

**S.S. JAIN SUBODH P.G. (AUTONOMOUS) COLLEGE
JAIPUR**



Course Structure

Three Year Undergraduate Programme (Six Semesters)

in

**Bachelor of Business Administration
(Retail Management)**

Syllabus as per NEP-2020 and Choice Based Credit System

(w.e.f. Academic Session 2023-2024)

S. S. Jain Subodh P.G. (Autonomous) College
Bachelor of Business Administration (Retail Management)

I. Eligibility

10+2 with 50% from any board approved by the University of Rajasthan

II. Examination Question Paper Pattern for all Semester Exams

Attempt all questions

1	10 Questions (very short answer questions)	10x1 Mark -10
2	5 Questions (short answer questions)	5x3 Marks -15
3	3 Questions (1 question from each unit with (Internal Choice)	3x15 Marks -45

III. Marking Scheme

Maximum Marks	-	100
Minimum Marks	-	40
Internal Assessment	-	30
Total of End Sem. Exam	-	70

IV. Course Category

DSC	:	Discipline Specific Course
SEC	:	Skill Enhancement Course
DSCP	:	Discipline Specific Core Practical
GE	:	General Elective
PRJ	:	Project
VAC	:	Value Added Course

S. S. Jain Subodh P.G. College

(Autonomous)

SYLLABUS WITH CBCS SCHEME

Bachelor of Business Administration

(Retail Management)

Scheme of Examinations & Syllabus w. e. f. session 2023-24

Program Educational Objectives

- To develop students professionally to handle business issues.
- To develop students to be a better team worker.
- To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
- To develop socially, ethically responsible business leaders.
- To sharpen soft and hard skills among the students.
- To promote entrepreneurial skills among students.

No.	Programme Outcome
PO1	Upon completion of the BBA program, the student will demonstrate maturity, professionalism and team working skills.
PO2	Upon completion of the BBA program the student will have general idea of operations in business
PO3	Upon completion of the BBA program, the student will have specialized skills to deal with area specific issues of concern
PO4	Upon completion of the BBA program, the student will be able to apply technological knowhow for business advancements
PO5	Upon completion of the BBA program, the student will be capable of analyzing, investigating and solving critical business issues.

S. S. Jain Subodh P.G. (Autonomous) College

(SYLLABUS WITH CBCS SCHEME)

Bachelor of Business Administration in Retail Management

Scheme of examination & syllabus w.e.f session 2023-24

(Semester -I)

Paper No.	Paper Code	Nomenclature of the Paper	Course Category	Credits	External	Internal	Practical	Total
I	PBBARM 101	Theory and Practice of Management	DSC	04	70	30	-	100
II	PBBARM 102	Fundamentals of Accounting	DSC	04	70	30	-	100
III	PBBARM 103	Business Laws	DSC	04	70	30	-	100
IV	PBBARM 104	Fundamentals of Computers	DSC	04	50	20	30	100
V	PBBARM 105	Business Economics	DSC	04	70	30	-	100
VI	PBBARM 106	Basics of Automobile Technologies	SEC	04	-	-	100	100

(Semester - II)

Paper No.	Paper Code	Nomenclature of the Paper	Course Category	Credits	External	Internal	Practical	Total
I	PBBARM 201	Entrepreneurship and Start up Management	DSC	04	70	30	-	100
II	PBBARM 202	Human Resource Management	DSC	04	70	30	-	100
III	PBBARM 203	Company Law	DSC	04	70	30	-	100
IV	PBBARM 204	Strategic Management	DSC	04	70	30	-	100
V	PBBARM 205	Financial Management	DSC	04	70	30	-	100
VI	PBBARM 206	Automobile Products and Processes	SEC	04	-	-	100	100

S. S. Jain Subodh P.G. (Autonomous) College

(Department of Business Administration)

Bachelor of Business Administration in Retail Management

(Semester - III)

Paper No.	Paper Code	Nomenclature of the Paper	Course Category	Credits	External	Internal	Practical	Total
I	PBBARM 301	Indian Management Thought	DSC	04	70	30	-	100
II	PBBARM 302	Marketing Management	DSC	04	70	30	-	100
III	PBBARM 303	Seminar Presentation	DSCP	04	50 Viva	50 Report	-	100
IV	PBBARM 304	Basics of Auto Finance (OJT)	SEC	04	-	-	100	100
V	PBBARM 305	Fundamentals of Auto Insurance (OJT)	SEC	04	-	-	100	100
VI	PBBARM 306	Project Report and Viva Voce (Auto Finance & Insurance)	PRJ	04	-	-	100	100

(Semester - IV)

Paper No.	Paper Code	Nomenclature of the Paper	Course Category	Credits	External	Internal	Practical	Total
I	PBBARM 401	Organisational Behavior	DSC	04	70	30	-	100
II	PBBARM 402	Advertising and Sales Promotion	DSC	04	70	30	-	100
III	PBBARM 403	Case Study Presentation	DSCP	04	50 Viva	50 Report	-	100
IV	PBBARM 404	Overview of Extended Warranty (OJT)	SEC	04	-	-	100	100
V	PBBARM 405	Accessories Sales Overview (OJT)	SEC	04	-	-	100	100
VI	PBBARM 406	Summer Internship Project (Digital Sales Management)	PRJ	04	-	-	100	100

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(Department of Business Administration)

Bachelor of Business Administration in Retail Management

(Semester - V)

Paper No.	Paper Code	Nomenclature of the Paper	Course Category	Credits	External	Internal	Practical	Total
I	PBBARM 501	Ethics and Corporate Social Responsibility	DSC	04	70	30	-	100
II	PBBARM 502	Business Environment	DSC	04	70	30	-	100
III	PBBARM 503	Group Discussion & Presentation	DSCP	04	50 Viva	50 Report	-	100
IV	PBBARM 504	Auto Sales Process & SOP's (OJT)	SEC	04	-	-	100	100
V	PBBARM 505	Overview of Pre-owned Vehicles Business (OJT)	SEC	04	-	-	100	100
VI	PBBARM 506	Minor Research Project (Auto Retail Business)	PRJ	04	-	-	100	100

(Semester - VI)

Paper No.	Paper Code	Nomenclature of the Paper	Course Category	Credit	External	Internal	Practical	Total
I	PBBARM 601	Retail Management	DSC	04	70	30	-	100
II	PBBARM 602	Rural Marketing	DSC	04	70	30	-	100
III	PBBARM 603	Group Research Paper Writing	DSCP	04	50 Viva	50 Report	-	100
IV	PBBARM 604	Business Etiquettes & Behavioural Skills (OJT)	SEC	04	-	-	100	100
V	PBBARM 605	Overview of Electric Vehicles Technology (OJT)	SEC	04	-	-	100	100
VI	PBBARM 606	Major Research Project (EV Landscape in India)	PRJ	04	-	-	100	100

Bachelor of Business Administration

(Retail Management)

Semester - I

Course Title: Theory and Practice of Management

Paper: I

Paper Code: PBBARM101

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Continuous Internal Assessment
5	4	4	60	70 Marks	30 Marks

Objectives:

1. To enable the students to study the evolution of management.
2. To develop an understanding about the functions and principles of management and learn their application within organizations

Syllabus:

Unit-I

Management: Concept, Nature, Importance; Management Vs. Administration, Levels of Management, Characteristics of Managers, Principles of Management Functions of Management.

Planning: Nature, Objectives and Significance, Types of Plans, Process, Barriers to Effective Planning. **MBO:** Concept, Significance and Process. **(18 Hours)**

Unit – II

Organizing: Definition, Forms of Organization Structure, Formal and Informal Organizations, Delegation of Authority.

Staffing: Definition, Characteristics, Need, Importance & Elements.

Direction: Concept, Importance, and Elements. Supervision: Role of Supervisor **(20 Hours)**

Unit – III

Motivation: Need and Importance, Techniques, Theories of Motivation McGregor Theory, Maslow's Need Hierarchy Theory, Herzberg's Theory, Alderfer's Theory, Mc Clelland Theory, Expectancy Theory

Leadership: Need and Importance, Leadership Traits and Functions, Leadership Styles,

Communication: Concept, Importance

Control: Nature, Process and Techniques. **(22 Hours)**

Books Recommended:

1. Mathur, B.S.- Principles of Management, Oscar Publications, Delhi.
2. Chatterjee, Satya Saran- Introduction of Management, World Press, Delhi.
3. Banerjee, Mritunjoy- Business Administration, Asia Publication House, University of Michigan
4. Sarlekar, S. - Business Management, Kitab Mahal, Allahabad. RBSA Publication
5. Nolakha, R.L. – Principles of Management, RBD Publishing House

Learning Outcome of the Course:

1. Development of clear understanding of the relevance of management and managerial functions in organizations.
2. Inculcation of the ability to direct, lead and communicate effectively in organizations.

