

GOVERNMENT COLLEGE(A)
RAJAHMUNDRY
DEPARTMENT OF COMMERCE
ACADEMIC YEAR 2024-25
B.B.A RETAIL OPERATIONS
SYLLABUS

**GOVERNMENT COLLEGE (AUTONOMOUS)
RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A⁺” Grade)
(w.e.f. 2024-25 Admitted Batch)
I Year: BBA (Retail Operations), Semester –I**

PROGRAMME CODE: 228

COURSE CODE: 122801

INTRODUCTION TO RETAIL OPERATIONS

SYLLABUS

Learning Objectives:

- To recognize the structure & functioning of retail sector.
- To evaluate the process of retail stores operations.
- To infer the processes associated with retail store practices

Learning Outcomes:

- The learners will be able to comprehend the process, procedures of Retail Sector.
- The learners will be able to relate the systems & protocols of retail stores operations.
- The learners will be able to deconstruct the procedures of retail store practices.

Unit - I Introduction to Retail:

Meaning and definition of Retailing - Evolution of Retail in India & Internationally of - The Features of different format of Retail stores - Meaning and significance of store location in Retailing Career prospector of in Retail sector - Typical Organogram of an organization under all sectors of Retail.

Unit - II: International Retailing:

Meaning of International Retailing - Need for Internationalization of Retail - Internationalization of Retail Business Models- International marketing strategies - key Roles and the Responsibilities in store operations management at each level of the store and at head offices.

Unit 3 Retail store logistics and supply chain management:

Meaning and Definition of Supply chain management - Supply Chain system of Retail - Functions and elements of supply chain system - The role of supply chain management in fulfilling the needs of Retail stores and customer's channels of product distribution - stakeholder's types of logistics and transportation - used by Retailing organizations and their role

Unit- 4: - Retail store operations:

Meaning and Definition of store Operating Management- Importance of Store Operating Management - categories of products / services that are dealt by Retail business houses stage of stores operations - pre-opening, opening, during and day end

Unit-5: - Retail store practices:

Equipment and machineries used in Retail stores. The health, hygiene, safety and security practices that needs to be in followed at Retail stores. Importance of customer relationships in enhancing the value of business, key terminologies used and practices followed in Retail stores.

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 (W.E.F. 2024-25 Admitted Batch)
 I Year: BBA (Retail Operations), Semester -I
 PROGRAMME CODE: 228 COURSE CODE: 122802
 BUSINESS ORGANIZATION
 SYLLABUS

Learning Objectives:

- The course aims to acquire conceptual knowledge of business, formation Various business organizations.
- To provide the knowledge on deciding plant location, plan layout and Business combinations.

Learning outcomes: After completing this course, a student will have:

- Ability to understand the concept of Business Organization along with the Basic laws and norms of Business Organization.
- The ability to understand the terminologies associated with the field of Business Organization along with their relevance and to identify the appropriate types and functioning of Business Organization for solving different problems.
- The application of Business Organization principles to solve business and industry related problems and to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.

Unit 1: Business: Concept, Meaning, Features, Objectives and importance of business. Classification of Business Activities- Industry, Trade and Commerce. Meaning, Difference between Industry & Commerce and Business & Profession.

Unit 2: Promotion of Business: Considerations in Establishing New Business. Modern Business and their Characteristics. Qualities of a Successful Businessman. Characteristics, Importance and Objectives of Business Organization.

Unit 3: Forms of Business Organization – Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits, Difference between Private and Public Company, Concept of One Person Company.

Unit 4: Plant Location and Layout: Meaning, Importance, Factors affecting Plant Location. Plant Layout - Meaning, Objectives, Importance, Types of Layout. Factors affecting Layout. Size of Business Unit Optimum Size and factors determining the Optimum Size

Unit 5: Business Combination: Meaning, Characteristics, Objectives, Causes, Forms and Kinds of Business Combination. Rationalization: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalization and Nationalization.

BLUE PRINT

UNITS	7M	3M
UNIT-I Business	2	2
UNIT-II Promotion of Business	2	2
UNIT-III Forms of Business Organization	2	2
UNIT-IV Plant Location and Layout	2	1
UNIT-V Business Combination	2	1

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I Year: BBA (Retail Operations) , Semester -I
PROGRAMME CODE: 228 COURSE CODE:122803
FUNDAMENTALS OF COMMERCE
SYLLABUS

Learning Objectives:

- The objective of this paper is to help students to acquire conceptual knowledge of the Commerce, Economy and Role of Commerce in Economic Development.
- To acquire Knowledge on Accounting and Taxation.

Learning Outcomes:

At the end of the course, the student will able to

- Identify the role commerce in Economic Development and Societal Development.
- Equip with the knowledge of imports and exports, foreign exchange and Balance of Payments.
- Equip with the knowledge of accounting and accounting principles.
- They acquire knowledge on micro and micro economics and factors determine demand and supply.
- An idea of Indian Tax system and various taxes levied on in India.

Unit 1: Introduction to commerce: Meaning and Definition of Business. Elements of business: Meaning, definition and classification of industry. Meaning and definition of Commerce; Elements in commerce: Trade and Auxiliaries to trade; Classification of trade - Role of Commerce in Economic and Societal Development.

Unit 2: International trade: International trade – Meaning and definition. Domestic Trade Vs International Trade. Imports and Exports, Foreign exchange, Foreign exchange market, Foreign exchange rate; Balance of trade, Balance of Payments -Accounts in Balance of Payments- Importance of Balance of payments. World Trade Organization. Importance of international trade and commerce.

Unit 3: Economic Theory: Meaning and definitions of Economics, classification of economics- Micro Economics – meaning, definition and concepts in micro economics. Demand and supply; Macro Economics – Meaning, definition and concepts in macro economics. Measurements of National Income, Concepts of National Income; Differences between Micro and Macro Economics and interface between Micro and Macro Economics.

Unit 4: Basics to Accounting: Meaning, Definition and Objectives Accounting, Need for Accounting- Accounting Cycle – Double entry system -classification of accounts- rules of accounting- Book keeping Vs Accounting – Concepts and Conventions of Accounting.

Unit 5: Taxation: Meaning of Tax, Taxation - Types of Tax- Income Tax, Corporate Taxation, GST, Customs & Exercise. Differences between Direct and Indirect Tax – Objectives of Tax- Concerned authorities – Central Board of Direct Taxes (CBDT) and Central Board of Excise and Customs (CBIC).

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I Year: BBA (Retail Operations) , Semester -II

PROGRAMME CODE: 228

COURSE CODE:222801

Merchandising and Cashiering and Operations – I

SYLLABUS

Learning Objectives:

- To comprehend the sales & marketing practices at retail stores.
- To identify the system associated with stock management.
- To interpret the process of merchandising & other auxiliary functions.

Learning Outcomes:

- The Learners will be able to demonstrate prompt practices at retail stores.
- The learners will be able to assimilate the knowledge into practice of maintaining, inventory, warehousing, etc.
- The Learners will be able to demonstrate practical knowledge associated with Visual Merchandising.

Unit-I Service Cash Point/POS:

Cash Points/POS- Purpose of POS- Cash points POS set up-Counterfeit payments- Different types of credit and debit cards that are accepted in the stores - Process of handling credit and debit card transactions

-Process of handling other cash equivalents, discounts, refunds, fractions and currency conversions - Procedure of authorizing payments -Cash point security procedures -Process of resolving the problems that can occur in routine cash point operations and transactions - Procedures of handling customers and complaints at the POS.

Unit-II Processing Customer Orders and Exchanges:

Procedures of processing customer orders – Identification and resolving problems while processing customer orders - the importance of protecting confidentiality of the customer information - procedures for validating customer credit limits.

Processing Part Exchange Sale Transactions: Need for a Customer to Part Exchange the Products - Terms and conditions of sale for items that the store exchanges -Process of checking ownership of the items produced for part exchange • Consequences of not checking the ownership of the items.

Unit-III Processing Customer Payments:

Procedures for processing cash and credit transactions - the impact of statutory guidelines and obligations of a retailer in relation to credits - Resolve customer concerns related to pricing of products - the procedures to accept and record the product/ goods returned by the customers.

Need to process cash and credit transactions - risks to the company of offering credit to customers - company guidelines for setting customer credit limits - process of checking customer accounts effectively

- the process to identify overdue payments and customers who have gone over their credit limits.

Unit IV Return of Goods & Sale of Age-restricted products:

Reasons for returning goods - need to process returned goods - policies and procedures for replacements and refunds, including proof of purchase - authority of the cashier to agree to replacements and refunds - the charges that apply to the customers if company is not at fault - the steps involved in processing returns of goods - the process to find the replacement goods. Meaning of age restricted products - Policies and procedures to be followed while selling age restricted products - Policies and procedures for refusing sale of age-restricted products- Documents that can be accepted as proof of age -Impact of not collecting prescribed proof of age - Impact of selling age restricted products to under-aged customer

Unit-V Health and Safety in Retail Sector

Need and importance of health and safety in the store - the safety risks, hazards and the accidents that occur in the store - the safety practices followed in the store - the importance of housekeeping - the procedures for dealing with emergencies.

Reference Books:

1. Bajaj, Tuli and Srivastava, Retail Management, New Delhi: Oxford University Press
2. Gibson G. Vedamani, Retail Management, Mumbai: Jaico Publishing House
3. Lewison, D. M. and Delozier, W. M., Retailing, Columbus: Merrill Publishing Co.
4. Newman, A. & Cullen, P., Retailing: Environment and Operations, 9th Indian Reprint 2011, Cengage Learning.
5. Ogden, J.R. and Ogden, D.T, Integrated Retail Management, 1st Edition 2008, Bizantra.
6. Pradhan, S, Retailing Management, 2nd Edition 2007, Tata McGraw Hill.
7. S. L. Gupta & Arun Mittal, International Retailing

Blue Print

Unit	Name of the topic	Theory	
		Essay 10M	Short 2M
I	Service Cash Point/POS	2	2
II	Processing Customer Orders and Exchanges:	2	2
III	Processing Customer Payments	2	2
IV	Return of Goods & Sale of Age-restricted products	2	1
V	Coordination and controlling	2	1
	Total	10	8

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I Year: BBA (Retail Operations) , Semester -II

PROGRAMME CODE: 228

COURSE CODE: 222802

Managerial Economics

SYLLABUS

Learning Objectives

- To understand the concepts and applications of Managerial Economics.
- To interpret the cost dimensions in a business venture.
- To recognize the role of pricing in markets and market structures.

Learning Outcomes:

- The learners will be able to understand the role of managerial economist in a firm.
- The learners will be able to apply the knowledge of costing in decision making.
- The learners will be able to identify and analyze market practices and process in real life.

Unit-I Introduction to Managerial Economics:

Managerial Economics- meaning and definitions; Nature and Scope of Managerial Economics. Concepts of Managerial Economics; differences between Economics and Managerial economics; Significance of Managerial Economics.

Unit- II Demand Analysis:

Meaning and definition of Demand, determinants of Demand, Demand function, Law of demand, Demand schedule, Demand curve, Reasons for downward sloping of demand curve, exceptions to law of demand. Elasticity of demand- types. Degrees of price elasticity of demand. Demand forecasting- meaning and methods of demand forecasting.

Unit-III Production Analysis:

Meaning and definition of Production, Factors of production, production function, production theories- Law of variable proportions, Law of returns to scale, Cobb-Douglas production function.

Unit-IV: Cost and Revenue analysis & BEP and Profit Planning:

Meaning and definition of Cost and Revenue. Cost Concepts - Total, Average, Marginal cost. Fixed and variable cost. Basic cost curves- Relation between production & cost. Total, average and marginal revenue. Break Even Analysis– Break Even point, Managerial use of B.E.P. and its limitations, profit planning & management.

Unit-V: Market structures and Pricing:

Meaning and definition of Market and price, classification of markets. Characteristics of Perfect competition and Monopoly- differences between perfect competition and monopoly - determination of price and equilibrium under Perfect Competition and Monopoly.

Reference Books:

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

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I Year B.B.A (R.O) - Semester – II

Managerial Economics

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I Year B.B.A (R.O) - Semester – II
PROGRAMME CODE: 228 COURSE CODE: 222803
BASICS OF BUSINESS MANAGEMENT
SYLLABUS

Learning Objectives:

The course aims to develop an understanding of principles, functions and challenges of management and contemporary issues in management.

Learning Outcomes:

At the end of the course, the student will be able to;

Understand the concept of Business Management along with the basic laws and norms. Able to understand the terminologies associated with the field of Business Management and control along with their relevance. and to identify the appropriate method and techniques of Business Management for solving different problems. They apply basic Business Management principles to solve business and industry related problems and to understand the concept of Planning, Organizing, Direction, Motivation and Control etc.

Unit 1: Management: Definition & Meaning of Management - Henry Fayol Principles of Management and F.W. Taylor’s Scientific Management - Functions of Management - Levels of Management.

Unit 2: Planning: Planning – Nature, importance, Process of Planning and Types of Planning. Decision making – Process and Types.

Unit 3: Organizing: Organizing - Nature & Importance, Principles of Organizing. Delegation & Decentralization – Departmentation – Span of Management. Organizational structure – line, line & staff and functional.

Unit 4: Directing:

Functions of Directing - Motivation – Theories of motivation (Maslow Need Hierarchy theory) and Motivation techniques. Leadership – Styles of Leadership and qualities of a leader.

Unit 5: Coordination and Controlling

Meaning, definition and importance of Co-ordination; Meaning, Nature, importance of controlling– Basic Control Process and Control techniques.

Reference books:

Principles of Management: L Prasad

Principles of Management: Koontz

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I Year B.B.A (R.O) - Semester – II

PROGRAMME CODE: 228

COURSE CODE: 222804

Retail Business Environment

SYLLABUS

Learning Objectives:

- To help the learners interpret various business environments.
- To apply the various regulatory framework.
- To interpret the various sales & marketing aspects of managing retail.

Learning Outcomes:

- The learners will be able to comprehend know how of the business environment.
- The learner will be able to operate the framework for effective retailing.
- The learner will be able to predict various sales & marketing strategy for retail.

Unit-I Introduction to Business Environment

Nature and Significance of Business Environment- Types of Business Environment- Environmental Factors affecting Business Decisions; Environmental Analysis–Process, Importance and Limitations- -Techniques of Environmental analysis- SWOC / SWOT, PESTLE, QUEST. Retail Marketing Environment in India.

Unit-II Retail sector in India

Retail sector in India: Evolution of retail- Factors leading to growth of retail in India - Role of International retailing and international players in retail sector- FDI and its impact on retail sector- Organized & Unorganized retail.

Unit-III Sub sectors of retail

Brick Mortar Stores- FMCG / D sales & Distribution- E-Commerce / E-retailing- Direct sales- Features of B2B and B2C business models in Retail sector with examples

Unit-IV Retail Sales & Marketing-I

Meaning of marketing & sales- Meaning and concepts of Sales and Marketing - Production concept, Selling-concept, Societal, Marketing concept. Selling Vs marketing, Marketing Mix- 4 Ps of Marketing- Importance of Marketing.

Unit- V Retail Sales & Marketing-II

Functions of marketing & sales in a Retail organization. Consumer behaviour, Target Market & market segmentation- Gauging Growth Opportunities-Building a Sustainable Competitive Advantage

Reference Books:

1. Bajaj, Tuli and Srivastava, Retail Management, New Delhi: Oxford University Press
2. Gibson G. Vedamani, Retail Management, Mumbai: Jaico Publishing House
3. Newman, A. & Cullen, P., Retailing: Environment and Operations, 9th Indian Reprint 2011, Cengage Learning.
4. Pradhan, S, Retailing Management, 2nd Edition 2007, Tata McGraw Hill.
5. S. L. Gupta & Arun Mittal, International Retailing

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II Year: BBA (Retail Operations) , Semester -III

PROGRAMME CODE: 228

COURSE CODE:322801

Business Communication Skill

SYLLABUS

Course Objectives

- To make the learners competent better employment opportunity & also acquire self employment skill.
- To augment professional skills for the betterment of smooth communication at the workplace.
- To explain various aspects of effective communication by emphasizing on the concept & theories of communication.

Course Outcomes

- The learner will be able to apply communication skills with proficiency.
- The learners will be well equipping with effective communication skills within a professional skill.
- The learners will be able to understand various nuances of communication to a greater extent.

Unit-1 Effective Communication

Principles of effective communication- the reasons for barriers in communication- the solutions to typical communication barriers- the importance of effective listening skills- elements of effective verbal communication skills - when asking questions, providing and receiving information.

Unit-1I Professional Skills

The need for professional Skills-the elements of professional skills required at the workplace- features and benefits of the elements of professional skills- the methods to practice the professional skills at workplace- Decision Making-Critical thinking- Interpersonal Skills- Personal presentation and grooming etiquettes- the importance / significance of communication skills in personal and professional life.

Unit-1II Introduction to Business Communication Skills

The need for business communication- the methods to practice Business communication skills at the workplace. Writing Skills – Resume & job application writing, email writing, letters of communication to different stakeholders / inter departments, preparing proposals and quotations, raising complaints, replies to complaints.

Unit-1V Meetings & Report Writing

Meetings – Plan, Prepare, Organize, Conduct & Report. (Online & Physical meetings)
Report writing - business reports, project reports-Reading Skills: -Report Reading - analyze business reports, proposals-Oral Communication - one to one, one to many, delivering business presentations.

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(w.e.f. 2023-24 Admitted Batch)**

**II Year: BBA (Retail Operations) , Semester -III
PROGRAMME CODE: 228 COURSE CODE:322802
Merchandising & Cashiering Operations – II**

Syllabus

Course Objectives

- To be able to identify the basics of Visual merchandising.
- To develop employability and entrepreneurial skills.
- To be able to perform effectively in a team and to create positive image.

Course Outcomes

- The learners will be able to understand about Visual merchandising and defining products in a retail store.
- The learners will develop employability and entrepreneurial skills in themselves.
- The learners will be able to to perform effectively in a team and create positive image in the minds of customers and in organization.

Unit-1 Visual Merchandising

Introduction to Visual Merchandising - Introduction to visual merchandising displays - Planning visual merchandising displays - Role of design brief - Principles to set up visual merchandising displays - Dressing up visual merchandising displays - Health and safety in displays

Unit-2 Creating Positive Image of Self and Organisation in the Minds of Customers

Importance of creating a positive image in the minds of the customers - Importance of establishing - Need to communicate accurate information to the customers - Respond appropriately to the customers

Unit-3 Working Effectively in a Team

Importance of working effectively in the team - the importance of information, instructions and documentation in retail workplace - Importance of effective work habits - Required etiquette of the workplace - Significance of a positive attitude at the workplace

Unit-4 Employability skills

Personal Strengths & Value Systems -Digital Literacy: A Recap - Money Matters - Preparing for Employment & Self Employment, Knowledge and Skills required for a retail employee, Qualities of a good employee.

Unit-5- Entrepreneurship: Entrepreneurship – Entrepreneur- Qualities of Entrepreneurs - Preparing to be an entrepreneur- role of entrepreneurship in economic development- Start-ups.

Reference Books:

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Berman B. Evans J. R., (2004), Retail Management, 9th Edition, Pearson Education Berman, Barry. Evans, Joel R. Mahaffey Tom (2005). Retail Management: A Strategic Approach, Pearson Education
4. Gopal, R. Manjrekar, Pradip (2010), Retail Management, Excel Books, New Delhi Notes
5. Iyer, B. Sriram (2011). Retail Store Operations, Tata Mc Graw Hill
6. Levy IM. and Weitz B.A., (2004), Retailing Management, 5th ed. Tata McGraw Hill
7. Menon, K. S., (2006), Stores Management, 2nd Ed. Macmillan India
8. Sivakumar, A., (2007), Retail Marketing, Excel Books, New Delhi

**GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A” Grade) II
BBA (Retail Operations), SEMESTER- III
Model Question Paper ((From
Admitted Batch 2023-24)
MERCHANDISING AND CASHIERING OPERATIONS-II**

TIME:2.1/2 hrs.

Max Marks: 50

SECTION-A

Answer any FIVE questions.

(5 x3 = 15 Marks)

1. Visual merchandising
2. Design brief
3. Establishing positive image in the minds of customers
4. Required etiquette of the retail workplace
5. Money matters in retail job
6. Digital Literacy for employees
7. Startups.
8. Entrepreneurship.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM

(Re-Accredited by NAAC with “A⁺” Grade)

(w.e.f. 2023-24 Admitted Batch)

II Year: BBA (Retail Operations) , Semester -III

PROGRAMME CODE: 228

COURSE CODE:322803

Logistics and Supply Chain Management

Syllabus

Course Objectives

- To understand the basics of supply chain and logistics.
- To provide basic knowledge about Key Supply Chain Business Processes.
- To provide basic knowledge about Purchasing and Supplier Management

Course Outcome

- The learners will be able describe the rudiments of supply chain management system
- The learners will be able to outline the Key Supply Chain Business Processes.
- The learners will be able to explain the importance of purchasing operations and supplier management.

Unit-I Introduction

An Introduction – Integrated Logistics Management – Concept – Evolution and Development – Role – Scope – Functions and Importance – The New Manufacturing and Distribution Practices – Local and International Supply Chains – Benefits and Issues.

Unit-II Supply Chain Management and Logistics

Types of Supply Chains– Strategic, tactical, operational decisions in supply chain – SCM building blocks – Supply Chain Drivers and Obstacles – International Logistics and Supply Chain Management – The Total Cost Concept and Logistics and SCM Trade-Offs.

Unit-III Key Supply Chain Business Processes

Planning – Sourcing – Producing – Distributing and Paying – Managing material flow and distribution – Distribution and Planning Strategy – Warehousing and Operations Management – Transportation Management – Inventory Management.

Unit-IV Purchasing and Supplier Management

Sourcing and Supplies Management, Outsourcing – Global Sourcing – Vendor Identification – Selection – Evaluation – Development – Supplier Relationship Management – Supplier Quality Management – Supply Chain Performance.

Unit-V IT in supply chain management

SCM Relationships – Third Party Logistics and Fourth Party Logistics – SCM Network Design and Facilities Development – SCM Planning and Development Strategies – Supply Chain Uncertainties – Supply Chain Vulnerabilities. Role of IT–IT enabled SCM, Future of SCM.

