



**PSGR
Krishnammal College for Women**



**DEPARTMENT OF BUSINESS ADMINISTRATION
(RETAIL MANAGEMENT)**

**CHOICE BASED CREDIT SYSTEM & LEARNING
OUTCOME BASED CURRICULAR FRAMEWORK**

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL MANAGEMENT)**

2022 – 2025 BATCH



PROGRAMME LEARNING OUTCOMES (PLO's):

PLO1. To provide students with experience in integrating the concepts and techniques from the various functional areas of business and generating solutions for contemporary business problems.

PLO2. To manifest the students with high level of knowledge and skills including theoretical, analytical and critical thinking, decision making, intellectual independence, leadership, planning and organization, and problem solving with paramount ability to communicate ideas effectively.

PLO3. To transform the student to play a pioneering and leading role in the community, enabling her to take responsibilities and contribute to solving problems through innovative thinking, collective work, reflection, and self-development.

PLO4. To demonstrate competence in applying the tools and techniques of Business Management to industry and to enable students to take intrapreneurial and entrepreneurial activities.

PLO5. To develop competence to become global citizens through appreciating diversity, acquiring skills in digital technologies and demonstrating awareness to professional values, ethics and sustainability issues to solve complex business problems.

PROGRAMME SPECIFIC OUTCOME

The students at the time of graduation will be able to:

PSO1: Classify the retailers based on categories- traditional, merchandise offered ownership, operations and non-store retailing.

PSO2: Evaluate the factors contributing to the growth of Indian retail industry and how it has an impact on the GDP of Indian economy.

PSO3: Design their own strategies for satisfying the retail customers and doing SWOT analysis for retail business plan.

PSO4: Design the retail marketing mix and make decisions on product merchandise, price, supply chain and promotional mix with respect to their retail business.

PSO5: Evaluate the impact of information technology on retail business concerns.



**DEPARTMENT OF BUSINESS ADMINISTRATION
(RETAIL MANAGEMENT)
CHOICE BASED CREDIT SYSTEM & LEARNING OUTCOME BASED
CURRICULAR FRAMEWORK
SCHEME & SYLLABUS OF EXAMINATION
(Applicable to students admitted during the academic year 2022-23 onwards)
Semester- I**

Semester	Part	Subject Code	Title of the Paper		Instruction per semester	Tutorial (Hrs)	Practical	Instruction per week	Total (Hrs)	Duration of the exam(Hrs)	Exam Marks			Credits
											CIA	ESE	TOT	
I	I	TAM2201/ HIN2201/ FRE2201	Tamil Paper I / Hindi Paper I / French Paper I	L	86	4	-	6	90	3	50	50	100	3
I	II	ENG2101	English Paper I	E	86	4	-	6	90	3	50	50	100	3
I	III	IB22C01	Core : Business Management and Organisational Behaviour	CC	71	4	-	5	75	3	50	50	100	4
I	III	RM22C02	Core : Retail Principles and Operations	CC	71	4	-	5	75	3	50	50	100	4
I	III	TH22A02	Allied: Mathematics for Management- I	GE	86	4	-	6	90	3	50	50	100	5
I	IV	NME22WS/ NME12AS/ NME12GS/	Introduction to Women Studies/ Ambedkar Studies/ Gandhian Studies	AEC	26	4		2	30	2	100	-	100	2
		NME22B1/ NME22A1	Basic Tamil/ Advance Tamil		28	2	-	2	30	2	50	50	100	

L- Language, E- English, CC- Core Courses, GE- Generic Elective,
AEC- Ability Enhancing Course

CIA Question Paper Pattern: 2 x 25 = 50 Marks

One question from each unit with each question comprising of

- ✓ Two questions with a weightage of 2 marks (no choice)
- ✓ Two questions with a weightage of 6 marks (no choice)
- ✓ One question with weightage of 9 marks (Internal Choice at the same CLO level)

ESE Question Paper Pattern: 5 x 20 = 100 Marks

One question from each unit with each question comprising of

- One question with a weightage of 2 marks (no choice)
- One question with a weightage of 6 marks (Internal Choice at the same CLO level)
- One question with weightage of 12 marks (Internal Choice at the same CLO level).

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB22C01	BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	Core	71	4	-	4

Preamble

1. To develop conceptual knowledge of Business management and Organizational Behaviour.
2. To enable students understand and analyze practical aspects of management and organizational Behaviour to become skilled at the art of getting things done through people in a corporate business scenario.
3. To impart the students with the concept, importance and models of Business management and Organizational Behaviour.
4. To provide students with the knowledge, skills and abilities to understand Industry 4.0 and its impact on society, business and people.

Course Learning Outcomes

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1.	Understand various management concepts and the functions at various levels in the organization.	K1
CLO2.	Describe the importance and models of planning and organizing.	K2
CLO3.	To find how workplace perceptions, attitudes, and behaviours impact organizational performance	K3
CLO4.	To analyse Industry 4.0 and its implementation in the field of management to facilitate the skills required for Industry 4.0.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1.	S	S	S	S	S
CLO2.	S	S	S	S	S
CLO3.	S	S	S	M	S
CLO4.	M	S	S	M	M

S- Strong , M- Medium

SYLLABUS

UNIT – I (15 Hours)

Management: Meaning & Definition - Nature - Scope -importance and characteristics - Management process–Managerial role and skills -Functions of management - Early contributors of Management - Social and Ethical issues in management.