Bachelor of Business Administration
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Semester I

Course Title: Fundamentals of Accounting

Paper: II

Paper Code: PBBARM102

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Continuous Internal Assessment
5	4	4	60	70 Marks	30 Marks

Objectives:

1. To provide fundamental accounting knowledge and to familiarize the students with basic accounting terminologies.
2. To accustom students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

Syllabus:

Unit – I

Accounting: Definition, Need for Accounting, Learning Objectives, Functions of Accounting; Book Keeping and Accounting, **Branches of Accounting:** Financial Accounting, Cost Accounting and Management Accounting. Basic Accounting Principles, Accounting Concepts, Accounting Conventions, Accounting Standards, Systems of Book Keeping, Journal, Rules of Debit and Credit, Journal Entries with GST, Ledger Posting, Trial Balance, Revenue & Capital Expenditure, Cash Book and other Subsidiary Books. **(20 Hours)**

Unit – II

Rectification of Errors, Depreciation Accounting, Preparation of Final Accounts with and without adjustment including Manufacturing Accounts. **(16 Hours)**

Unit – III

Computer Accounting: Accounting Package, Tally Micro Studies. **Bank Reconciliation Statement:** Advantages of Keeping Bank Account, Cause of Difference, Meaning and Objective of Reconciliation, Technique for Preparation. **(24 Hours)**

Books Recommended:

1. Sharma & Bhardwaj - Book-keeping & Accounting, RBD, Jaipur.
2. Sharma, Shah & Agarwal - Financial Accounting, Shiv Book Depot, Jaipur.

3. Monga, Sehgal, Ahuja - Advanced Accounts, RBSA, Jaipur.
4. Jain, Khandelwal & Pareek -Fundamentals of Accounting, Vol. I, RBD, Jaipur.
5. Agarwal, Shah, Goyal & Sharma - Fundamentals of Accounting, Vol. I, NBH, New Delhi.

Learning Outcome of the Course:

1. Learning of the basics of accounting concepts and conventions, preparation of final accounts of a sole trading concern
2. Understanding of the various Subsidiary books and Depreciation Accounting along with the importance and utility of Financial Accounting

Bachelor of Business Administration
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Semester I

Course Title: Business Laws

Paper: III

Paper Code: PBBARM103

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Continuous Internal Assessment
5	4	60	60	70 Marks	30 Marks

Objectives:

1. To develop knowledge of the legal principles and environment in which a consumer and business operates
2. To develop an understanding about the relevance of business law to individuals and businesses in an economic, political and social context

Syllabus:

Unit – I

Indian Contract Act, 1872: Definition, Essentials, Nature, Classification, Proposal-Acceptance, Capacity to Contract, Free Consent. Consideration, Performance of Contract **(18 Hours)**

Unit – II

Legality of Contract, Agreements declared Void, Discharge of Contract, Remedies for Breach of Contract.

Special Contracts: Contract of Indemnity and Guarantee, Contract of Bailment and Pledge, Contract of Agency. **(22 Hours)**

Unit – III

Sales of Goods Act, 1930: The Contract of Sales of Goods Act & Hire –Purchase; Conditions & Warranties; Transfer of Property in Goods; Performance of Contract; Unpaid Seller; Remedies for Breach of Contract & Auction Sale. **(20 Hours)**

Books Recommended:

1. Arora Sushma, Business Laws, Taxmann Publications Pvt. Ltd., New Delhi
2. Kuchhal MC, Kuchhal Vivek, Business Law, Vikas Publishing House Pvt. Ltd., New Delhi
3. Nolakha, R.L., Business Law, Ramesh Book Depot, Jaipur.

4. Tulsian, P.C., Business Law, Tata Mc Graw Hill Publishing Company, New Delhi.
5. Kapoor, N.D., Elements of Mercantile Law, Sultan Chand & Sons, New Delhi.
6. Agarwal, Rohini, Student's Guide to Mercantile & Commercial Law, Taxmann Allied Services Pvt. Ltd.

Learning Outcome of the Course:

1. Inculcation of the knowledge of fundamental legal principles behind the functioning and operations of business.
2. Understanding of contract act and its implications for the business parties.

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Semester I

Course Title: Fundamentals of Computers

Paper: IV

Paper Code: PBBARM104

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Continuous Internal Assessment
5	4	4	60	50 Marks (Theory) + 30 Marks (Practical)	20 Marks

Objectives:

1. To enable students to understand basic computer concepts and applications related to day-to-day functioning in modern day organizations.
2. To know the different input and output devices that make a computer operational along with an understanding of Information systems and Word processors.

Syllabus:

Unit I

Fundamentals of Computer: Definition, Characteristics, Generation, Classification. **Data Organization.** Drives, Directories, Files. Input and Output Devices, Memory and Storage Devices, Different Ports and its uses, Different type of Printers, Number System (**16 Hours**)

Unit II

Software: System Software and Application Software, Programming Languages, **Operating System-** Windows Operating Environment, Features of MS Window, Control Panel, Task Bar, Desktop, Formatting Disk, Windows Application, Icons, Window's Accessories, **MS-Word:** Formatting Text and Paragraphs, Working with Tables, Graphics and Frames, Spelling and Grammar Checkers, Thesaurus, Mail Merge, Macro, **MS-Excel:** Working and Editing in Workbooks, Creating Formats and Links, Formatting a Worksheet, Creating Graphs, Formatting and Analyzing Data (**24 Hours**)

Unit III

Power Point: Creating and Viewing a Presentation, Managing Slide Shows, Using Hyperlinks, Advance Navigation with Action Setting and Action Buttons, Organizing Formats with Master Slides, Applying and Modifying Designs, Adding Graphic, Multi Media

and Special Effects, Internet: Intranet Tools: E-mail: Anatomy of e-mail, e-mail Address, Adding Signature, Attaching Files, Managing e-mail Account, Computer Virus and Antivirus Software **(20 Hours)**

Books Recommended:

1. Sinha, P.K., Computer Fundamentals, BPB Publication, Jaipur
2. Norton, Peter, Introduction to Computers, Tata McGraw Hills, New Delhi
3. Taxali, R.K., PC Software for Windows 98, Tata McGraw Hills, New Delhi
4. Swamy, E. Balguru, Programming in ANSI 'C', McGraw Hills, New Delhi
5. Jain, Anubha, Deep Shikha Bhargav, Computer Fundamentals, RBD, Jaipur

Learning Outcome of the Course:

1. Familiarization with basic terms, concepts and functions of computer system components.
2. Selection and usage of appropriate software applications to complete specific tasks required to create, save, manage and modify business documents

Bachelor of Business Administration
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Semester I

Course Title: Business Economics

Paper: V

Paper Code: PBBARM105

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Continuous Internal Assessment
5	4	4	60	70 Marks	30 Marks

Objectives:

1. To enable students to apply micro economic concepts and tools for analyzing business problems.
2. To make students aware of cost concepts, demand and supply, types of competitions in the market impacting decisions pertaining to individual firms.

Syllabus:

Unit – I

Business Economics: Definition, Nature, Scope, General economics v/s Managerial /Business Economics, Role of Managerial Economics in Formulation of Business Policies.

Utility Analysis: Concept, Measurement of Utility, Law of Diminishing Marginal Utility, Indifference Curve, Consumers' Surplus.

Theory of Demand: Concept and Determinants of Demand, Law of Demand, Elasticity of Demand, Methods to Measure its Price Elasticity.

Theory of Supply: Concept, Determinants of Supply. **(20 Hours)**

Unit – II

Cost Analysis: Concept and Classification, Short-run and Long-run Cost curve.

Revenue Analysis: Concept and Classification. Firm's equilibrium.