Reference Books:

1. Martin Christopher. Logistics and Supply Chain Management
2. Sunil Chopra and Peter Meindal. Supply Chain Management
3. Donald J. Bowersox and David J. Closs. Integrated Logistics Management

GOVERNMENT COLLEGE (AUTONOMOUS), AJAMAHENDRAVARAM

(Re-Accredited by NAAC with “A⁺”Grade)

II Year BBA (RO), Semester–III

PROGRAMME CODE: 228

COURSE CODE: 322804

SALES MANAGEMENT

Course Outcomes:

- Implement effective sales strategies
- Leadership skills necessary to manage and motivate a sales team
- To evaluate the performance of the sales team
- The learner will be able to identify the customer's preferences and buying decisions when making sales.
- The learner will be able to apply sales techniques to suggest suitable products to customers
- The learner will be able to demonstrate specialist products to customers.

Unit I: Introduction: Sales management-Definition, Nature, scope and importance of sales management, emerging trends in sales management, Role and skills of sales of Managers, Function and Qualities of sales executive.

Unit II: Retail Sales Planning: Importance of planning, organizing schedules, significance of goal setting to achieve sales objectives, components of retail mathematics & its impact on profit & loss. Elements of buying operations.

Unit III: Retail Sales Management-I: Basics of category management, rudiments of retail department management, retail sales process.

Unit IV: Retail Sales Management –II: Demonstration of products & specialist products, how to propose appropriate solutions/alternative products & handling customer objections.

Unit V: Managing Sales: `Up selling & Cross Selling and its impact on sales revenues, personalized sales & post sales service, process of sales on credit , credit application process management, managing sales promotions in retail stores

Blue Print

Unit	Name of the topic	Theory	
		Essay 10M	Short 2M
I	Introduction	2	2
II	Retail Sales Planning	2	2
III	Retail Sales Management-I	2	1
IV	Retail Sales Management-II	2	1
V	Managing Sales	2	2

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM

(Re-Accredited by NAAC with “A+” Grade)

(w.e.f.2023-24 Admitted Batch)

II Year: BBA (Retail Operations) , Semester -III

PROGRAMME CODE: 228

COURSE CODE:322805

Customer Relationship Management

Syllabus

Course Objectives

- To understand the concepts of CRM.
- To identify the elements of CRM.
- To understand the process and practices of customer services.

Course Outcomes

- The learners will be able to understand the role of Customer Relationship Management.
- The learners will be able to describe the elements of CRM.
- The learner will be able to manage customer engagement by providing customer service in B2B retail environment
- The learners will be able to handle customer service concerns and efficiently resolve them to the satisfaction of the customers.

Unit-I Introduction to CRM

Characteristics of customer touch points at the store and their significance wrt Sales and Customer Service, how to identify customer needs and buying behavior, benefits of Customer Relationship Management (CRM) and its implication on Business.

Unit-II Components of CRM

Components of CRM, Role of CRM in marketing and sales, Principles of CRM, Customer Relationship Management Strategies, Impact of CRM on business revenues

Unit-III Elements of CRM

Elements of customer service management (Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses.)

Unit-IV Customer Services

Processes and practices of customer engagement, , how to handle customer service concerns, best practices followed in resolving customer complaints, decision-making processes in addressing customer service problem, addressing customer grievances.

Unit-V CRM Planning and Implementation : Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation.

Reference Books

1. Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By Pearson – S Ramesh Kumar
2. Retail Supply Chain Management (Series on Resource Management) - James B. Ayers (Author), Mary Ann Odegaard (Author)
3. e-Retailing Principles and Practice – Himalaya Publishing - by D. P. Sharma
4. Retail Marketing in the Modern Age - Prashant Chaudhary.

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A+” Grade
II Year BBA (RO) SEMESTER-IV
(with effect from 2023-24 admitted batch)

PROGRAMME CODE: 228

COURSE CODE: 422801

ENTERPRISE RESOURCE PLANNING - SYLLABUS

Unit I: Overview of Enterprise Resource Planning (ERP)

Introduction to ERP: Definition, purpose, and significance. The overarching structure of an enterprise system. Evolution and utilities of Enterprise Resource Planning (ERP). Risks and benefits of implementing an ERP system. Features of fundamental technology used in ERP.

Unit II: Planning and Implementation of ERP Systems

Planning and designing of ERP Systems ,Factors to consider in planning and designing ERP systems. Implementation of cross-functional integrated ERP systems. Challenges in ERP deployment and strategies for overcoming them. Case studies on ERP implementation in retail industry.

Unit III: ERP Solutions for Retail Organizations

The need for ERP solutions in retail organizations .Characteristics and applications of ERP software solutions in retail. Significance of Business Process Re-engineering (BPR) in ERP Solutions with respective business processes of a Retail Organization. Business Process Management (BPM): Definition, need, and its correlation with ERP. Elements of the BPM lifecycle in the retail context.

Unit IV: Functional Modules and Emerging Trends in ERP

Functional modules used in various functions and departments of retail organizations. Features, advantages, and benefits of different functional modules of ERP used by Retail Organisation. Emerging trends and advancements in ERP systems.

Unit V: Software Skills and Retail-Specific Applications

Software skills and related skills required to carry out for accounting and administrative functions in retail. Overview of computer applications: MS Office, internet, and email. Orientation to Point of Sale (POS) software(s) in retail. Introduction to Customer Relationship Management (CRM) software.

BLUE PRINT

.UNITS	7M	3M	Total
UNIT-I	2	2	4
UNIT-II	2	1	3
UNIT-III	2	2	4
UNIT-IV	2	1	3
UNIT-V	2	2	4
Total	10	08	18

GOVERNMENT COLLEGE(AUTONOMOUS) RAJAMAHENDRAVARAM

(Re-Accredited by NAAC with “A⁺”Grade)

II YearBBA(RO) ,Semester –IV

(with effect from 2023-24 admitted batch)

PROGRAMME CODE: 228 COURSE CODE: 422802

FMCG/FMCD Sales&Distribution

Course Outcomes:

- Develop a comprehensive understanding of the FMCG and FMCD market dynamics
- Learn to design,manage,and optimize distribution channels for FMCG and FMCD products
- Will be able to formulate effective sales and distribution strategies

Unit I: Introduction to FMCG

Overview of FMCG -Key characteristics and market dynamics-historical development and current trends –consumer-customer

Unit II: FMCG&FMCD

Identify product categories in FMCG/FMCD—Explain supply chain system in FMCG /FMCD(Manufacturer-Transportationsystem-Storage-Distribution&retailingand post-sale services)

Unit III: Distribution System

Explain the roles & responsibilities of stakeholders in FMCG distribution system --
Outlinetheimportanceofinfluencingpeoplethroughpersonaleffectiveness--Explain the importance and best practices followed in distributor and retailer relationship management

Unit IV: Sales System-I

Explaintheimportanceofdataanalysisandplanninginsales--Describetherolesand responsibilities of a distributor salesperson (Territory, day to day planning, merchandising & branding, stock management, order booking)

Unit V: Sales System-II

Describe objection handling --negotiation with retailers -- Explain the process of carryingouteffectivesalescalls--Explainthebestpracticesfollowedinmanaging distribution team

BLUEPRINT

Name of the Topic	Short 2M	Essay 10M
Unit I:Introduction to FMCG	2	2
UnitII: FMCG&FMCD	2	2
Unit III: Distribution System	2	2
UnitIV:Sales System-I	2	1
UnitV:Sales System-II	2	1

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
(Re-Aceredited by NAAC with “A” Grade)
II Year BBA (RO), Semester IV
(with effect from 2023-24 admitted batch)
PROGRAMME CODE: 228 COURSE CODE: 422803
NON-STORE RETAILING

Time : 2 1/2 hrs.

Max Marks: 50

Course Outcomes:

- Develop a comprehensive understanding of various non-store retail formats, such as e-Commerce
- To able gain proficiency in digital marketing techniques, including search engine optimization (SEO)
- To will learn how consumer behavior differs in non-store retailing compared to traditional brick-and-mortar retail.

Unit I: Introduction to Non -store Retailing: Introduction to non store retailing -characteristics of non store retailing -advantages and limitations of non store retailing—Various formats of Non store retailing - advantages and limitations -Differences between Store based and non-store Retailing

Unit II : Introduction of E -commerce and E- Retailing: Introduction to e-retailing and e-Commerce, significance of e- commerce and e-retailing - growth prospects in e- retailing and e-commerce- Advantages of E-commerce. Advantages of e-retailing. Differences between e-commerce and e-retailing.

Unit III: E- Retailing Platform: Sales and marketing practices in E- Retailing – Importance of stakeholder management in E-retailing environment – Importance of technology platforms in e Retailing – customer service -- product fulfillment process in E- Retailing.

Unit IV: E – Retail Management- I: Identifying competition- Significance of identifying competition to enhance business performance - gathering market information - significance of gathering Market information to enhance business performance – The components of product catalogue on e-commerce website- catalogue management on e - commerce website.

Unit V: E- Retail Management – II: Basics of category management on e-retailing platforms – advantages of category management on e-retailing platforms- statutory guidelines for sales on e-commerce web sites – Seller acquisitions process for E- commerce platforms.

Blue print

UNIT	Topic	Essays	Shorts
Unit: I	Introduction to Non -store Retailing:	2	2
Unit : II	Introduction of E -commerce to E- Retelling	2	2
Unit : III	E-Retailing Platform	2	2
Unit : IV	E–Retail Management-	2	1
Unit : V	E-Retail Management – I	2	1

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM

(Re-Accredited by NAAC with “A+” Grade)

II Year: BBA (Retail Operations) , Semester -IV

(with effect from 2023-24 admitted batch)

PROGRAMME CODE: 228

COURSE CODE: 422804

Store Operations Management

Course Objectives

- 1 To understand the concept of Inventory management.
- 2 To organise and manage visual merchandising displays at the retail store.
- 3 To organise and ensure availability of products for sale on the sales floor

Course Outcomes

- 1 The learners will be able to importance of inventory management
- 2 The learners will be able to explain the process of managing product displays & visual merchandising displays.
- 3 The learners will be able to explain the importance of ensuring availability of products on the sales floor always.

Unit-I Inventory Management: Inventory management and its impact on profit margins, features of valuation of Inventories (Stock), Meaning, Definition, Applicability, Valuation of Inventory (FIFO, WAM), disclosure in Final Account, explanation with Illustrations, process of stock management on the sales floor

Unit-II Product Display - I: Elements in creating an attractive product display, methods of selecting appropriate products to suit the display types, positioning the product labels appropriately while conforming to the legal and operational standards, legal requirements for labeling the products on the shelf, role of Visual merchandising displays in marketing.

Unit-III Product Display -II: Role of design brief in creating a Visual merchandising display, merchandiser or buyer consultations for finalization of merchandise and props, potential places to put the display, role of light, colour, texture, shape, and dimension in VM.

Unit-IV Sales Floor Product Management-I: Importance of vendor and supplier relationship management, guiding the staff to display the goods for sale, modifying or changing the product displays, organizational procedures for displaying products and aligned records, staff briefing for involvement, legal requirements for displaying descriptions and prices of goods.

Unit-V Sales Floor Product Management- II: Organizations standards for putting displays together including standards for cleaning and preparation of shelf, security, health and safety requirements and procedures relating to displaying goods, lain customers’ legal rights in relation to the display of goods, risks to security or health and safety that arise when evaluating displays, impact of different types of display in achieving sales targets.

Reference Books

- 1.Urvasi Makkar & Harindar kumar Makkar “Customer Relationship Management” Tata McGraw hill; Education Private limited, New Delhi
- 2.Swapna Pradhan; “Retailing Management Text & Cases;” Tata McGraw hill; Education Private limited, New Delhi
- 3.David Gilbert “Retailing Management”; Pearson Education; New Delhi.

GOVERNMENT COLLEGE (A), RAJAMAHENDRAVARAM
(Re –Accredited by NAAC with “A+”Grade)
II Year B.B.A (R.O)- Semester –IV
(with effect from 2023-24 admitted batch)
PROGRAMME CODE: 228 COURSE CODE: 422805
FUNDAMENTALS OF FINANCIAL & COST ACCOUNTING
SYLLABUS

Learning Objectives:

- The objective of this paper is to help students to acquire conceptual knowledge of the Accounting and Role of Accounting in Business.
- To equip the students with the skill of Accounting the business transactions and finalize the accounts with reference to retail business.
- To make students understand cost accounting and cost management in retail business.

Learning Outcomes:

At the end of the course, the student will be able to

- Identify the need, objectives of accounting and the role of Accountant in Business.
- Equip with the knowledge of accounting principles.
- Develop the skill of accounting with special reference to retail business.
- Observe the accounting practices.
- Acquire the conceptual knowledge on Cost accounting.
- Understand the role of cost accounting and cost management in retail business.

Unit 1: Introduction to Financial Accounting: Meaning, definition, objectives, need, basic terms of accounting. Accounting principles in retail business. Basic accounting practices in retail organizations, Branches of accounting, Uses & limitations of Accounting, Concepts & Conventions.

Unit 2: Book keeping and Accounting: Accounting cycle- Double entry system- Classification of Accounts, Rules of accounting, Book keeping and Accounting. Journal, Ledger and trial Balance. (Theory only)

Unit 3: Final Accounts: Statements of Final Accounts in retail – Meaning, need & objectives, Trading Account – Meaning & need; Profit & loss Account – meaning & Need, Balance Sheet- Meaning & need; Final accounts with adjustment entries. (Theory only)

Unit 4 : Accounting practices: Impact of profit and loss account , Balance sheet on business goals of the organization. Mark up & Markdown practices in retail. Impact of Mark Up and Mark Down on financial accounting and profits. Departmental accounts and role of accounting. Basis of allocation of expenses and incomes and receipts. Interdepartmental transfers at cost price and invoice price. Stock reserve.

Unit 5: Cost Accounting: Definition of Cost, Costing and Cost Accounting; Classification of Cost on different bases; Cost Allocation and Apportionment, Cost management, Cost Control. Role of cost accountancy and cost management in retail store operations. (Theory only)

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(w.e.f. 2023-24 Admitted Batch)
II Year BBA(RO) ,Semester –IV
PROGRAMME CODE:228 **COURSE CODE:422806**
TEAM MANAGEMENT

Course Objectives

- To understand the significance of leading a team
- To Know the importance of work planning and implementation
- To understand the aspects of team performance management

Course Outcome

- The learners will be able to explain the role and responsibilities of a team leader.
- The learners will be able to explain the rudiments of work planning and work implementation.
- The learners will be able to explain the elements of team performance management

Unit-I Introduction to Team Management

Meaning of Team management, Roles and responsibilities of a team leader, team's purpose, aims and targets, responsibility for contributing to the team's success, importance of sharing work fairly with team members, importance of being a reliable team leader, importance of maintaining team morale, importance of following the company's policies and procedures.

Unit - II Leadership & Decision making

Basic principles of leadership - main styles of leadership; skills and qualities of leadership; building Trust & respect in leadership, Leading change & innovation; Virtual/ remote leadership techniques/ practices. Importance of decision making, types of decision making relating to leadership styles, problem solving process; making decisions in a crisis; creative decision making when solving problems

Unit-III Work Planning and implementation

Elements of work planning, prioritizing, and scheduling, High performance team- elements of high-performance team, importance of planning and selecting a team in alignment with team and business goals, interviewing skills, Business ethics and values- significance of business ethics and values.

Unit-IV Business Goals & Performance Management

Principles of effective communication and how to apply them in managing a team, diversity of expertise, knowledge, skills and attitudes required to achieve the team purpose - SMART goals- setting SMART (Specific, Measurable, Achievable, Realistic and Timebound) business goals, planning the achievement of store team objectives and the importance of involving team members in this process. Process of conducting performance appraisal, assessing individual/ team performance against expected objectives, goals. Measures for performance improvement.

Unit-V Team Conflict Management

Cause and effect of conflict in the place of work - causes of conflict between individuals, common causes of conflict between groups/teams, effects of conflict on individuals, effects of conflict on a group/team; types of behavior that are unacceptable in a work situation - acceptable behavior in the work place, types of behavior that are unacceptable in a work situation; Prevention of Conflicts- Methods. Team leader responsibilities with reference to conflict management in the work place.

GOVERNMENT COLLEGE (AUTONOMOUS)
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(w.e.f. 2022-23 Admitted Batch)
III Year: BBA (Retail Operations), Semester - V
PROGRAMME CODE: 228 **COURSE CODE: BBARO 501**

Team Management- I

SYLLABUS

Course Objectives

- To understand the significance of leading a team
- To Know the importance of work planning and implementation
- To understand the aspects of team performance management

Course Outcome

- The learners will be able to explain the role and responsibilities of a team leader.
- The learners will be able to explain the rudiments of work planning and work implementation.
- The learners will be able to explain the elements of team performance management

Unit-I Leading a Team

Roles and responsibilities of a team leader, team’s purpose, aims and targets, responsibility for contributing to the team’s success, importance of sharing work fairly with team members, importance of being a reliable team leader, importance of maintaining team morale, importance of following the company’s policies and procedures,

Unit-II Leadership

Basic principles of leadership - Main styles of leadership; Skills and qualities relates to leadership; Building Trust & respect in leadership; Leading change & innovation; Virtual/ remote leadership techniques/ practices.

Unit-III Work Planning and implementation

Goal setting- setting SMART (Specific, Measurable, Achievable, Realistic and Timebound) business goals. Elements of work planning, prioritizing, and scheduling, elements of high- performance team, importance of planning and selecting a team in alignment with team and business goals, interviewing skills, significance of business ethics and values.

Unit-IV Performance Management

Principles of effective communication and their application in managing a team, diversity of expertise, knowledge, skills and attitudes required to achieve the team purpose- planning the achievement of store team objectives and the importance of involving team members in this process, co-relation between personal work objectives contributing to achievement of team objectives.

Reference Books

- Retail Team Leader – RASCI Course Material
- Retail Manager’s Handbook – Andra Wheeler
- The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
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(w.e.f. 2022-23 Admitted Batch)

• **BBA (RO) , Semester –V**

PROGRAMME CODE: 228

COURSE CODE: BBARO-502

Operation Research

Unit I Measures of Central Tendency

□ Data collection- Primary data and secondary data - Measures of central tendency - Characteristics, Calculation, uses and limitations of Mean, Median, Mode. (Including Problems)

Unit II Co-relation & Regression Analysis

Concept of Co-relation- characteristics- uses and limitations, Concept of regression analysis- characteristics-uses and limitations - methods of drawing regression lines- application of correlation and regression in retail store business (Theory only)

Unit III Transportation & Assignment

□ Concept, characteristics, calculation, uses and limitations of transportation and assignment, significance in retail store operations management. (Theory only)

Unit IV Probability and Sampling

Meaning and characteristics of probability-uses and limitations of probability- Sampling. - Methods of sampling- applications of probability and sampling in retail business. (Theory only)

UNIT	Theory		Problems (10 Marks) Essay
	10 M (Essay)	2M (Short)	
Measures of Central Tendency	1	2	1
Co-relation & Regression Analysis	2	2	-
Transportation & Assignment	2	2	-
Probability and Sampling	2	2	-

GOVERNMENT COLLEGE (A), RAJAMEHENDRAVARAM
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(W.e.f. 2022-23 Admitted Batch)
II Year B.B.A (R.O)- Semester –VI
PROGRAMME CODE: 228 **COURSE CODE: BBARO601**

TEAM MANAGEMENT-2

Course Objectives

- 1 To understand the concepts of conflict management.
- 2 To describe the process of conducting performance review.
- 3 To identify the importance of decision making and problem solving

Course Outcome

- 1 The learners will be able to identify the methods and techniques that can be used to manage conflicts in team.
- 2 The learners will be able to describe the importance of feedback and coaching.
- 3 The learners will be able to know the importance of decision making and solving problems

Unit-I - Team Conflict Management

Meaning of Conflict - Cause of conflict between Individuals and between teams - Effects of conflicts on individuals and teams - Acceptable behaviour in the work place, Unacceptable behaviour in the work place - prevention of Conflicts in work station - Methods : Methods and techniques to manage conflict with in the team , Importance of Conflict Management.

Unit-II Team Performance Review

Meaning of performance review , Process of conducting performance review - Importance of Training and platform skills - Preparing a development plan to support performance improvement, importance of keeping skills and knowledge up to date -Constructive feedback through reflecting on individual personal strength and weaknesses - Importance of feedback and coaching - Benefits of coaching - Improve performance through learning and coaching

Unit-III Negotiation Skills & Communication

Negotiation Skills- Importance of Negotiation Skills-Application of Negotiation skills in management of team and customer relations- Handling Business communication mediums effectively , Communicating effectively with team members , stake holders and customers

Unit-IV Decision making and solving problems

Importance of decision making; types of decision making and their importance; components of decision making; process of decision making; key leadership styles; types of decision making relating to leadership styles; problem solving process; decision making process to solve problems; making decisions in a crisis; creative decision making when solving problems.

GOVERNMENT COLLEGE (AUTONOMOUS)
RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A+” Grade)
(w.e.f. 202 -2 Admitted Batch)
III Year: BBA (Retail Operations) , Semester -VI
Program Code: 228 Course Code: BBARO-602
Store Operations Management

Course Objectives

- 1 To understand the concept of Inventory management.
- 2 To organise and manage visual merchandising displays at the retail store.
- 3 To organise and ensure availability of products for sale on the sales floor

Course Outcomes

- 1 The learners will be able to importance of inventory management
- 2 The learners will be able to explain the process of managing product displays & visual merchandising displays.
- 3 The learners will be able to explain the importance of ensuring availability of products on the sales floor always.

Unit-I Inventory Management

Inventory management and its impact on profit margins, features of valuation of Inventories (Stock), Meaning, Definition, Applicability, Valuation of Inventory (FIFO, WAM), disclosure in Final Account, explanation with Illustrations, process of stock management on the sales floor

Unit-II Product Display

Elements in creating an attractive product display, methods of selecting appropriate products to suit the display types, positioning the product labels appropriately while conforming to the legal and operational standards, legal requirements for labeling the products on the shelf, role of Visual merchandising displays in marketing, role of design brief in creating a Visual merchandising display, merchandiser or buyer consultations for finalization of merchandise and props, potential places to put the display, role of light, colour, texture, shape, and dimension in VM.

Unit-III Sales Floor Product Management-I

Importance of vendor and supplier relationship management, guiding the staff to display the goods for sale, modifying or changing the product displays, organizational procedures for displaying products and aligned records, staff briefing for involvement, legal requirements for displaying descriptions and prices of goods.

Unit-IV Sales Floor Product Management- II

Organizations standards for putting displays together including standards for cleaning and preparation of shelf, security, health and safety requirements and procedures relating to displaying goods, lain customers' legal rights in relation to the display of goods, risks to security or health and safety that arise when evaluating displays, impact of different types of display in achieving sales targets.

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