and encouraging students to develop basic understanding of case laws and regulatory framework in corporate practice.
- To provide comprehensive knowledge and understanding of the provisions of Companies Act, 2013.
- To provide students' knowledge of fundamental topics in company law including the inferences of separate corporate identity, limited liability, role and legal duties of promoters, board of directors and legal relationship with its various stakeholders.
- To provide basic understanding of Insolvency and Bankruptcy Code, 2016, regarding winding up of the corporate entities.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: acquire knowledge about regulatory framework, legal structure, functioning, classification and online incorporation of a company and apply legal reasoning to analyse relevant case laws.

CO2: explain basic legal documents to be prepared by company and their significance and describe the importance of online filing of documents.

CO3: understand the concept of allotment of shares, rights and duties of shareholders of company along with developing understanding of dematerialisation of securities.

CO4: acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders accompanied with the knowledge about provisions regarding convening and conducting of company meetings.

CO5: comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016

**Contents**

**Unit 1: Introduction**

12

Characteristics of a company; concept of lifting of corporate veil; Types of companies including private and public company, government company, foreign company, holding and subsidiary company, one-person company, small company, producer company, association not for profit, illegal association; Formation of company, Promoters and their legal position, pre-incorporation contract, online registration of a company.

**Unit 2: Documents** 12  
Memorandum of association, articles of association, Alteration and doctrine of ultra vires, doctrine of constructive notice and Indoor Management, prospectus, shelf prospectus and red herring prospectus, misstatement in a prospectus; Book Building process, Online filing of documents.

**Unit 3: Share Capital** 12  
Issue, allotment and forfeiture of shares, issue of bonus shares, transmission of shares; buyback and provisions regarding buyback; share certificate and share warrant; Members and shareholder – their rights and duties; Depositories Act 1996 - definitions, rights and obligations of depositories, participants, issuers and beneficial owners. Prohibition of insider trading. Provisions relating to payment of dividend, provisions relating to books of account, provisions relating to audit.

**Unit 4: Management** 16  
Directors, classification of directors: additional, alternate, women director, independent director, small shareholders' director; legal position; appointment, disqualifications, removal of directors; powers and duties; board meetings; key managerial personnel, managing director, manager, corporate social responsibility.  
Types of general meeting: annual general meeting, extraordinary meeting, convening and conduct of meetings, requisites of a valid meeting; postal ballot, e –voting.

**Unit 5: Winding up of companies** 08  
Concept and modes of winding up, compulsory winding up by the tribunal under Companies Act; voluntary liquidation of corporate persons under the insolvency and Bankruptcy Code, 2016, corporate insolvency resolution process. National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT)

## References

1. Kuchhal MC “Company law” Mahavir Publications
2. Dagar Inderjeet and Agnihotri Anurag “Corporate laws” Galgotia publishing company, New Delhi
3. Sharma J. P, “An Easy Approach to Corporate Laws”, Ane Books Pvt Ltd, New Delhi.
4. Singh Avtar “Company Law” Allahabad Law House

Note: Latest edition of text books may be used.

## Additional References:

1. Charlesworth & Morse, “Company Law”, Sweet & Maxwell”, London, U.K.
2. Gowar, LCB, “Principles of Modern Company Law”, Stevens & Sons, London.
3. Bharat Law House, New Delhi, “Manual of Companies Act, Corporate Laws and SEBI Guidelines”.
4. Kannal, S., & V.S. Sowrirajan, “Company Law Procedure”, Taxman’s Allied Services(P) Ltd., New Delhi (Latest Edition)

### Teaching Learning Process, Assessment Methods and Teaching Plan

<b>Weekly Schedule</b>	<b>Unit no.</b>	<b>Hours</b>	<b>Course learning outcomes</b>	<b>Teaching and learning Process</b>	<b>Assessment methods</b>
1 <sup>st</sup> and 2 <sup>nd</sup> week	1	12	Students will be able to acquire knowledge about regulatory framework, legal structure, functioning, classification and online incorporation of a company and apply legal reasoning to analyse relevant case laws.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented with discussions on leading case laws.	Quiz, oral/ written tests in the tutorial class, case laws solving exercise.
3 <sup>rd</sup> to 5 <sup>th</sup> week	2	12	Students will be able to explain basic legal documents to be prepared by company and their significance and describe the importance of online filing of documents.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by showing the documents of some companies on their websites and displaying the MCA -21 portals for easy access of public documents and various online services.	Student presentations/ Descriptive and critical reasoning home assignments for the internal assessment.
6 <sup>th</sup> and 7 <sup>th</sup> week	3	12	Students will be able to understand the concept of allotment of shares, rights and duties of shareholders of company along with developing understanding of dematerialization of securities.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by showing the functioning of some depository participants on internet.	Problem – solving exercises, Student presentations, Oral/Written Tests in the tutorials.
8 <sup>th</sup> to 10 <sup>th</sup> week	4	16	Students will be able to acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders accompanied with the knowledge about provisions regarding	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by the annual report of some companies.	MCQ, Student presentation, Descriptive and critical reasoning assignment on the topic covered.

			convening and conducting of company meetings.		
11 <sup>th</sup> and 12 <sup>th</sup> week	5	8	Students will be able to comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by the real life cases of winding up of companies under IBC code.	Class test for the award of internal assessment marks and providing feedback to the students.

\*Assessment tasks listed here are indicative and may vary.

### **Keywords**

Companies Act 2013, Lifting of corporate veil, Memorandum of association, Articles of association, Prospectus, Meetings, Dematerialisation, Shares, Dividend, Directors, Winding up, Virtual learning, Descriptive Assignments, Case Laws, Power Point.

**B.A. (VS) Marketing Management and Retail Business**  
**Semester V**  
**Paper: MMRB 5.4**  
**Rural Marketing**  
**Skill Enhancement Course (SEC)-Credit: 4**

**Duration: 3 hours**

**Marks: 100**

**lectures: 48**

**Course Objective (2-3)**

The course has been drafted with the following objectives:

- To understand the rural market and its significance,
- To understand the rural consumer behaviour and their purchase pattern,
- To enable in framing the rural specific marketing mix,
- To get into insights of the recent development in rural markets and the role of financial institutions in developing the rural business and strengthening the consumer purchasing power.

**Course Learning Outcomes**

CO 1: The students will be familiar with the concept of rural marketing: meaning, concept, phased evolution, significance factors and environment. They will also understand the structure and characteristics of the rural markets. They will be able to distinguish between rural and urban marketing.

CO 2: There are an immense opportunities and threats in rural market. The students will be able to understand the rural marketing challenges and opportunity, rural consumer: characteristics, significance of consumer behaviour, factors influencing decision making process of rural consumers, rural consumer's buying decision process and shopping habits of rural consumer.

CO 3: Understanding rural marketing mix strategies: need, types, product life cycle, new product development, brand management and channel management. Further they will also enable to develop marketing mix strategies for Indian rural markets and shift in strategic perspective for rural marketing.

CO 4: The students will be acquainted with the emerging issues in marketing: green marketing, sports marketing and social marketing. They will also be familiar with the role of rural financial institutions: Regional Rural Banks (RRB), Co-operative Banks, NABARD (National Agricultural Bank for Rural Development) in the development of rural market.

Unit 1

12

Concept of Rural Marketing: Meaning, Concept, Phased Evolution, Significance Factors and Environment, Structure and Characteristics of the Rural Markets, Rural Vs. Urban Marketing, Rural Marketing in India.

Unit 2 12  
 Rural Marketing Challenges and Opportunity, Rural Consumer: Characteristics, Significance of Consumer Behaviour, Factors Influencing Decision Making Process of Rural Consumers, Rural Consumers Buying Decision Process, Shopping Habits of Rural Consumer.

Unit 3 12  
 Rural Marketing Mix Strategies: Need, Types, Product Life Cycle, New Product Development, Brand Management and Channel Management, Marketing Mix Strategies for Indian Rural Markets Shift in Strategic Perspective for Rural Marketing.

Unit 4 12  
 Emerging Issues in Marketing: Green Marketing, Sports marketing and Social Marketing Rural Financial Institutions: Regional Rural Banks (RRB), Co-operative Banks, NABARD (National Agricultural Bank for rural Development).

**References**

1. C.S.G. Krishnamacharyulu, Lalita Ramakrishnan, “Rural Marketing – Text and Cases” Pearson education
2. Pradeep Kashyap, Siddhartha Raut “ The Rural Marketing” Biztantra
3. Balram Dogra, Karminder Ghuman “Rural Marketing” Tata Mcgraw-Hill
4. Shukla A.K. “Marketing Management” Vaibhav Laxmi Prakashan
5. Velayudhan Sanal Kumar “ Rural Marketing” Response Books ( Sage Publication)
6. Gopalaswamy T.P: Rural Marketing; Wheeler Publishers, New Delhi
7. Moria CB: Agricultural Marketing: Himalaya Publishing House, New Delhi.
8. K.S. Habibur Rahman: Rural Marketing in India, Himalaya.
9. Krishnamacharyulu: Rural Marketing: Text & Cases, Pearson Education
10. Dinesh Kumar & Punam Gupta, Rural Marketing, Sage Text

**Teaching and learning process, Assessment methods and Weekly teaching schedule**

Unit No.	Course learning outcomes	Teaching and learning process	Assessment method
1 (3 weeks)	The students will be familiar with the concept of rural marketing: meaning, concept, phased evolution, significance factors and environment. They will also understand the structure and characteristics of the rural markets. They will be able to distinguish between rural and urban marketing.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
2 (3 weeks)	There are an immense opportunities and threats in rural market. The students will be able to understand the rural marketing challenges and opportunity,	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments,

	rural consumer: characteristics, significance of consumer behaviour, factors influencing decision making process of rural consumers, rural consumer's buying decision process and shopping habits of rural consumer.	study, Project, Expert lecture from industries and companies, Tutorial	Presentation, evaluation of project
3 (3 weeks)	Understanding rural marketing mix strategies: need, types, product life cycle, new product development, brand management and channel management. Further they will also enable to develop marketing mix strategies for Indian rural markets and shift in strategic perspective for rural marketing.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
4 (3 weeks)	The students will be acquainted with the emerging issues in marketing: green marketing, sports marketing and social marketing. They will also be familiar with the role of rural financial institutions: Regional Rural Banks (RRB), Co-operative Banks, NABARD (National Agricultural Bank for Rural Development) in the development of rural market.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

#### Keywords

Rural Market, Consumer Behaviour, Strategies, Green Marketing, Social Marketing

**B.A. (VS) Marketing Management and Retail Business**  
**Semester VI**  
**Paper: MMRB 6.1**  
**International Marketing: An Overview**  
**Elective Core-Discipline Based (DSE)-Credit:06**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The objectives are: to provide the basic understanding about the international retail marketing, to make familiar with global market and its environment, to study the various international organizations and their role in developing international trade and to identify the opportunities in international retailing and the financial assistance extended by various institution in availing the global opportunities.

**Course Learning Outcomes**

CO 1: The learners will come to know the intricacies of international retail market: concept, evolution, importance and process. They will also know that how the international marketing researches are done and analysed. Further they will also be able to know the opportunities and challenges in international marketing, future prospects of international marketing and India's presence in international marketing.

CO 2: Enable to scan international marketing environment: economic, financial, political, technological, legal and cultural. They will know about the ways to enter in international markets also.

CO 3: Familiar with the role of International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS and European Union. International Marketing Strategies.

CO 4: Able to understand the criterion of selection of retail market, study and analysis of retailing in global setting, internationalization of retailing and evolution of international retailing, methods of international retailing.

Unit 1

18

International Marketing: Concept, Evolution, Importance and Process, International Marketing Research, International Marketing Information Systems, Market Analysis, Opportunities and Challenges in International Marketing, Future Prospects of International Marketing, India's Presence in International Marketing.

Unit 2

12

Scanning International Marketing Environment: Economic, Financial, Political, Technological, Legal and Cultural, Entering International Markets: Concepts, Modes and Factors



Unit 3 15  
International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS and European Union. International Marketing Strategies

Unit 4 15  
Selection of Retail Market, Study and Analysis of Retailing in Global Setting, Internationalization of Retailing and Evolution of International Retailing, Methods of International Retailing

#### References

1. Kotabe M. & Helsen K. "Global Marketing Management" Wiley, Jhon & Sons, Inc
2. Nargundkar Rajendra "International Marketing" Excel Books
3. Joshi Rakesh Mohan "International Marketing" Oxford University Press
4. Kotabe, Pelose, Gregory And Helson "International Marketing Management" Wiley, Jhon & Sons, Inc
5. McCarthy J.E: Basic Marketing - a Managerial Approach; McGraw Hill, New York.
6. S. A. Sherlekhar: Marketing Management, Himalaya
7. Govindarajan: Marketing Management: Concepts, Cases, challenges & Trends, PHI

#### Teaching and learning process, Assessment methods and Weekly teaching schedule

Unit No.	Course learning outcomes	Teaching and learning process	Assessment method
1 (3 Weeks)	The learners will come to know the intricacies of international retail market: concept, evolution, importance and process. They will also know that how the international marketing researches are done and analyzed. Further they will also be able to know the opportunities and challenges in international marketing, future prospects of international marketing and India's presence in international marketing.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
2 (3 Weeks)	Enable to scan international marketing environment: economic, financial, political, technological, legal and cultural. They will know about the ways to enter in international markets also.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

3 (3 Weeks)	Familiar with the role of International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS and European Union. International Marketing Strategies	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
4 (3 Weeks)	Able to understand the criterion of selection of retail market, study and analysis of retailing in global setting, internationalization of retailing and evolution of international retailing, methods of international retailing.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

#### Keywords

Retail Market, International Marketing, international Trade Organisations, Marketing Environment

**B.A. (VS) Marketing Management and Retail Business**  
**Semester VI**  
**Paper: MMRB 6.2.1**  
**Globalization**  
**Elective Core-Discipline Based (DSE)-Credit:06**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The paper is designed to familiarise the students with the concept of globalisation and integration of developing countries with the world economy. The aim of the paper is to provide a critique of globalisation and stress on local/ national policies than follow the one - size - fits - all approach.

**Course Learning Outcomes**

Globalization is gradually becoming unavoidable phenomenon worldwide which dominates political and economic discourse. It is making the world smaller by increasing the international exchange of goods, resources, services, information, knowledge and culture. It helps in improving a social and academic life. It is therefore very much the need of the hour as the student acquires knowledge about this aspect. After studying the subject, the student can think globally and deliver the best available in the global market.

CO1: It aims to widen the outlook of students in understanding of our economy in the backdrop of world economy. It gives an overview of how the process of globalization has changed over time.

CO2: It gives an understanding of not only economic but also social impact of globalization.

CO3: It explains to the students how production process is no more limited to the boundaries of nations, but it is integrated with other nations through global value chain.

CO4: It explains how globalization requires new approaches to economic and social policies due to decline in authority of nation-state. The students also get an overview of the impact of globalization on environmental conditions.

CO5: The course makes the students avail of existing global organizations that govern the process of globalization.

**Contents**

Unit 1: 09  
Meaning and contents of globalization.  
Comparative analysis of past and present of globalization.

Unit 2: 15  
Benefits of globalization: role of globalization in reducing inequality and poverty, expansion of markets, free movement of goods, services and factors of production.

Distribution of benefits of globalization shared by developing and developed countries.

Unit 3: 10  
Globalization and the world economy- production, global value chains. A case of simultaneous integration and segmented production.

Unit 4: 16  
Critique of globalization: globalization and neo-liberalism.  
Decline in authority of nation state and reduction of policy space.  
The way forward-stress on local/ regional/ national than global economy.  
Environment and globalization.

Unit 5: 10  
Global governance: IMF, World Bank, WTO.  
Role of WTO in global governance.  
Missing institutions.

## References

1. Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and development (Pg 64-70)
2. Reddy, D. Narashima. Globalization and its discontents, Revisited. Economic globalization: Past and present.
3. Veltmeyer, Henry and James Petras. Globalization Unmasked. Ch-1 Globalization or Imperialism.
4. Nayyar, Deepak. Trade and Globalization. Ch-3 and Ch-14.
5. Nayyar, Deepak. Governing Globalization. Ch-6 Cross border movements of people.
6. Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and Development (Pg 70-79)
7. Nathan, Dev, Meenu Tiwari and Sandip Sarkar. Labour in Global Value Chain in -Asia. Ch. 1 Introduction.
8. Ritzer, George. Globalization: A basic Text. Ch-8 Global Economic Flows.
9. Munck, Ronald. Global and Social Exclusion. Ch-2 and 3.
10. Ritzer, George. Globalization: A Basic Text. Ch-5 Neo- liberalism.
11. Nayyar, Deepak. Trade and Globalization. Ch-13 Globalization and development strategies (Pg 360-365).
12. Kumar, Vinod and Manju Joshi. Challenges of Globalization. Economic, social and environmental challenges of globalization.
13. Nayyar, Deepak. Trade and Globalization. Globalization and development strategies (Pg 417-427).
14. Nayyar, Deepak and Julius Court. Governing Globalization- Issues and institution. Emerging issues and missing institutions (Pg 20-24).

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekl y schedu le	Unit no.	Hou rs	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1 to 2	1.	9	It aims to widen the outlook of students in understanding of our economy in the backdrop of world economy.  It gives an overview of how the process of globalization has changed over time.	Theory classes on concept of globalization. Discussion on how globalization has changed over a period	Multiple choice questions, class test
3 to 6	2.	15	It gives an understanding of not only economic but also social impact of globalization.	Theory classes to understand impacts of globalization on inequality and poverty. Case studies on differential impact of globalization on different countries	Group discussions and Presentations
7&8	3.	10	It explains to the students how production process is no more limited to the boundaries of nations, but it is integrated with other nations through global value chain.	Theory classes on the concept of global value chains and integration of production process.	Class tests and MCQ's
9- 11	4.	16	It explains how globalization requires new approaches to economic and social policies due to decline in authority of nation-state.  The students also get an overview of the impact of globalization on environmental conditions.	Theory classes on role of nation state and decline in its power with globalisation. Understanding neo-liberalism with class discussions	Group discussions and power point presentations
11 & 12	5.	10	The course makes the students avail of existing global organizations that govern the process of globalization.	Discussion of global governance and need for institutions in various areas.	MCQ and class tests

**\*Assessment tasks listed here are indicative and may vary**

### Keywords

Globalisation, Global value chain, neo- liberalism, WTO, World Bank, IMF

**B.A. (VS) Marketing Management and Retail Business**  
**Semester VI**  
**Paper: MMRB 6.2.2**  
**Retailing Operations**  
**Elective Core-Discipline Based (DSE)-Credit:06**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The course is designed to achieve the following objectives:

- To know the human resource related issues in retail, significance of human resource management in retailing and the trends and challenges in HRM in retailing,
- To understand the various issue of financial management in retail sector, financial assessment, accounting and analysis of financial records,
- To study the working capital management and to identify the role of information technology (IT) in retail management.

**Course Learning Outcomes**

CO 1: Enable to understand the human resource management in retailing, its significance in retail and also familiar with major function of HRM in retailing, strategic framework of HRM in retailing, trends and challenges in HRM in retailing and future of HRM in retailing.

CO 2: Conversant with the financial management in retailing, budgeting, and evaluating financial and operational performance. They will also be equipped with the techniques of analysing the financial statements and balance sheet.

CO 3: Familiar with the working capital management in retailing, cash management, credit management and inventory valuation: FIFO, LIFO, Inventory Management: ABC, EOQ Analysis

CO 4: Equipped with the basic usage of IT in retail market and understanding of IT for competitive advantage, capturing and transmitting data at the point of sale, data base marketing, data mining and business intelligence.

**Contents**

Unit 1

10

Human Resource Management in Retailing: Definition, Significance of HRM in Retail, Major Function of HRM in Retailing, Strategic Framework of HRM in Retailing, Trends and Challenges in HRM in Retailing, Future of HRM in Retailing.

Unit 2

20

Financial Management in Retailing: Concept, Role and Sources of Finance for Retailer, Budgeting: Meaning, Types and Budgetary Control. Measuring and Evaluating Financial and Operational Performance: Financial Statement (Trading, Profit & Loss A/C and Balance Sheet), Break Even Analysis, Financial Ratio's with Reference to DIPSTIC Parameters (Customer Transaction, Stock, Space and Staff Productivity): Customer Conversion Ratio. Transaction Per Hour, Sales Per Transaction, Sales Return to Net Sales, Average Stock

Investment Period, Sales to Stock Ratio, Return on Stock Investment, Shrinkage to Net Sales, Product Category Ratio, Sales Through Analysis, Sales Per Sq. Feet. Percentage of Space for Each Department, Sales Per Employee, Space Covered Per Employee and Staff Productivity.

Unit 3

15

Working capital management in retailing: Concept, Estimation, Working capital Cycle. Cash management, Credit management and Inventory Valuation: FIFO, LIFO, Inventory Management: ABC, EOQ Analysis.

Unit 4

15

IT in Retail Market: Role in Retail, Parameters for use of IT in Retailing, IT for Competitive Advantage, Capturing and Transmitting Data at the Point of Sale, Data Base Marketing, Data Mining and Business Intelligence.

**References**

1. Gibson & Vedamani “Retail Management” Jayco Books
2. Bajaj, Tuli & Srivastava “Retail Management” Oxford University Press
3. Berman Barry & Evance J.R “Retail Management” Prentice Hall India
4. Jain J.N.& Singh P.P “Modern Retail Management – Principal and Techniques” Regal Publications
5. Madan K.V.S “Fundamental S of Retailing” Mcgraw-Hill
6. Khatri, P. V. & Verma, S “Management Accounting 2011” Global vision publishing house New Delhi.
7. Singh Surinder & Kaur Rajeev. “Basic Financial management” 2<sup>nd</sup> edition, Mayur Paper back
8. Swapna Pradhan “Retailing Management- Text and Cases” Tata Mcgraw-Hill
9. Sinha P.K & Uniyal D.P “Managing Retailing” Oxford University Press
10. Ramkishan Y “International Retail Marketing Strategies” Jayco Books
11. Gilbert D “Retail Management” Pearson Education
12. George H, Lucas Jr., Robert P. Bush, Larry G Grecian- Retailing
13. J. Lamba- The Art of Retailing

**Teaching and learning process, Assessment methods and Weekly teaching schedule**

Unit No.	Course learning outcomes	Teaching and learning process	Assessment method
1 (2 Weeks)	Enable to understand the human resource management in retailing, its significance in retail and also familiar with major function of HRM in retailing, strategic framework of HRM in retailing, trends and challenges in HRM in retailing and	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

	future of HRM in retailing.		
2 (4 Weeks)	Conversant with the financial management in retailing, budgeting, and evaluating financial and operational performance. They will also be equipped with the techniques of analysing the financial statements and balance sheet.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
3 (3 Weeks)	Familiar with the working capital management in retailing, cash management, credit management and inventory valuation: FIFO, LIFO, Inventory Management: ABC, EOQ Analysis	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
4 (3 Weeks)	Equipped with the basic usage of IT in retail market and understanding of IT for competitive advantage, capturing and transmitting data at the point of sale, data base marketing, data mining and business intelligence.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

**Keywords**

HRM, Financial Management, Working Capital, Break Even Analysis, Inventory Management



**B.A. (VS) Marketing Management and Retail Business**  
**Semester VI**  
**Paper: MMRB 6.3.1**  
**Business Law**  
**Elective Core-Generic-Credit:06**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The objective of this course is to impart basic knowledge of the important business legislations along with relevant case laws to the students in order to make them better corporate professional who will be an asset to their organizations.

**Course Learning Outcomes**

CO1: The students will have skills to understand different provisions of Indian Contract Act.

CO2: The students will have understanding of specific contracts like contract of indemnity and guarantee, bailment and agency.

CO3: The students will be able to distinguish between condition and warranty, Performance of contract of sale and rights of unpaid seller. The students will also be able to understand consumer rights and consumer grievance redressal mechanism

CO4: The students will able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.

CO5: The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.

**Contents**

**Unit 1: The Indian Contract Act, 1872 20**

Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, capacity to contract, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts.

**Unit 2: The Indian Contract Act, 1872: Specific Contracts 10**

Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

**Unit 3: The Sale of Goods Act, 1930 12**

Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

**Consumer Protection Act**-Introduction, Definitions, Rights of Consumers, Nature and Scope of Complaints, Remedies Available to Consumers, Grievance redressal mechanism.

**Unit 4: LLP 2008 and Negotiable Instruments Act**

12

**The Limited Liability Partnership Act, 2008:**

Salient Features of LLP, Difference between LLP and Partnership, LLP Agreement, Partners and Designated Partners, Incorporation of LLP,

**The Negotiable Instruments Act, 1881:**

Meaning and Characteristics of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Crossing of Cheque, Dishonour of Cheques.

**Unit 5: Information Technology Act 2000:**

06

Introduction, Digital Signature, difference between digital and E-signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Secure Electronic Records and Secure Digital Signatures, Regulation and powers of Certifying Authorities, Digital Signature Certificates, Offences.

**References**

1. Kuchhal, M.C. and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Dagar Inderjeet & Agnihotri Anurag “Business Law” Sage Texts, New Delhi.
3. Singh, Avtar, *Business Law*, Eastern Book Company, Lucknow.

**Additional References**

1. Maheshwari & Maheshwari, Business Law, National Publishing House, New Delhi.

**Note: Latest edition of text books may be used.**

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly Schedule	No of lecturers	Unit no.	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1to4	20	1.	The students will have skills to understand different provisions of Indian Contract Act.	The lecture will be delivered with the help of leading cases in order to explain the essential of valid contract and discharge of contract.	Quiz, MCQ, Assignment
5to6	10	2.	The students will have understanding of specific contracts like contract of indemnity and guarantee , bailment and agency.	The Lecture will be delivered for describing Contract of Indemnity, Guarantee, Bailment and Agency	MCQ and student presentations.
7 to8	12	3.	The students will be able to distinguish between condition and warranty,	Class room lecture will be on different aspects of the sale of goods Act with the help of leading cases and examples.	Student presentations, MCQ and assignments.

			Performance of contract of sale and rights of unpaid seller. The students will also be able to understand consumer rights and consumer grievance redressal mechanism	Further the lecture will focus on the different concepts of Consumer Protection Act.	
9to10 (with mid break)	12	4.	The students will able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.	Lecture on different aspects of the Limited Liability Partnership Act, 2008 and The Negotiable Instruments Act, 1881 with the help of leading cases and examples.	MCQ, presentation, Assignment
11 to 12	6	5.	The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.	There will class room lecture for students explaining the different aspects of Information Technology Act 2000.	MCQ, Presentation and Class test.

**\*Assessment tasks listed here are indicative and may vary.**

**Keywords**

Contract, breach, condition, warranty, unpaid seller, cheque, LLP, digital signature

**B.A. (VS) Marketing Management and Retail Business**  
**Semester VI**  
**Paper: MMRB 6.3.2**  
**Financial Management**  
**Elective Core-Generic-Credit:06**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

To familiarize the students with the principles and practices of financial management.

**Course Learning Outcomes**

CO1: Develop understanding of conceptual framework of financial management i.e., its nature, scope and objectives. Also learn about the concept of time value of money and its applications; concept of risk and return.

CO2: Develop ability to understand and make long term investment decisions by using various techniques available for the purpose.

CO3: Understanding the concept of cost of capital, determination of specific cost of capital of different sources of finance and weighted average cost of capital. Also develop an understanding of various capital structure theories and leverage analysis.

CO4: Develop ability to learn concept of dividend and theories for relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Determinants of dividend policy.

CO5: Develop understanding of the concept of estimation of working capital needs of a firm. Also learn decision making ability in the areas of cash, receivables and inventory management.

**Contents**

**Unit 1: Introduction** 10

Nature, scope and objectives of Financial Management, Time value of money, Risk and return

**Unit 2: Long term Investment Decisions** 15

The Capital Budgeting Process, Cash flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index

**Unit 3: Financing Decisions** 10

(a) Sources of long-term financing. Estimation of components of cost of capital. Methods for Calculating cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC).

(b) Capital structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage; Determinants of capital structure

**Unit 4: Dividend Decisions** 10

Theories for Relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Determinants of dividend policy.

**Unit 5: Working Capital Decisions** 15

Concepts of working capital, operating and cash cycles, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management.

**Note: Spreadsheet is the recommended software for doing basic calculations in finance and hence can be used for giving students subject related assignments for their internal assessment purposes.**

References

1. Horne, J.C. Van and Wackowich. *Fundamentals of Financial Management*. 9th ed. New Delhi Prentice Hall of India
2. Joy, O.M. *Introduction to Financial Management*. Homewood: Irwin
3. Singh, Surender and Kaur, Rajeev. *Basic Financial Management*, Mayur Paperbacks, New Delhi.
4. Khan and Jain. *Financial Management text and problems*. 2nd ed. Tata McGraw Hill New Delhi.
5. Pandey, I.M. *Financial Management*. Vikas Publications.
6. Chandra, P. *Financial Management- Theory and Practice*. (Tata McGraw Hill).
7. Singh, J.K. *Financial Management- text and Problems*. Dhanpat Rai and Company, Delhi.
8. Brigham and Houston, *Fundamentals of Financial Management*, 13th Ed., Cengage Learning

**Note: Latest edition of the textbooks should be used.**

**Teaching Learning Process, Assessment methods and Teaching plan**

Unit No.	Learning outcome	Teaching and Learning Outcomes	Assessment Methods
1 (2 weeks)	Develop understanding of conceptual framework of financial management i.e., its nature, scope and objectives. Also learn about the concept of time value of money and its applications; concept of risk and return	Delivery of lectures along with Power Point Presentation, explaining nature, scope and objectives of Financial Management, Time value of money, risk and return. Practical problem solving on time value of money. This will be followed with an interactive discussion with students to improve their understanding of the topics.	Student presentations using news from business newspapers; assignment on objectives.

2 (3 weeks)	Develop ability to understand and make long term investment decisions by using various techniques available for the purpose	Lectures along with Power Point Presentation to develop a thorough understanding of the Capital Budgeting Process, Cash flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index. Practical problem solving on the above mentioned techniques of capital budgeting. Practical problems based on different methods of pricing of material issues will be solved in the class.	MCQ on the topics. Practical Problems to be given for home assignments.
3 (2 weeks)	Understanding the concept of cost of capital, determination of specific cost of capital of different sources of finance and weighted average cost of capital. Also develop an understanding of various capital structure theories and leverage analysis	Delivery of lectures through Power Point Presentation to develop a thorough understanding of the sources of long-term financing. Estimation of components of cost of capital. Methods for Calculating cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Capital structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage; Determinants of capital structure. Practical problems based on different methods of pricing of material issues will be solved in the class.	Class test based on unit one and two
4 (2 weeks)	Develop ability to learn concept of dividend and theories for relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Determinants of dividend policy.	Delivery of Lectures through Power Point Presentation to develop a thorough understanding of Theories for relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Determinants of dividend policy. This will be followed with an interactive discussion with students to improve their understanding of the topics.	Home assignment/project
5 (3 weeks)	Develop understanding of the concept of estimation of working capital needs of a firm. Also learn decision making ability in the areas	Delivery of Lectures explaining the concepts of working capital, Operating and Cash cycles, sources of short-term finance, working capital estimation, cash management, receivables management, inventory	Students Presentation Class test based on units 3,4 and 5 Practical Problems to be given for home assignments.

	of cash, receivables and inventory management	management. Lectures will be aided by Power Point Presentation. Practical problems based on different methods of pricing of material issues will be solved in the class. This will be followed with an interactive discussion with students to improve their understanding of the topics.	
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### Keywords

Unit 1: Financial Management, Risk, Return

Unit 2: Capital Budget, Investment Decisions, NPV, IRR

Unit 3: Cost of Capital, Capital Structure

Unit 4: Dividend, Dividend Decisions, Dividend Policy

Unit 5: Working Capital, Cash management, Inventory management

**B.A. (VS) Marketing Management and Retail Business**  
**Semester VI**  
**Paper: MMRB 6.4**  
**E-Commerce**  
**Skill Enhancement Course (SEC)-Credit:04**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The objectives of the course are to introduce the concept of electronic commerce, and to understand how electronic commerce is affecting business enterprises, governments, consumers and people in general. In addition, student become familiar with mechanism for conducting business transactions through electronic means

**Course Learning Outcomes**

CO1: To enable the students to tell about E-Commerce its meaning, nature, concepts, types, and reasons for transacting online, e-commerce business models.

CO2: Students will be able to explain technologies used in E-commerce, dynamics of World Wide Web and internet.

CO3: Students will be able to appreciate E commerce security environment, security threats in the E-commerce environment, technology solutions, IT Act 2000.

CO4: Students will be able to recognize E- Payments system including models and methods, digital signatures, payment gateways, and risks involved in E-payments.

CO5: Students will be able to understand about online business transactions, online marketing, E-tailing, online services, auctions, online portal and online learning.

**Contents**

Unit 1 10  
Introduction: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorising major E-commerce business models), forces behind e-commerce.

Unit 2 08  
Technology: Technologies used in E-commerce, The dynamics of world wide web and internet (meaning, evolution and features) ; Designing, building and launching E-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

Unit 3 10  
Security and encryption: Need and concepts, The E commerce security environment: (dimension, definition and scope of E-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber vandalism etc.), technology solutions (Encryption, security channels of communication,



protecting networks and protecting servers and clients), Information Technology Act 2000 (meaning and provisions)

Unit 4

10

E- Payments system: Models and methods of E - payments (Debit Card, Credit Card, smart cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting etc.), risks involved in E-payments.

Unit 5

10

Online business transactions: meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like banking, insurance, payment of utility bills, online marketing, E-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment).

**References**

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2. Management Information System: Laudon&Laudon
3. The Essential Guide to Knowledge management: AmritTiwana
4. The GIS Book: George B. Karte.
5. Internet (Use of Search Engines Google & yahoo etc.)
6. E - Commerce: Milind Oka
7. E - Commerce: C.V.S. Murty
8. Fire Wall and Internet Security: William Cheswick, Stevens, Aviel Rubin
9. E-Governance Case Studies - Ashok Agarwal

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
2.5	1	10	To enable the students to tell about E-Commerce its meaning, nature, concepts, types, advantages, disadvantages and reasons for transacting online, e-commerce business models.	Lecture to discuss E-Commerce, and related concepts.	Student PPTs
2	2	08	Students will be able to explain technologies used in E-commerce, dynamics of world wide web and internet.	Lecture and discussion in detail about E – Commerce technology and www.	Assignment

2.5	3	10	Students will be able to appreciate E commerce security environment, security threats in the E-commerce environment, technology solutions, IT Act 2000 (meaning and provisions)	Lecture and PPTs to discuss security environment and IT Act 2000	Questing & answering in class
2.5	4	10	Students will be able to recognize E- Payments system including models and methods of E - payments, digital signatures, payment gateways, online banking, risk involved in E-payments.	Discussion in detail on various methods on E payments	Class test
2.5	5	10	Students will be able to understand about Online business transactions its meaning, purpose, advantages and disadvantages, online marketing, E-tailing, online services , auctions, online portal, online learning.	Discussion and PPTs on online business transactions including online auction, E – tailing online learning.	Questing & answering in class

#### Key Words

Lecture method, Storytelling, Question-Answer Method, E-Commerce, Information Technology Act, 2000, E-Payment Gateways, E-tailing