Production Function: Concept, Cobb-Douglas Production Function, Law of Variable Proportions and Laws of Returns to Scale, Producer's Equilibrium. **(20 Hours)**

Unit – III

Market Structures: Characteristics, Equilibrium, Price and Output Determination of Perfect Competition, Monopoly, Oligopoly, Monopolistic Competition and Discriminating Monopoly **(20 Hours)**

Books Recommended:

1. Mathur, N.D., Business Economics, Shivam Book House (P) Ltd., Jaipur
2. Mehta, P.L., Managerial Economics, S.Chand & Sons Publication, New Delhi
3. Agarwal, Som Deo, Business Economics, RBD, Jaipur
4. Paul, Keat & Young, K. Y., Managerial Economics, Prentice Hall, New Jersey
5. Choudhary, C. M. Jain, Vipin, Managerial Economics, RBD, Jaipur
6. Agarwal, M.D. Agarwal, Somdev, Managerial Economics, RBD, Jaipur
7. Divedi, D.N., Managerial Economics, Vikas Publishing House, New Delhi

Learning Outcome of the Course:

1. Understanding the various constituents of economic environment and their impact on businesses.
2. Understanding of the concept of Elasticity of demand, Perfect and Imperfect competitions in the market to enable a student to assess market structure, dynamics and the tools and techniques of micro economics

Bachelor of Business Administration
(Retail Management)
Semester I

Course Title: Basics of Automobile Technologies

Paper: VI

Paper Code: PBBARM106

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	Total Assessment Marks
5	4	4	60	100

Objectives:

1. To provide basic knowledge about the chassis, power unit, suspension system, steering system, transmission system, braking system etc.
2. To understand emission system and government standards for any vehicle
3. To offer basic information about the various safety features and air conditioning system of vehicle

Syllabus:

S. No	Name of Topic	Hours
1	<p>Introduction</p> <p>Introduction to Automobiles, their Utility and Classification. Main Components of an Automobile and their Functions, Various Mechanisms and Systems in an Automobile, Scheduled and Preventive Maintenance, Electrical System. Types of Chassis Layout with Reference to Power Plant Locations and Drive, Vehicle Frames. Aerodynamic Design and its Importance.</p>	10
2	<p>Engine System</p> <p>Engine System: Automobile Engine, Main Components, Construction and Working. Types of Engines – Two Stroke/ four, Introduction to Engine cooling system and lubrication system. Introduction to Types of Engine Present in Market (e.g. V6, TDi, CRDI, etc.) Front Axle & Steering System: Types of Front Axles, Front Wheel Geometry viz. Castor, Camber, King Pin Inclination, Toe. Wheel Alignment</p>	15

3	<p>Suspension system and Transmission & Braking System</p> <p>Suspension System: Need of Suspension System, Types of Suspension, Constructional Details and Characteristics of Leaf, Coil and Torsion Bar Springs, Independent Suspension, Rubber Suspension, Pneumatic Suspension, Shock Absorbers.</p> <p>Transmission & Braking System: Working of Single and Multi-Plate Clutches. Construction, Function and Working of a Gearbox. Introduction to Manual Shifting and Automatic Transmission. Function and Principles of Braking System, Working of Various Brakes (Mechanical, Hydraulic, Pneumatic, ABS System. Introduction to Various types of Transmissions Available in Market (e.g. AGS, AMT, CVT, IVT, MT, AT, etc.) and their relevance to customer.</p>	15
4	<p>Wheels and Tires and Air conditioning Fundamentals</p> <p>Wheels and Tires: Types of Wheels (Wire Spoke, Disc Solid and Split Type, Alloy Type, Offset etc), Denomination of Rim, Types of Tires, Materials, Structure, Denomination and Function of Tires, Effects of Tire Pressure on Tire Performance. Tire Wears Patterns and their Causes.</p> <p>Air conditioning Fundamentals: Basics of Vehicle Air Conditioning System, Schematic Layout of Air Conditioning Component in a Car (Like Compressor, Condenser, Fan Blower, Expansion Device Evaporator. Automatic Air Conditioning in Automobiles and its Benefits to Customers</p>	10
5	<p>Introduction to Emission, Safety Equipment and Electrical Systems</p> <p>Introduction to Emission: Pollutants, Sources, Formation of HC and CO in SI engines, NO Formation in SI and CI Engines, Particulate Emission from SI and CI Engines, Smoke Emission in CI Engines. Emission System and Standards (Bharat IV and Bharat VI). Government Norms</p> <p>Safety Equipment: Seat belt, Regulations, Automatic Seat Belt Tightener System, Air Bags, Electronic System For Activating air Bags, ABS with EBD, ESP, Bumper Design for Safety, hill Assist Control, ISO-Fix, Child Lock.</p> <p>Electrical System: Headlamp (Projector/ LED), High Level Adjustment, Tail Lamp, Brake Lights, Anti-theft Door Alarm, Electronic Hand Brake, Central Locking</p>	10
	Total Hours	60

Learning Outcome of the Course:

1. Understanding of the construction, function and working of individual component of a vehicle and the system in which they function
2. Understanding of the features, advantages and benefits of all the technologies provided in the vehicle
3. Understanding of the working of safety features and assembly of air conditioning system of a vehicle
4. Understanding of the necessary emission standards as per Bharat-IV and Bharat-VI

Bachelor of Business Administration
(Retail Management)
Semester II

Course Title: Entrepreneurship and Start up Management

Paper: I

Paper Code: PBBARM201

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Continuous Internal Assessment
5	4	4	60	70 Marks	30 Marks

Objectives:

1. To create an understanding about the importance of Entrepreneurship and learn about entrepreneurial environment.
2. To acquaint the students with the challenges of starting new ventures and introducing new product and service ideas by identifying business and funding opportunities

Syllabus:

Unit – I

Entrepreneurship: Concept, Role, Types of Entrepreneurship, Entrepreneurship Traits, Entrepreneurs and Managers, Problems of Entrepreneurship
Entrepreneurship Training and Development, Government Encouragement to Entrepreneurship **(21 Hours)**

Unit – II

Concept of Small and Medium Enterprises: Role of SMEs, Policies Governing Small Enterprises in India, Problems and Suggestions
Project Feasibility, Management of Small Business Enterprises, Role of DICs in Promoting Small Scale Entrepreneurs **(22 Hours)**

Unit – III

Concept of Startups and Venture Capital: Brief Overview of Venture Capital financing for Startups, Procedure for setting up a new Start Ups. **Entrepreneurial and Startup Success Stories in India:** Ola, Oyo, Flipkart Swiggy. Paytm, BYJUS, Udaan, CRED **(17 Hours)**

Books Recommended:

1. Shukla M. B. – Entrepreneurship of Small Scale Industries, Kitab Mahal, Delhi.
2. Sudha, G. S. – Fundamentals of Entrepreneurship, RBD, Jaipur.
3. Sudha, G.S. – Entrepreneurship Development, RBD, Jaipur.
4. Desai, Vasant – Dynamics of Entrepreneurship Development and Management, HimalayaPublishing House, Bombay.
5. Desai, Vasant – Small Scale Industries and Entrepreneurship, Himalaya Publishing House, Bombay.
6. Kilby, Peter (Ed) – Entrepreneurship and Economics Development, The Free Press New York
7. Joshi, Vivek-Start-Up to Scale-Up: Entrepreneur's Guide to Venture Capital, notionpress.com
8. Goyal, Pankaj-Before You Start Up, Finger Print

Learning Outcome of the Course:

1. Development of an entrepreneurial inclination in the future managers.
2. Knowledge of the probable challenges and remedies in entrepreneurship along with the ability to comprehend training opportunities, government aids and venture capital funding.

Bachelor of Business Administration
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Semester II

Course Title: Human Resource Management

Paper: II

Paper Code: PBBARM202

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Continuous Internal Assessment
5	4	4	60	70 Marks	30 Marks

Objectives:

1. To familiarize the students with the basic concepts, relevance and scope of Human Resource Management in modern organizations
2. To impart knowledge on the development of human resources, sound industrial relations, methods of performance appraisal and organizational climate & culture.

Syllabus:

Unit – I

Human Resource Management: Meaning, Nature, Scope, Objectives, Importance, Problems, Role of HR Manager, **Job Analysis:** Purpose, Steps, Techniques, **Job Description:** Purpose, Contents, Preparation and Characteristics of Good Job Description
Human Resource Planning: Features, Objectives, Process, Limitations **(20 Hours)**

Unit – II

Recruitment: Importance, Sources, Process, Types and Techniques, Factors affecting Recruitment, **Selection:** Factors affecting Selection, Selection Policy, Steps and Techniques, **Placement and Induction of Employees. Training:** Need, Importance, Process, Methods, Difference between Training and Development **(20 Hours)**

Unit – III

Performance Appraisal: Types, Need, Methods and Steps, **Compensation:** Concept, components, Monetary and Non Monetary Rewards, **Discipline:** Concept, Causes of Indiscipline, Types of Discipline, Disciplinary Measures **Grievance Handling:** Concept, Need, Causes, Grievance Handling Procedure **(20 Hours)**

Books Recommended:

1. Jeffrey A. Mello, Strategic Human Resource Management, South Western Publication, U.S.A., Mason.

2. Handblin, A.C., Evaluation and Control of Training, McGraw Hills, University of Michigan.
3. Aswathappa, K., Human Resource Management, Mc Graw Hills, University of Michigan.
4. Sudha, G.S., Human Resource Management, RBD, Jaipur.
5. Mehta, A. & Upadhayay Payal, Human Resource Management, RBD, Jaipur.
6. Subba Rao, P., Essentials of Human Resource Management and Industrial Relations, Konark Publishers, New Delhi

Learning Outcome of the Course:

1. Understanding of theories and practices in the field of Human Resource Management to become a good HR manager
2. Understanding to identify different methods of development and appraisal of Human Resources, employment laws and creation of a favorable organizational culture and climate

Bachelor of Business Administration
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Semester II

Course Title: Company Law

Paper: III

Paper Code: PBBARM203

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Continuous Internal Assessment
5	4	4	60	70 Marks	30 Marks

Objectives:

1. To introduce the students to Companies Act 2013 along with the history and development of company laws in India
2. To familiarize the students with the rules and regulations related to formation, management and winding up of a company.

Syllabus:

Unit – I

Company: Meaning, Nature, Classification, Functions, Liabilities and Rights of Promoters, Difference between Private Company and Public Company, **One Person Company:** Meaning, Features, Provisions to formation, Privileges of OPC over MPC, Change of Nominee, Contract by OPC with the member, Difference between OPC and MPC, Benefits, Limitations, Difference between OPC and Sole Proprietorship, Cessation of OPC, Conversion of OPC into Public or Private Company, Conversion of Private Company into OPC **(18 Hours)**

Unit – II

Shares and Share Capital: Types of Shares and Share Capital, Allotment of Shares, Share Certificates and Share Warrants, Transfer and Transmission of Share, Forfeiture of Shares, Re-issue of Forfeited Shares, **Memorandum of Association and Articles of Association:** Meaning, Contents and Alteration, **Company Secretary:** Definition, Appointment, Qualities, Duties and Role **(22 Hours)**

Unit – III

Meetings: Notice, Agenda, Quorum, Resolution, Minutes, General Principles of Meeting.

Types of Meetings: Statutory Meetings, Directors Meeting, Annual General Meetings and Extra Ordinary General Meeting **(20 Hours)**

Books Recommended:

1. Majumdar and Kapoor, Company Law and Practice, Taxmann, New Delhi
2. Nolakha, R.L., Company Law, RBD, Jaipur
3. Mathew, M.J., Company Law, RBSA Publications, Jaipur
4. Singh, Avtar, Company Law, Eastern Book Company, Lucknow

Learning Outcome of the Course:

1. Ability to differentiate the various types of companies based on their features.
2. Ability to adhere to the provisions of the Act and practicing good governance with regard to company management.

Bachelor of Business Administration
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Semester II

Course Title: Strategic Management

Paper: IV

Paper Code: PBBARM204

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Continuous Internal Assessment
5	4	4	60	70 Marks	30 Marks

Objectives:

1. To acquaint the students with the strategic business environment and designing of plans, policies and strategies to meet challenges and opportunities.
2. To build an understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.

Syllabus:

Unit – I

Strategic Management: Concept, Need, Role of Strategic Management in Business and Non- Business Organizations, Limitations, Strategic Management Process, Organizational Mission, Vision, Objectives, Goals and Ethics **(18 Hours)**

Unit – II

Environment: External Environment, Internal Environment, Core Competence and Competitive Advantage, Developing Strategic Alternatives, **Classification of Strategies:** Stability, Growth, Retrenchment and Combination, **Evaluation of Strategic Alternatives:** Generic Competitive Strategies, Offensive and Defensive Strategies, Functional Strategies, Matching Strategies. **(22 Hours)**

Unit – III

Strategic Choice: Concept, Process, Factors, **Strategic Implementation:** Concept and Major Issues, **Strategic Evaluation:** Concept and Process, **Strategic Control:** Concept and Techniques **(20 Hours)**

Books Recommended:

1. David F.R., Cases in Strategic Management, Prentice Hall, New Jersey.
2. Ramaswamy V.S. and Namakumari S., Strategic Planning Formulation of Corporate Strategy Macmillan India, New Delhi.
3. Jain, P.C., Strategic Management, RBD, Jaipur.
4. Prasad L.M., Business Policy & Strategy, Sultan Chand & Sons, New Delhi.
5. Grigspy D.W. and Stahl, M.J., Cases in Strategic Managements, Blackwell Publishers Ltd.

Learning Outcome of the Course:

1. Ability to critically analyze the internal and external environments in which businesses operate and to assess their significance for strategic planning.
2. Apply understanding of the theories, concepts and tools that support strategic management in organizations.

Bachelor of Business Administration
(Retail Management)
Semester II

Course Title: Financial Management

Paper: V

Paper Code: PBBARM205

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Continuous Internal Assessment
5	4	4	60	70 Marks	30 Marks

Objectives:

1. To understand the basics of finance function and their application in organizations to make financial decisions
2. To familiarize the student with the concepts of long term and short-term investment decisions, analyze the relationship among capital structure, cost of capital, dividend decisions and business value.

Syllabus:

Unit – I

Financial Management: Meaning, Importance, Objectives, Financial Decisions **Financial Planning:** Objectives, Principles of Sound Financial Planning, Relations of Finance Department with other Departments, Role of Finance Manager, **Capital Structure:** Factors Influencing Capital Structure - EBIT - EPS Analysis **(20 Hours)**

Unit – II

Working Capital Management: Meaning, Importance, Excess or Inadequate Working Capital, Determinants of Working Capital Requirements, Inventory Management **(18 Hours)**

Unit – III

Capital Budgeting: Meaning, Importance and Techniques, **Cost of Capital:** Concept, Significance, Infrastructure, Classification and Determination of Cost of Capital. **(22 Hours)**

Books Recommended:

1. Khan & Jain, Financial Management, Mc-Graw Hill Education, New Delhi
2. Agarwal & Agarwal, Financial Management, RBD, Jaipur
3. Agarwal, M.R, Financial Management, Malik & Company, Jaipur
4. Pandey, I.M., Financial Management, Vikas Publication House Pvt. Ltd, Noida

Learning Outcome of the Course:

1. Understanding of the principles and concepts of financial management and the ability to interpret the relevant theories and concepts of financial decision making.
2. Familiarity with the mechanics of preparation, analysis and interpretation of financial statements

Bachelor of Business Administration
(Retail Management)
Semester II

Course Title: Automobile Products and Processes

Paper: VI

Paper Code: PBBARM206

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	Total Assessment Marks
5	4	4	60	100

Objectives:

1. To provide basic knowledge on Maruti products and theirto create beeter understanding through.
2. To create better understanding through car demo as per Maruti standard process.

Syllabus:

S. No.	Name of Topic	Hours
1.	Introduction to Maruti Models: Introduction to Models & Variants, Dimensions, Specifications	15
2.	Highlight Features, Benefits & Advantages: Key Features along with Benefits & Advantages, Std. Maruti Demonstration Process	15
3.	Competition Comparison: Competition Comparison for all Models	15
4.	Revision and Role Play: Revision of all Products, Basic Automobile Technology, Demo on Live Cars, Role Plays, Case Studies	15
	Total Hours	60

Learning Outcome of the Course:

1. Understanding of the various features offered in Maruti vehicles.
2. Understanding of the car demonstration process.
3. Ability to compare and offer benefits over competition models.

Bachelor of Business Administration

(Retail Management)

Semester III

Course Title: Indian Management Thought

Paper: I

Paper Code: PBBARM301

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Continuous Internal Assessment
6	4	4	60	70 Marks	30 Marks

Objectives:

1. To develop a comprehensive learning on management lessons which can be inferred from great Indian epics.
2. To inculcate ability to critically analyse ethical issues in corporate governance and adhere to ethical codes.

Syllabus:

Unit – I

Indian Style of Management and Indian Ethos: Concept, Evolution, Salient Features, Difference between Western and Indian Management thought, Wisdom Worker Vs Knowledge Worker, Total Quality Mind for Total Quality Management, **Values:** Concept and need for Values in Management, Secular versus Spiritual values in Management **(20 Hours)**

Unit – II

Indian Epics and Management: Dimensions of Vedic Management, Bhagwad Gita, Ramayana, Kautilya's Arthashastra

Holistic Approach for Managers in Decision Making: Doctrine of Karma (Nishkam Karmayoga), Guna Theory (SRT i.e. Sat, Raj and Tam Model), Theory of Sanskaras **(20 Hours)**

Unit – III

Indian Thinkers: Swami Vivekanand, Mahatama Gandhi, S.K. Chakraborty, C.K. Prahalad

Indian Business Leaders: JRD Tata, Ram Krishna Bajaj, G.D. Birla, Dhirubhai Ambani **(20 Hours)**

Books Recommended

1. Chakraborty, S.K. and Bhattacharya, Pradip: Human Values, New Age International (P) Ltd. Publishers
2. Khanna, S.: Vedic Management, Taxman Publications (P) Ltd.
3. Bhagwad Gita as viewed by Swami Vivekananda: Vedanta Press and Bookshop
4. Mehta, J. and Gupta, P.: Business Ethics and Ethos, Pragati Prakashan
5. Rajgopalachari, C.: Ramayana, Bhartiya Vidhya Bhawan

Learning Outcome of the Course:

1. Clarity in comparative analysis of Indian and western management principles and practices to deal with issues in the individual, group and interpersonal processes.
2. Knowledge of applying ethical imaginations in resolving dilemmas and effective decision-making through use of personal values in the workplace setting.

Bachelor of Business Administration
(Retail Management)
Semester III

Course Title: Marketing Management
Paper: II
Paper Code: PBBARM302
Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Continuous Internal Assessment
6	4	4	60	70 Marks	30 Marks

Objectives:

1. To provide an exposure to the concepts, design, applications, tools and impact of marketing management in modern day organizations.
2. To develop ability to use decision tools for planning, designing & implementing marketing strategy through insights into consumer motivation and expectations.

Syllabus:

Unit – I

Marketing: Concept, Scope, Importance of Marketing, Difference between Marketing and Selling, **Market Segmentation:** Basis, Benefits of Market, Target Marketing, **Product Positioning:** Concept, Process, Strategies, 4 P's of Marketing **(16 Hours)**

Unit – II

Product: Product Classification, Product Line Decisions, Product Life Cycle and Strategies, **Price:** Concept, **Price Setting:** Objectives, Pricing Decisions, Pricing Strategies, **Distribution Channels:** Concept, Types, Factors Affecting Choice of Channels.
Promotion: Sales Promotion, Advertising, Personal Selling, Publicity **(22 Hours)**

Unit – III

Service Marketing: Introduction, Characteristics, Classification, Scope, Difference between Goods and Services, 7P's of Service Marketing, **Services Industries:** Tourism, Travel, Transportation, Financial Services; Education and Professional Services, Telecom and Courier **(22 Hours)**

Books Recommended:

1. Kotler Philip, Marketing Management, Prentice Hall of India Pvt., Ltd., New Delhi
2. Saxena Rajan, Marketing management, Tata Mc Grow-Hill Publishing Co., Ltd. New Delhi
3. Ramaswamy V.S. and Namakumari S., Marketing Management Planning Implementation and Control The Indian Context, Macmillan India Ltd., New Delhi
4. Varshney R.L. & Gupta S.L., Marketing Management (An Indian Perspective) Text and Cases, Sultan Chand & Sons, New Delhi
5. Shajahan S., Services Marketing, Himalaya Publishing House, Mumbai
6. Jha S.M., Services Marketing, Himalaya Publishing House, Mumbai
7. Gupta Rampal, Services Marketing, Galgotia Publishing Company, New Delhi
8. Reddy P.N., Appannarian H.R., Kumar S. Anil, Nirmla, Services Marketing, Himalaya Publishing House, Mumbai
9. Mehta, Khinvasara, Marketing of Services, RBD, Jaipur

Learning Outcome of the Course:

1. Strong conceptual knowledge about the marketing concepts, marketing environment, bases for market segmentation which can be utilized to craft strategies.
2. Competence to evaluate the impact of using different marketing strategies on the business goals of an organization.

Bachelor of Business Administration
(Retail Management)
Semester III

Course Title: Seminar Presentation

Paper: III

Paper Code: PBBARM303

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Mentoring Hours	End Semester Exam (External Viva)	Internal (Report Submission)
6	4	4	60	50 Marks	50 Marks

Objectives:

1. To effectively communicate information, insights and research findings on a theme related to current scenario.
2. To facilitate knowledge exchange, discussion and learning amongst participants.

Syllabus:

The format of the seminar presentation includes the following sections:

- 1. Introduction:** Provide an overview of the topic, including the background, context and key players involved.
- 2. Current Research and Trends:** Explain the current trends on the topic.
- 3. Ethical and Social Implications:** Exploration of ethical dilemmas and considerations in the field.
- 4. Impact:** Discussion on the societal impact of the seminar topic.
- 5. Findings and Conclusion:** Sum up the main points and learnings from the topic.
- 6. Suggestions:** Discussions on the potential future developments in the field.

Note:

- Remember to use visuals, data, and examples to enhance your presentation's clarity and impact. The aim should be to provide a thorough understanding of the topic, its analysis and the proposed solutions.
- Creating a comprehensive report of 30-40 pages required to be submitted to the department for internal evaluation.
- External Evaluation would be based on the basis of Presentation made by the student.

Learning Outcome of the Course:

1. Acquisition of a deeper understanding of the seminar topic, its key concepts, historical context and current developments.
2. Development of critical thinking skills by analyzing different perspectives, evaluating evidence and forming well-reasoned opinions on the seminar topic.

Bachelor of Business Administration
(Retail Management)
Semester III

Course Title: Basics of Auto Finance (OJT)

Paper: IV

Paper Code: PBBARM304

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Mentoring Hours	Total Assessment Marks
6	4	4	60	100

Objectives:

1. To create an understanding of basics of Auto Finance domain.
2. To develop the understanding of consumers profiling and mapping it to the relevant lender

Syllabus:

- Identifying the Needs of customers and mapping it to the relevant lenders
- Detailed Terms of Auto Finance of different lenders
- Required Documents for processing the financial solution.
- Overview of Approval Process
- Overview of Financial Tools i.e., EMI Calculation, CIBIL Score

Learning Outcome of the Course:

1. Developing the understanding of Auto finance business in India
- 2 Identification of customer profiling basis on the details and pitching the right solution

Bachelor of Business Administration
(Retail Management)
Semester III

Course Title: Fundamentals of Auto Insurance (OJT)

Paper: V

Paper Code: PBBARM305

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Mentoring Hours	Total Assessment Marks
6	4	4	60	100

Objectives:

- To create an understanding of basics of Insurance & Auto Insurance domain.
- To develop an understanding of Insurance products & Add-ons

Syllabus:

- Identifying the Needs of Customers
- Detailed Terms of Auto Insurance of Different Lenders
- Types of Auto Insurance
- Types of Auto Insurance Add-ons
- Process of Auto Insurance renewal

Students OJT will be evaluated on the basis of the below mentioned parameters:

Parameter	Weightage					
	Semester 3					
	1M	2M	3M	4M	5M	6M
Retail Target vs Achievement*	0%	0%	30%	30%	30%	30%
Punctuality of trainee	20%	20%	20%	20%	20%	20%
Willingness to learn (Product and Process)	20%	20%	20%	20%	20%	20%
Trainee shows basic courtesy, respect, ethics in work area	20%	20%	10%	10%	10%	10%
Coordination with fellow colleagues	20%	20%	10%	10%	10%	10%
Compliance with Dealer policies in work area	20%	20%	10%	10%	10%	10%
Total Score (Out of 100)	100%	100%	100%	100%	100%	100%

Learning Outcome of the Course:

- Development of the understanding of insurance business in India
- Knowledge of auto insurance products & Add-ons and process

Bachelor of Business Administration
(Retail Management)
Semester III

Course Title: Project Report & Viva Voce – Auto Finance & Insurance

Paper: VI

Paper Code: PBBARM306

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Mentoring Hours	Total Assessment Marks
6	4	4	60	100

Objective:

1. To create an awareness about the auto finance domain and auto insurance lenders.
2. To instil knowledge of the process and documentation required for auto finance disbursement.

Syllabus:

Project report will be based on the learning outcomes of the students of the mentioned topic and covers the following points:

1. Why is finance required in auto domain and what are the different types of Auto Finance lenders?
2. What is the process & documentation of Auto Finance disbursement?
3. Explain the finance disbursal process of following:
 - Maruti Suzuki Smart Finance
 - Mercedes Benz Financial Services
 - Volkswagen Financial Services
4. Why is Auto Insurance required and what are the benefits of Insurance add-ons?
5. Explain the following:
 - Comprehensive Insurance
 - 3rd Party Insurance
 - Zero Depreciation Add-On
 - Return To Invoice Value Add-on
 - Engine Protection add-on

Learning Outcome of the Course:

1. Ability to handle customer query relating to auto insurance.
2. Knowledge of the documentation process for auto finance disbursement.

Bachelor of Business Administration

(Retail Management)

Semester IV

Course Title: Organisational Behaviour

Paper: I

Paper Code: PBBARM401

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Internal Assessment
6	4	4	60	70 Marks	30 Marks

Objectives:

1. To create an understanding about behaviour of people, their motivation factors, skills, abilities and how these all influence the behavior of entire organizations.
2. To understand the concept of change in organizations and gain insights on factors influencing organizational culture.

Syllabus:

Unit – I

Introduction: Meaning of O.B., Disciplines Contributing to O. B. Field, Role of O.B. in Today's Business Organizations. **Individual Behaviour. Personality:** Features, Personality Determinants, Personality Characteristics **Perception:** Nature and Importance, Perceptual Process, Perceptual Errors, **Learning:** Theories and Reinforcement Schedules (22 Hours)

Unit – II

Interpersonal Behaviour: Johari Window, **Brief Overview of Transactional Analysis:** Ego States, Types of Transactions, Life positions, Applications. **Group Dynamics:** Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Stages of Group Development, Group Norms, Group Cohesiveness; Group Think and Group Shift. Team Vs. Group; Types of teams; Building and managing effective teams. **Management of Conflicts:** Reasons and Types of Conflicts, Positive and Negative Aspects of Conflict. Management of Conflicts (22 Hours)

Unit – III

Power: Meaning, Source of Power, Implications for Performance and Satisfaction. **Organizational Change:** Major Forces of Change. Resistance to Change. Process of Change. Developing Support for Change, Change Model

Organization Culture: Concept, Functions, Socialization; Creating and sustaining culture
(16 Hours)

Books Recommended:

1. Rao, V.S.P.- Organizational Behaviour, Excel Books.
2. Robbins - Organizational Behaviour, Pearson Edition, New Delhi.
3. Pareek, Udai - Understanding Organizational Behaviour, Oxford Publications.
4. Dwivedi, R.S. - Human Relations and Organizational Behaviour, RBD, Jaipur.
5. Aswathappa, K. - Organizational Behaviour, Himalaya publications
6. Chandan - Organizational Behaviour (Vikas publications)

Learning Outcome of the Course:

1. To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.
2. To critically evaluate and analyze various theories and models that contribute in the overall understanding of the discipline.

Bachelor of Business Administration
(Retail Management)
Semester IV

Course Title: Advertising and Sales Promotion

Paper: II

Paper Code: PBBARM402

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Continuous Internal Assessment
6	4	4	60	70 Marks	30 Marks

Objectives:

1. To impart knowledge about advertising and sales promotion and their role in developing integrated marketing programme.
2. To measure effectiveness of advertising and knowing its implications on society.

Syllabus:

Unit – I

Advertising: Meaning, Objectives, Types of Advertising, DAGMAR Approach and 5 Model approach, Role of Advertising in National Economy, Importance of Advertising in Modern Marketing, Personal Selling, Public Relation, Advertising agency **(18 Hours)**

Unit – II

Advertising Media: Media planning and Selection, factors affecting selection of media, Types of Media, Advertising Appeals, Advertising Budget Decisions. **(20 Hours)**

Unit – III

Sales Promotion: Nature of Sales Promotion, Distinction with Advertising and Personal Selling, Role and Importance of Sales Promotion, Techniques and Functions of Sales Promotion Department, Limitations in a Shortage Economy. **Types of Sales Promotion:** Dealer Promotion, Consumer Promotion, Sales Promotion of Industrial and Consumer Products. Evaluation of Sales Promotion Programme **(22 Hours)**

Books Recommended:

1. Aaker, Batra and Myers, Advertising Management, Prentice Hall of India
2. Chunawalla & K.C. Sethia, Fundamentals of Advertising, Theory and Practice, Himalaya

Publication House

3. Bhatia, Tej K., Advertising & Marketing in Rural India, MacMillan India Ltd.
4. Kazmi, S.H. Batra, Satish, Advertising & Sales Promotion, Excel Books
5. Sudha, G.S., Advertising and Sales Management, RBD, Jaipur
6. Prasad, S. Shyam, Kumar Sumit –Advertising Management, RBD, Jaipur

Learning Outcome of the Course:

1. Familiarity with the advertising process and the strategic role of creativity in successful advertising campaigns and brand building.
2. Ability to pursue a career in the field of advertising and sales promotion through the knowledge gained about the field.

Bachelor of Business Administration
(Retail Management)
Semester IV

Course Title: Case Study Presentation

Paper: III

Paper Code: PBBARM403

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Mentoring Hours	End Semester Exam (External Viva)	Internal (Report Submission)
6	4	4	60	50 Marks	50 Marks

Objectives:

1. To analyse and present a real-world situation, problem or scenario in a comprehensive manner.
2. To showcase analytical, problem solving and presentation skills while providing insights and recommendations based on the case study.

Syllabus:

The format of a case study will typically include the following sections:

- 1. Introduction:** An overview of the case, including the background, context, and key players involved.
- 2. Problem Statement:** Defining the main issue or challenge presented in the case. This sets the stage for the rest of the analysis.
- 3. Analysis:** This section can be divided into several sub-sections:
 - **Situation Analysis:** Describe the current situation and any relevant factors contributing to the problem.
 - **SWOT Analysis:** Discuss strengths, weaknesses, opportunities, and threats related to the case.
 - **Root Cause Analysis:** Identify the underlying causes of the issue.
 - **Alternatives:** Present various solutions or approaches to address the problem. Each alternative should be thoroughly explained, including potential pros and cons.
- 4. Implementation:** Outline the steps required to put the chosen solution into action. Address potential challenges and how to overcome them.
- 5. Results and Evaluation:** Discuss the outcomes of implementing the solution. Did it

achieve the desired results? How effective was the chosen approach?

6. Conclusion: Sum up the main points of the presentation and reiterate the importance of the case study.

Use of visuals, data and examples to enhance the presentation's clarity and impact are recommended.

Note:

Creating a comprehensive report of 15-25 pages required to be submitted to the department for internal evaluation. External Evaluation would be based on the basis of presentation made by the student.

Learning Outcome of the Course:

1. By completing the case study presentation, learners will develop the ability to critically analyze complex real-world situations, identify key challenges, and make informed decisions by evaluating various alternatives.
2. Learning to structure and deliver clear and coherent presentations that effectively convey their analysis, recommendations and insights thus enhancing the ability to communicate complex ideas to diverse audiences.

Bachelor of Business Administration
(Retail Management)
Semester IV

Course Title: Overview of Extended Warranty (OJT)

Paper: IV

Paper Code: PBBARM404

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	Total Assessment Marks
6	4	4	60	100

Objectives:

1. To create an understanding of the basics of warranty.
2. To develop an understanding of warranty offerings & their detailed terms.

Syllabus:

1. Importance of Extended Warranty
2. Warranty Structure on Different Product Categories like Electrical Goods, Mobile Phones and Cars
3. Identifying the Types of Warranties
4. Detailed Terms of Product Warranty
5. Reward Programs of Warranty

Learning Outcome of the Course:

1. Development of understanding of product warranties.
2. Inculcation of knowledge of extended warranty structure & clauses.

Bachelor of Business Administration
(Retail Management)
Semester IV

Course Title: Accessories Sales Overview (OJT)

Paper: V

Paper Code: PBBARM405

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	Total Assessment Marks
6	4	4	60	100

Objectives:

1. To create an understanding of accessories business
2. To develop the product pitch for accessories products

Syllabus:

1. What are accessories products & needs of it?
2. What are the different categories of Car accessories products?
3. What are the benefits of Genuine accessories & risks associated with aftermarket accessories.
4. What is the process of accessories ordering?
5. What are the different types of Accessories kits & packages?

Students OJT will be evaluated basis on the below mentioned Parameters:

Parameter	Weightage
	Semester 4
	All Months
Retail Target vs Achievement*	40%
Punctuality of trainee	10%
Willingness to learn (Product and Process)	10%
Trainee shows basic courtesy, respect, ethics in work area	10%
Coordination with fellow colleagues	15%
Compliance with Dealer policies in work area	15%
Total Score (Out of 100)	100%

Learning Outcome of the Course:

1. Developing the understanding of accessories products & business.
2. Knowledge of various accessories categories and upselling methods.

Bachelor of Business Administration
(Retail Management)
Semester IV

Course Title: Summer Internship Project (Digital Sales Management)

Paper: VI

Paper Code: PBBARM406

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	Total Assessment Marks
6	4	4	60	100

Objectives:

1. To create an understanding of digital sales management through practical exposure.
2. To enable students to be able to explain and express digital sales experience.

Syllabus:

Project report will be based on the learning outcomes of the students of the mentioned topic and should covers the following points:

1. What is digital sales management?
2. What are the digital touch points of a company for customers.
3. What is Hyperlocal and process of handling Hyperlocal enquiries in Maruti Suzuki?

Explain the online buying Journey of a “OLA 2-Wheeler” customer.

Learning Outcome of the Course:

1. Practical exposure to the theory of digital sales management.
2. Ability to handle the enquiries of customers relating to digital sales.

Bachelor of Business Administration
(Retail Management)
Semester V

Course Title: Ethics and Corporate Social Responsibility.

Paper: I

Paper Code: PBBARM501

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Continuous Internal Assessment
7	4	4	60	70 Marks	30 Marks

Objectives:

1. To create awareness about the role of ethics and CSR to encourage moral practices and ethical considerations in modern day organizations.
2. To understand the scope of business ethics in the functional areas of finance, human resources, marketing and production for sustainability of organizations.

Syllabus:

Unit – I

Business Ethics: Meaning, Characteristics and Assumptions, Principles, Scope, Ethical Standards of Business, Types of Unethical Business Conduct, Causes of Unethical Conduct, Measures to improve ethical conduct in business.

Group Ethics: Nature and Concept of Group Ethics, Ethical elements of Group Decision Making, Ethics and the Indian Manager **(20 hours)**

Unit – II

Corporate Social Responsibility: Nature, Scope and Importance, **Corporate Governance:** Concept, Importance

Concept and Relevance of Gandhian Approach and Trusteeship in modern business, Gandhiji's Doctrine of Satya and Ahimsa, Green Business Practices **(18 hours)**

Unit – III

Ethical Issues related with Marketing, Finance, Science and Technology, Human Resource Management

Concept and Need for Values in Management, Universality of Values, Secular versus Spiritual Values in Management **(22 hours)**

Books Recommended:

1. Sanjeev, Rinku and Khanna, Parul: Ethics and Values in Business Management, Ane Books Pvt. Ltd.
2. Chakraborty, S.K. and Bhattacharya, Pradip: Human Values, New Age International (P) Ltd. Publishers
3. Mehta, J. and Gupta, P.: Business Ethics and Ethos, Pragati Prakashan
4. Chakraborty, Shitangsu K., Chatterjee, Samir R.: Applied Ethics in Management: Towards New Perspectives, Springer Science & Business Media
5. Collins, Dennis: Business Ethics; Best Practices for Designing and Managing Ethical Organizations, SAGE Publications Inc

Learning Outcome of the Course:

1. Awareness and sensitivity towards best practices of business ethics and corporate governance leading towards responsible leadership.
2. Comprehensive understanding of the interplay between business and society.

Bachelor of Business Administration
(Retail Management)
Semester V

Course Title: Business Environment

Paper: II

Paper Code: PBBARM502

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Continuous Internal Assessment
7	4	4	60	70 Marks	30 Marks

Objectives:

1. To develop an understanding for demographic and environmental factors affecting business.
2. To create awareness about various government policies, institutions and their role in business.

Syllabus:

Unit – I

Business Environment: Meaning, Nature, Significance, Factors affecting environment to Business, Competitive Structure of Industries, Environmental Analysis and Strategic Management, Managing Diversity. **(18 Hours)**

Unit – II

Political Environment: Functions of the State, Economic Roles of the Government, Government and Legal Environment, The constitutional Environment, Rationale and Extent of State Intervention

Economic Environment: Basic Economic System, Nature of Economy, Structure of the Economy, Economic Policies and Economic Conditions. **(22 hours)**

Unit – III

Socio Cultural Environment: Nature and Impact of Culture on Business, Culture and Globalization, Social Responsibilities of Business, Business and Society, Social Audit

Technological Environment: Innovation, technology leadership and followership, sources of technology dynamics, Impact of Technology on Globalization, Transfer of Technology, Time lags in Technology Introduction. **(20 Hours)**

Books Recommended:

1. K. Aswathappa : Essentials of Business Environment, Himalaya Publishing House
2. Francis Cherunilam : Business Environment, Himalaya Publishing House
3. Sankaran, S. : Business Environment, Margham Publications
4. S.K. Mishra and V.K. Puri : Economic Environment of Business, HPH
5. Joshi, Rosy and Sangam: Business Environment, Kalyanai Publications
6. Fernando, A.C.: Business Environment, Pearson
7. Krishna Murali, V.: Business Environment; Spectrum Publications Gopal
8. Namitha, Business Environment, McGraw Hill

Learning Outcome of the Course:

1. Students will develop the ability to understand impact of various environmental factors on business.
2. Awareness regarding the social responsibility, understanding of industrial policies and a comprehensive view of economic planning in India

Bachelor of Business Administration
(Retail Management)
Semester V

Course Title: Group Discussion and Presentation

Paper: III

Paper Code: PBBARM503

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Mentoring Hours	End Semester Exam (External Viva)	Internal (Report Submission)
7	4	4	60	50 Marks	50 Marks

Objectives:

1. To reinforce skills that are relevant to both group and individual work, the ability to break complex tasks into parts and steps and time management.
2. To develop a host of skills like delegation and accountability that are increasingly important in the professional world

Syllabus:

1. Students will be divided into groups and they shall work collaboratively within their groups.
2. Each group must consist of at least three students.
3. Each group of students will be given a separate current theme/topic related to their subject for preparing group discussion and presentation.
4. The theme/topic among the groups will not be repeated.
5. Each group shall prepare a common report which shall be individually (separately) submitted by each member of the group.
6. A common PPT has to be prepared and got checked through the mentor along with the submission of the report.
7. Report should be of at least 40-45 pages. The cover page should have the names of all group members in the sequence of the Roll numbers with the name of the specific student submitting the report in bold letters and highlighted.
8. PPT should have at least 12 to 15 slides.
9. The group shall give presentation in the presence of Internal and External Examiners.

10. After presentation the group members shall participate in the group discussion. The External Examiner shall evaluate performance of each student on the basis of merit

Learning Outcome of the Course:

1. Knowledge about the company and industry to which the topic of research is related.
2. Skills to communicate and collaborate effectively and appropriately with group members' ability to manage resources, work under deadlines, identify and carry out specific goal oriented tasks ability to take responsibility, make sound decisions and apply technical skills effectively.

Bachelor of Business Administration
(Retail Management)
Semester V

Course Title: Auto Sales Process & SOP's (OJT)

Paper: IV

Paper Code: PBBARM504

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Mentoring Hours	Total Assessment Marks
7	4	4	60	100

Objectives:

1. To create an understanding of auto retail sales process.
2. To develop the skillset of need identification and FABing.

Syllabus:

1. What is the importance of defined Sales process?
2. What is the importance of Probing & Listening in Need Identification.
3. Learning the concept of FABing
4. Objection handling techniques
5. Sales Transaction roleplays

Learning Outcome of the Course:

1. Developing an understanding of auto retail sales process.
2. Ability to independently handle the leads and complete the sales transaction with high customer satisfaction.

**Bachelor of Business Administration
(Retail Management)
Semester V**

Course Title: Overview of Pre-owned Vehicles Business (OJT)

Paper: V

Paper Code: PBBARM505

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Mentoring Hours	Total Assessment Marks
7	4	4	60	100

Objectives:

1. To create an understanding of Pre-owned vehicle business in India.
2. To create an understanding of the organized and unorganized sections of Pre-owned vehicles.

Syllabus:

1. Understanding the Pre-owned vehicle business – Organized & Unorganized
2. Importance of Pre-owned vehicle business in New Car Retailing
3. Pre-owned vehicle business enablers & SOPs
4. Pre-owned vehicle evaluation and car exchange process
5. Documentation

Students OJT will be evaluated basis on the below mentioned Parameters:

Parameter	Weightage
	Semester 5
	All Months
Retail Target vs Achievement*	50%
Punctuality of trainee	10%
Willingness to learn (Product and Process)	10%
Trainee shows basic courtesy, respect, ethics in work area	10%
Coordination with fellow colleagues	10%
Compliance with Dealer policies in work area	10%
Total Score (Out of 100)	100%

Learning Outcome of the Course:

1. Developing the understanding of the business of Pre-owned vehicles.
2. Understanding of pre-owned vehicles retailing business parameters i.e. vehicle evaluation points, documentation and exchange process.

Bachelor of Business Administration
(Retail Management)
Semester V

Course Title: Minor Research Project (Auto Retail Business)

Paper: VI

Paper Code: PBBARM506

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Mentoring Hours	Total Assessment Marks
7	4	4	60	100

Objective:

1. To create an understanding of auto retail business through practical exposure.
2. To create an ability to handle the entire sales process.

Syllabus

Project report will be based on the learning outcomes of the students of the mentioned topic and should covers the following points:

1. What is the importance of defined sales process and explain the sales activities under Pre-sales, Sales & Post Sales.
2. Explain the Pre-owned Car buying process of “**Maruti Suzuki True Value**”.
3. Explain the Pre-owned Car buying process of “**Spinny**”.
4. Explain the Pre-owned Car buying process of “**Cars24**”.

Learning Outcome of the Course:

1. Understanding of all sales activities under pre sales, sales and post sales.
2. Practical exposure and presentation of the above leading to better understanding.

Bachelor of Business Administration
(Retail Management)
Semester VI

Course Title: Retail Management

Paper: I

Paper Code: PBBARM601

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Continuous Internal Assessment
7	4	4	60	70 Marks	30 Marks

Objectives:

1. To develop an understanding of the core and contemporary concepts of retail management.
2. To familiarize the students with the required strategies and planning in organized retail and the value they create.

Syllabus:

Unit – I

Retail: Nature, History, Role and Importance. Types of Retail Institutions in India, Retail Management Process, Indian Retailing Scenario, e- retailing

Retail Managers: Roles, Skills, Personality Traits and Job Opportunities. Retail Buying and Merchandise Management; **Emerging Trends in Retailing:** Franchising, Visual Merchandising, Private Labels, Role of Information Technology, Ethical Issues in Retailing
(22 Hours)

Unit – II

Strategic Planning in Retail: Planning Process and Evaluation, Concept of Shopping and Shopping Behavior, International Retailing: Impact of Culture, Entry Strategies

Retail Entrepreneurship: Concept, Major Retail Entrepreneurs in India **(18 Hours)**

Unit – III

Store Planning: Location and Layout. **Brief Overview of Store Operations:** Point of Purchase Communication, POS (Point of Sale), Customer Service and Accommodation, Floor and Shelf Management, Accounting and Cash Management, Setting up Stores before Opening, Store Requirements. Relationship Marketing and Building Store Loyalty
(20 Hours)

Books Recommended:

1. Agarwal, Bansal, Yadav ,Kumar-Retail Management, Pragati Prakashan,Meerut,2008
2. Sinha, Uniyal-Managing Retailing, Oxford University Press, New Delhi,2012
3. Levy Michael, Weitz Barton - Retailing Management, V Edition, Tata McGraw Hill, NewYork, 2006
4. Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition, Pearson Education, New York, 2006
5. Nair Suja- Retail Management, V Edition, HPH, Mumbai, 2006
6. Pradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill,India, 2007.

Learning Outcome of the Course:

1. Graduate Students will understand the importance and functions of retail business in country's economy.
2. Recognizing and understanding the operation oriented policies, methods and procedures used by successful retailers in the global economy.

Bachelor of Business Administration

(Retail Management)

Semester VI

Course Title: Rural Marketing

Paper: II

Paper Code: PBBARM602

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Internal Assessment
7	4	4	60	70 Marks	30 Marks

Objectives:

1. To provide an overview of rural markets and emerging perspectives of rural marketing
2. To understand the emerging managerial initiatives and relevant frameworks in rural marketing.

Syllabus:

Unit – I

Rural Marketing: Concept, Nature, Scope, Significance of Rural Marketing, Factors Contributing to Growth of Rural Markets, Components of Rural Markets. Rural Market Vs Urban Market, E-rural Marketing. **(20 Hours)**

Unit – II

Agricultural Marketing: Concept, Nature and Types of Agriculture Produce. Concept and Types of Agricultural Markets, Marketing Channels, Methods of Sales, Market Functions. Characteristics of Scientific Marketing, Agricultural Marketing Risks, Risks Involved in Marketing, Types of Risks, Measures to Minimize Risks, Contract Marketing. **(18 Hours)**

Unit – III

Issues in Rural Marketing, Rural Consumer Behaviour Features, Factors Influencing Lifestyle of Rural Consumer, FMCG Sector in Rural India, Concept and Classification of Consumer Goods, Marketing Channels for FMCG, Marketing of Consumer Durables. The Role of Advertising. **(22 Hours)**

Books Recommended:

1. Badi R.V, Badi N.V, Rural Marketing, Himalaya Publishing House
2. Acharya, S.S., Agarwal N.L., Agriculture Marketing in India, Oxford & IBH Publishing Company Pvt. Ltd.
3. Kashyap Pradeep, Rural Marketing, Pearson
4. Kumar Saroj & Azam Farook Mohd., Rural Marketing, Thakur Publications.
5. Jain Ashok & Jain Varun, Rural Marketing, Global Publications Pvt. Ltd.

Learning Outcome of the Course:

1. Knowledge of rural economic environment & rural consumer behavior from the perspective of marketing.
2. Conceptual understanding of Rural Marketing and its strategic implementation.

Bachelor of Business Administration
(Retail Management)
Semester VI

Course Title: Group Research Paper Writing

Paper: III

Paper Code: PBBARM603

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Mentoring Hours	End Semester Exam (External Viva)	Internal (Report Submission)
7	4	4	60	50 Marks	50 Marks

Objectives:

1. To guide students in the process of researching, planning and writing a comprehensive research paper on a chosen topic.
2. To develop strong research skills, critical thinking, and effective writing techniques.

Syllabus:

Week [1]: Introduction to Research Paper Writing

- Overview of the course objectives, structure, and expectations
- Introduction to the importance of research papers in academia and beyond
- Explanation of the research process from topic selection to final draft

Week [2]: Choosing a Research Topic

- Strategies for selecting a focused and relevant research topic
- Importance of refining research questions or hypotheses
- Initial steps of identifying key concepts and conducting preliminary literature review

Week [3-4]: Literature Review and Source Evaluation

- Conducting comprehensive literature reviews using various sources
- Evaluating the credibility and relevance of sources
- Synthesizing existing research to identify gaps and trends

Week [5-6]: Research Design and Methodology

- Introduction to different research methodologies (quantitative, qualitative, mixed methods)
- Formulating research questions/hypotheses and defining variables
- Ethical considerations in research and data collection (if applicable)

Week [7-8]: Data Collection and Analysis (if applicable)

- Data collection techniques (surveys, interviews, observations, etc.)
- Basics of data analysis using appropriate tools or software
- Interpreting and presenting research findings effectively

Week [9-10]: Structuring the Research Paper

- Components of a research paper: abstract, introduction, methodology, results, discussion, conclusion, references
- Crafting effective introductions and conclusions
- Organizing the paper for logical flow and coherence

Week [11-12]: Citations and Referencing

- Overview of common citation styles (APA, MLA, Chicago, etc.)
- Properly citing sources within the paper and creating a bibliography
- Avoiding plagiarism and understanding copyright issues

Week [13-14]: Editing and Revising

- Techniques for revising and improving clarity, coherence, and style
- Peer review and feedback process
- Proof reading for grammar, punctuation, and formatting errors

Week [15]: Final Paper Submission and Reflection

- Final submission of research papers
- Reflecting on the research process and personal growth as a writer

Assessment and Evaluation:

- Participation in class discussions, workshops, and peer review activities
- Progress on research paper milestones (topic selection, literature review, etc.)
- Quality of the final research paper, including organization, analysis, and writing
- Adherence to proper citation and referencing guidelines

Learning Outcome of the Course:

1. Understanding the components of a research paper and developing good writing skills.
2. Developing a tendency to find more information and knowledge about the field of interest.

Bachelor of Business Administration
(Retail Management)
Semester VI

Course Title: Business Etiquettes & Behavioural Skills (OJT)

Paper: IV

Paper Code: PBBARM604

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	Total Assessment Marks
4	4	4	60	100

Objectives:

1. To create an understanding of basic business etiquettes.
2. To develop behavioral competencies for a refined personality.

Syllabus:

1. Importance of Grooming, Impression, Attitude, Knowledge, and Skills
2. Essentials of Grooming & Personal Hygiene
3. Communication Skills & Types of communications
4. Email etiquettes
5. Behavioral conduct roleplays

Learning Outcome of the Course:

1. Ability to perform in a professional work environment.
2. Ability to differentiate between good conduct & bad conduct.

**Bachelor of Business Administration
(Retail Management)
Semester VI**

Course Title: Overview of Electric Vehicles (EV) Technology (OJT)

Paper: V

Paper Code: PBBARM605

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Mentoring Hours	Total Assessment Marks
7	4	4	60	100

Objectives:

1. This course aims to understand EV technology.
2. To develop the understanding of EV landscape in India

Syllabus:

1. Explain the following technologies: ICE, Hybrid Vehicles, Plug-in Hybrid and Electric Vehicles
2. Overview of EV products in India of different segments i.e., 2Wheelers, 3 Wheelers and Passenger Vehicles
3. Overview of EV Technology & Charging Infrastructure
4. Details and comparison of Segment wise passenger EV products
5. Benefits and good practices of using EV passenger vehicles

Students OJT will be evaluated basis on the below mentioned Parameters:

Parameter	Weightage
	Semester 6
	All Months
Retail Target vs Achievement*	50%
Punctuality of trainee	10%
Willingness to learn (Product and Process)	10%
Trainee shows basic courtesy, respect, ethics in work area	10%
Coordination with fellow colleagues	10%
Compliance with Dealer policies in work area	10%
Total Score (Out of 100)	100%

Learning Outcome of the Course:

1. Ability to demonstrate expertise in pitching EV products
2. Thorough understanding of different EV segments i.e. 2Wheelers, 3 Wheelers and Passenger Vehicles.

Bachelor of Business Administration
(Retail Management)
Semester VI

Course Title: Major Research Project (EV Landscape in India)

Paper: VI

Paper Code: PBBARM606

Credit Scheme

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	Total Assessment Marks
7	4	4	60	100

Objectives:

1. To introduce students to electric vehicles and their importance.
2. To create a basic technical foundation regarding electric vehicles.

Syllabus:

Project report will be based on the learning outcomes of the students of the mentioned topic and should covers the following points:

1. Explain the following technologies: **ICE, Hybrid Vehicles, Plug-in Hybrid and Electric Vehicles**
2. Brief details of EV products in India of different segments i.e., 2 Wheelers, 3 Wheelers and Passenger Vehicles
3. Details of EV Passenger vehicles of Entry level Hatchback and SUV Segment (2 Products of each segment)
4. Benefits and good practices of using EV passenger vehicles

Learning Outcome of the Course:

1. Understanding how EVs are different from other vehicles and their importance
2. Identification of various components of an EV.