UNIT – II (15 Hours)

Planning: Introduction to Planning – Importance - Types of Planning - Strategic Planning Process -Organizing: Importance - process –Controlling: Types of control- factors influencing control effectiveness. Centralization - Decentralization - Formalization - Authority & Responsibility. Decision making models- Techniques and processes, Management by objectives (MBO)-Management by wandering around (MBWA).

UNIT – III (15 Hours)

Organisational Behaviour : Nature and importance - Concept and relevance of OB in Modern Management - Personality: Characteristics – Theories - The Big Five Model –Perception : Concept, Perceptual Process - Perceptual Distortions - Stereotyping - Halo Effect - selective perception – Projection - Impression Management .

UNIT – IV (13 Hours)

Meaning and nature of Leader - Leadership styles – Approaches, Management by Exception - Motivation: Concepts and their application, Need, Content, Theories of Motivation - Organisational Structure - Organizational Behaviour Models – Organisational Climate and Culture - Organisational Change and Development.

UNIT – V (13 Hours)

Group Development - Stages of Group Development - Conflict Management Techniques.
Industry 4.0 - Introduction to Industry 4.0 - Need – Reasons for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0- Skills required for Industry 4.0- Advancements in Industry 4.0 – Impact of Industry 4.0 on Society, Business, Government and People - Introduction to 5.0.

Text Books :

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Koontz. (n.d.)	Principles of Management	Tata McGraw Hill Education.	2020
2.	David S. Bright, Anastasia H. Cortes	Organisational Behaviour	Open Stax, Rice University	2019
3.	Kaliraj.P and Devi. T	Higher Education for Industry 4.0 and Transformation to education 5.0	1. Introduction to Industry 4.0 and Industrial Internet of Things by Prof.SudipMishra,IITKharagpur. 2. A Complete Guide to Industry 4.0-Udemy	2021

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Lussier, R. N	Management Fundamentals (1st ed.)	Cengage Learning	2020
2.	Stepten P. Robbins, Mary Coulter and NeharikaVohra	Management	Pearson Prentice Hall, New Delhi	2020
3.	Rao V.S.P.	Management: Text & Cases	Excel Books, New Delhi	2018
4.	Charles W.L.Hill and Steven L Mcshare	Principles of Management	Tata McGraw Hill	2019

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar.

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CRE DIT
RM22C02	RETAIL PRINCIPLES AND OPERATIONS	Core	71	4	-	4

Preamble

1. To understand the impact of retailing industry on the business world, and on individuals.
2. To explore the techniques and strategies employed in retailing.
3. To enable the students to understand the importance of store location for a retailer.
4. To enlighten the students about the different store operating processes and their significance in running retail operations smoothly.

Course Learning Outcomes

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1.	Identify the types of retail organizations and their basic retail operations.	K1
CLO2.	Describe the site evaluation criteria and store layout.	K2
CLO3.	Discuss the concept of trading area and storekeeping.	K3
CLO4.	Analyse the strategic planning process in retailing sector to operate in the global retailing environment	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1.	S	S	S	S	S
CLO2.	S	S	S	S	S
CLO3.	S	S	M	S	M
CLO4.	S	S	S	S	S

S- Strong , M - Medium

SYLLABUS

UNIT – I (14 Hours)

Retail- Meaning – Retailing as a career -Characteristics of a Retailer – Functions of a retailer – Services provided by a retailer – Theories of Retail Development and Formats– Business models in retail -Trends in Retailing-Ethical issues in retailing.

UNIT – II (14 Hours)

Retail industry in India- Evolution and Size of retail in India – Drivers of retail change in India– Foreign Direct Investment in retail – Challenges to retail developments in India- Global Retailing- Scope - Challenges– Factors affecting global retailing industry.

UNIT – III (14 Hours)

Retail Store Location- Meaning-Store Location- Importance of location to a retailer -Types of location – Location and Site Evaluation - Characteristics of the available site - Retail store layout - The circulation plan - Space mix and effective retail space management - Floor space management- Trading Area Analysis- - Size and shape of Trading Areas-Methods of Evaluating Retail Trade Area.

UNIT- IV (15 Hours)

Retail Operations & Inventory Management - Operational Dimensions - Operations Blueprint-Store maintenance - Store security – Insurance - Credit management- Computerisation – Outsourcing - Evaluating a retail operation- Store Operating parameters – Using the Strategic resources model in retailing- Retail Inventory -Inventory Planning - Return on inventory investments and stock turnover - Retail method of inventory valuation-Store keeping– Duties and Responsibilities of a storekeeper – Factors underlying successful storekeeping – Stores ledger – Bin card.

UNIT- V (14 Hours)

Retail Technology- Emerging trends in e- Retailing- Retail Analytics -Mall Management- Emergence of Malls in India, Customer Perception of Malls, Facilities Management in Malls-Franchising in Retailing, Retail Disruption.

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	SwapnaPradhan	Retailing Management- Text &cases	Tata McGraw-Hill Education Private Limited	2020
2.	Barry Berman and Joel R Evans	Retail Management, A strategicApproach	Prentice Hall of India, 12 th Edition	2019

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Gibson G Vedamani	Retail Management – Functional Principles and Practice	Jaico Publishing House,	2019
2	Michael Levy, Barton a Weitz, AjayPandit	Retail Management	The McGraw-Hill companies	2018
3	James R Ogden and Denise Togden	Integrated Retail Management	Biztantra	2018

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar.