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BE BOUNDLESS

BENGALURU CITY UNIVERSITY

CHOICE BASED CREDIT SYSTEM

(as per SEP 2024)

Syllabus for I & II Semester
B.Com (Retail Operations Management)

(Apprenticeship Embedded Degree Programme)

2024-25

Proceedings of BOS Meeting

Proceedings of the BOS meeting for UG-B.COM (Regular), B.COM(FINTECH), B.COM AEDP (BFSI), B.Com AEDP(ROM),B.COM(BDA), B.Com (A&F), B.Com (LSCM), B.VOC(A&T), BBA, BBA(Aviation Management), BBA(Business Analytics), programmes as per the SEP structure for the Academic Year 2024-25 held on 3rd and 4th July 2024 in the Department of Studies and Research in Commerce, PK Block, Bengaluru City University, Bengaluru-560009.

The board has reviewed and approved the course matrix for 1st Semester to 6th Semester and syllabus for 1st and 2nd semesters of the above mentioned courses. The board authorized the Chairman to make the necessary changes.

MEMBERS PRESENT:

1.	Prof. Jalaja .K.R	Dean and Chairperson , Department Of Commerce,BCU	Chairperson
2.	Dr.R. Sarvamangala	Dean And Chairperson , Department Of Commerce, BUB	Member
3.	Dr. Nagaraju.N	Professor, Department Of Commerce,University of Mysore	Member
4.	Dr. B.G.Baskar	Principal ,Seshadripuram College, Bengaluru	Member
5.	Dr. Padmaja.P.V	Principal , MLA Academy Of Higher Education, Bengaluru	Member
6.	Dr. Parvathi	Principal, VET First Grade College, Bengaluru	Member
7.	Dr. Raja Jebasingh	Vice-Principal, St.Joseph's College of Commerce(Autonomous)	Member
8	Dr.K.Ramachandra	Professor, Department Of Commerce,Maharani Cluster University.	Member

Co-Opted Members Present

9	Prof.Ritika Sinha	Chairperson, Department of Management, Bengaluru City University	Member
10	Prof.G.Venugopal	Principal VVN Degree College, Bengaluru	Member
11	Dr.Savita. K	Principal, BEL First Grade College, Bengaluru	Member

12	Dr.Bhavani.H	Associate Professor, Department Of Commerce, Vivekananda Degree College ,Bengaluru	Member
13	Mr. H.N Gururaja Rao.	Associate Professor, Department Of Commerce, Vijaya College, Bengaluru	Member
14	Dr.Swamynathan.C	Associate Professor, Department of Commerce, GFGC Malleshwaram College, Bengaluru	Member
15	Prof.H R Padmanabha	Vice-Principal, Sai Vidya First Grade College, Yelahanka.	Member
16	Dr.Srihari	Associate Professor, Department Of Commerce, SSMRV College, Bengaluru	Member
17	Dr.Nagaraja.C	Assistant Professor, Department Of Commerce, GFGC Yalahanka College ,Bengaluru	Member
18	Smt.Asha.N	Principal, Sindhi Degree College, Bengaluru	Member
19	Mr.Sharath M	Assistant Professor, Sindhi College.	Member
Industry Experts			
20	CMA .Geetha Sauthanagopalan	Partner GM Associates, Bangalore.	Member
21	CMA .Abhijeet S Jain	Chairman, Bengaluru Chapter of the Institute of Cost Accountants of India	Member
22	Mr. G Vijay Raghavan	Founder- Stockathon Academy, Bangalore	Member

Dr. JALAJA. K R, M.COM., MBA., Ph.D
Dean & Chairperson
Department of Commerce
Bengaluru City University

REGULATIONS PERTAINING TO B.COM-Retail Operations and Management-(AEDP)

As per SEP- CBCS Scheme - 2024-25 onwards

1. INTRODUCTION

As per the Government Order No. ED 166 UNE 2023, Bangalore, dated 08.05.2024, all Universities in Karnataka, are required to revise the curriculum of Degree Programs as per the guidelines of the Karnataka State Higher Education Council and State Education Planning Commission, constituted by the government, from the academic year 2024-2025.

B. Com in Retail Operations is an Undergraduate three-year undergraduate apprenticeship embedded program designed by Retailers Association's Skill Council of India (RASCI) consisting of six semesters. The program is a judicious mix of professional education in the form of apprenticeship along with general and Retail operations management education on the principles of dual learning methodology.

B. Com in Retail Operations is an Apprenticeship Embedded Degree Programme (AEDP) curated in consultation with experts from Industry and Academia. The curriculum is dovetailed with the general management subjects taught under any undergraduate management programme whilst necessary skill training that is required to perform roles in Modern Retail Store Operations is embedded in the form of apprenticeship/ on-the-job training (OJT). On The Job training will be delivered in the live retail business environments under the guidance, training and coaching from the managers of various Retail Industry Partners of RASCI. Therefore, the AEDP programme is designed to achieve hybrid outcomes to pave a well guided path for a fresh graduate to obtain a job after completion of the three-year degree programme whilst fast tracking her/ his career progression.

The student who joins this programme needs to study 2 years that is the first 4 Semesters in college and in the third year that is 5th and 6th Semester, the student will be placed with a suitable firm for Apprenticeship with a monthly stipend for one year. On successful completion of the third year Apprenticeship, the student will be awarded the Undergraduate Degree by the University. All the other Rules/Regulations/ Guidelines which are applicable to Regular graduate Courses of B.Com and BBA of Bengaluru City University will be applicable to this programme as well.

2. PROGRAM OBJECTIVES:

1. To create manpower for global middle level management equipped with core managerial competencies and relevant IT skills.
2. To cater to the requirements of Industries.
3. To prepare students to take up Higher Education to become business scientists, researchers, consultants and teachers, with core competencies.
4. To develop Ethical Managers with Inter-Disciplinary and Holistic approach.
5. To familiarize with retail store operations
6. To evaluate the processes followed for servicing customers at Point of Sale (POS)

7. To identify the processes and best practices to ensure security at retail stores
8. To understand the basic concepts, principles, tools and techniques of marketing.
9. To provide on the Job training in the live retail business environments under the guidance, training and coaching from the managers of various Financial Institutions associated with CRISP.

3. ELIGIBILITY FOR ADMISSION:

Candidates who have completed Two-year Pre-University Course of Karnataka State or 10+2 years of education in Karnataka and other states or its equivalent are eligible for admission into this program. Students who have cleared 2nd PUC Examination directly (through open schooling are also eligible to apply for this programme. Students who have completed Diploma in Commercial Practice are eligible for lateral entry into 3rd Semester B.Com.

4. DURATION OF THE PROGRAMME:

The duration of the programme is three (03) years of Six Semesters. A candidate shall complete his/her degree within six (06) academic years from the date of his/her admission to the first semester. Students successfully completing three (03) years of the course will be awarded Bachelor's Degree in Commerce (ROM) – B.COM- ROM.

5. MEDIUM OF INSTRUCTION

The medium of instruction shall be in English. However, a candidate will be permitted to write the examination completely, either in English or in Kannada.

6. CLASSROOM STRENGTH OF STUDENTS

Maximum number of students in each section shall be 60 or as per University Regulations.

7. ATTENDANCE:

a. For the purpose of calculating attendance, each semester shall be taken as a Unit.
b. A student shall be considered to have satisfied the requirement of attendance for the semester, if he / she has attended not less than 75% in aggregate of the number of working periods in each of the courses compulsorily.

A student who fails to complete the course in the manner stated above shall not be permitted to take the University examination.

8. COURSE MATRIX

Annexure-1 for B.COM-ROM

9. TEACHING AND EVALUATION:

M.Com (All Programs) /MBA / MFA / MBS graduates with basic degree in B. Com (All B.Com Programs), B.B.M, BBA & BBS from a recognized University, are only eligible to teach and evaluate the courses (excepting languages, compulsory additional subjects and core Information Technology

related subjects) mentioned in this regulation. Languages, IT related courses and additional courses shall be taught by the Post-graduates as recognized by the respective Board of Studies.

10. SCHEME OF EXAMINATION:

a. There shall be a University examination at the end of each semester. The maximum marks for the university examination in each course/paper shall be 80.

b. Of the 20 marks allotted for Internal Assessment, 10 marks shall be based on average of two tests (20 Marks each). Each test shall be of at least 01 hour duration to be held during the semester. The remaining 10 marks of the Internal Assessment shall be based on Attendance and Assignments /skill development exercises of 05 marks each.

c. The marks based on attendance shall be awarded as given below:
   76% to 80% = 02 marks
   81% to 85% = 03 marks
   86% to 90% = 04 marks.
   91% to 100% = 05 marks.

11. PATTERN OF QUESTION PAPER:

Each question paper shall carry 80 marks and the duration of examination is 3 hours. The Question paper shall ordinarily consist of four sections, to develop testing of conceptual skills, understanding skills, comprehension skills, analytical skills and application of skills. The question paper setter shall prepare TWO sets of question papers with a maximum of 10% repetition. All practical / problems oriented question papers shall be provided only in English. However, the theory subjects' question papers shall be provided in both Kannada and English versions.
The Question Paper will be as per the following Model:

Section A	Conceptual questions (5 questions out of 8)	5 x 2 = 10
Section B	Analytical questions (4 questions out of 6)	4 x 5 = 20
Section C	Essay type questions (3 questions out of 5)	3 x 15 = 45
Section D	Skill Based questions/Case Studies	1 x 5 = 05
Total		80 marks

12. APPEARANCE FOR THE EXAMINATION:

a) A candidate shall apply for all the courses in each examination when he/she appears for the first time. A candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees to the University.
b) A candidate who has passed any language under Part-1 shall be eligible to claim exemption from the study of the language if he/she has studied and passed the language at the corresponding level.
c) Further, candidates shall also be eligible to claim exemption from studying and passing in those Commerce subjects which he/she has studied and passed at the corresponding level, subject to the conditions stipulated by the University.

d) A candidate who is permitted to seek admission to this Degree Programme on transfer from any other University, shall have to study and pass the subjects which are prescribed by the University. Such candidates shall however, not be eligible for the award of ranks.

13. MINIMUM FOR A PASS:

(a) No candidate shall be declared to have passed the Semester Examination as the case may be under each course /paper unless he/she obtains not less than 35% (i.e. 28 marks out of 80) marks in written examination / practical examination and 40% marks in aggregate of written/ practical examination and internal assessment put together. However, there is no minimum marks to pass internal assessment tests including other Internal Assessments such as Viva-Voce, Internship Report, Field Survey Report and similar others.

(b) A candidate shall be declared to have passed the program if he/she secures at least 40% of marks or a CGPA of 4.0 (Course Alpha-Sign Grade P) in aggregate of both internal assessment and semester end examination marks put together in each course of all semesters, such as theory papers/ practical / field work / internship / project work / dissertation / viva-voce, provided the candidate has secured at least 40% of marks in the semester end examinations in each course.

(c) The candidates who pass all the semester examinations in the first attempt are eligible for ranks, provided they secure at least CGPA of 6.00 (Alpha-Sign Grade B).

(d) A candidate who passes the semester examinations in parts is eligible for only Class, CGPA and Alpha-Sign Grade but not for ranking.

(e) The results of the candidates who have passed the last semester examination but not passed the lower semester examinations shall be declared as NCL (Not Completed the Lower Semester Examinations). Such candidates shall be eligible for the degree only after completion of all the lower semester examinations.

(f) If a candidate fails in a subject/course, either in theory or in practicals, he/she shall appear for that subject only at any subsequent examination, as prescribed for completing the programme. He/she must obtain the minimum marks for a pass in that subject (theory and practicals, separately) as stated above.

(g) The minimum total credits that a candidate shall obtain in aggregate in all semesters must be 142 credits out of the total credits allotted for the program, to be declared as pass in the program.

14. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

a. The results of the First to Sixth semester degree examination shall be declared and classified separately as follows:
   i. **First Class**: Those who obtain 60% and above of the total marks.
   ii. **Second Class:** Those who obtain 50% and above but less than 60% of total marks.
   iii. **Pass Class:** Rest of the successful candidates who secure 40% and above but less than 50% of marks.
b. Class shall be declared based on the aggregate marks obtained by the candidates in all the courses of all semesters of this Degree Program (excluding Part 3 Courses mentioned in the Course Matrix).

c. The candidates who have passed each course in the semester end examination in the first attempt only shall be eligible for award of ranks. The first ten ranks only shall be notified by the University.

15. PROVISION FOR IMPROVEMENT OF RESULTS:

The candidate shall be permitted to improve the results of the whole examination or of any Semester or a specific course within the prescribed time by the university after the publication of the results. This provision shall be exercised only once during the course and the provision once exercised shall not be revoked. The application for improvement of results shall be submitted to the Registrar (Evaluation) along with the prescribed fee.

16. FINAL RESULT / GRADES DESCRIPTION

An alpha-sign grade, the eight-point grading system, as described below shall be adopted for classification of successful candidate. The declaration of result is based on the Semester Grade Point Average (SGPA) earned towards the end of each semester or the Cumulative Grade Point Average (CGPA) earned towards the completion of all the six semesters of the programme and the corresponding overall alpha-sign grades.

Final Result / Grades Description

Semester GPA/Program CGPA	Alpha – Sign/ Letter Grade	Semester/Program % of Marks	Result/Class Description
9.00-10.00	**O** (Outstanding)	90.00-100	Outstanding
8.00- <9.00	**A+** (Excellent)	80.0-<90.00	First Class Exemplary
7.00-<8.00	**A** (Very Good)	70.0-<80.00	First Class Distinction
6.00-<7.00	**B+** (Good)	60.0-<70.00	First Class
5.50-<6.00	**B** (Above Average)	55.0-<60.00	High Second Class
5.00-<5.50	**C** (Average)	50.0-<55.00	Second Class
4.00-<5.00	**P** (Pass)	40.0-<50.00	**Pass Class**
Below 4.00	**F** (Fail)	Below 40	Fail/Re-appear
Ab (Absent)	-	Absent	-

The Semester Grade Point Average (SGPA) in a Semester and the CGPA at the end of each year may be calculated as described in para 15:

17. COMPUTATION OF SEMESTER GRADE POINT AVERAGE AND CUMULATIVE GRADE POINT AVERAGE

l. Calculation of Semester Grade Point Average (SGPA)

The Grade Points (GP) in a course shall be assigned on the basis of marks scored in that course as per the Table I. Any fraction of mark in the borderline less than 0.50 be ignored in assigning GP and the fractions of 0.50 or more be rounded off to the next integers. The Credit Points (CP) shall then be calculated as the product of the grade points earned and the credits for the course. The total CP for a semester is the sum of CP of all the courses of the semester. The SGPA for a semester is computed by dividing the total CP of all the courses by the total credits of the semester. It is illustrated below with typical examples.

2. Calculation of Cumulative Grade Point Average (CGPA)

The aggregate or cumulative SGPA (CGPA) at the end of the second, fourth and sixth semesters shall be calculated as the weighted average of the semester grade point averages. The CGPA is calculated taking into account all the courses undergone over all the semesters of a programme, i.e. The CGPA is obtained by dividing the total of semester credit weightages by the maximum credits for the programme.

CGPA = ∑ (Ci x Gi) / ∑ Ci

Where Gi is the grade point of the 'i'th course / paper and Ci is the total number of credits for that course/ paper

CGPA= ∑ (Ci x Si) / ∑Ci

Where Si is the SGPA of the 'i'th semester and Ci is the total number of credits in that semester.

Table 1: Conversion of Percentage of Marks into Grade Points in a Course/Paper

% Marks in a paper/practical	Grade Point (GP)	% Marks in a paper/practical	Grade Point (GP)
98-100	10	63-67	6.5
93-97	9.5	58-62	6.0
88-92	9.0	53-57	5.5
83-87	8.5	48-52	5.0
78-82	8.0	43-47	4.5
73-77	7.5	40-42	4.0
68-72	7.0	Below 40	0

18. TERMS AND CONDITIONS:

a. A candidate is allowed to carry all the previous un-cleared papers to the subsequent semester/semesters.
b. Such of those candidates who have failed/remained absent for one or more papers henceforth called as repeaters, shall appear for exam in such paper/s during the three immediately succeeding examinations. There shall be no repetition for internal assessment test.
c. The candidate shall take the examination as per the syllabus and the scheme of examination in force during the subsequent appearance.

19. MEDALS AND PRIZES:

No candidates passing an external examination shall be eligible for any scholarship, fellowship, medal, prize or any other award

20. REMOVAL OF DIFFICULTY AT THE COMMENCEMENT OF THESE REGULATIONS:

If any difficulty arises while giving effect to the provision of these Regulations, the Vice Chancellor may in extraordinary circumstances, pass such orders as he may deem fi

ANNEXURE-1

COURSE MATRIX

I Semester

	Subjects		Paper	Instruction hrs./week	Duration of Exam (Hrs.)	Marks			Credits
						IA	Uni. Exam	Total	
Part - 1 Languages	Language - Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi	Lang		4	3	20	80	100	3
	Language – II: English	Lang		4	3	20	80	100	3
Part – 2 Skill/Core/General/ Vocational Courses	Introduction to Retail Operations	DSE	1.1	4	3	20	80	100	4
	Principles of Marketing	DSC	1.2	4	3	20	80	100	4
	Business Environment	DSC	1.3	4	3	20	80	100	4
	Team Work and Work Place Health	AEC	1.4	4	3	20	80	100	4
Part – 3 Compulsory Courses	Ancient Trade and Principles of Chanakya's Management	VOC	1.5	2	1.5	10	40	50	2
	Constitutional Values – 1	CC		3	1.5	10	40	50	2
	TOTAL					**140**	**560**	**700**	**26**

COURSE MATRIX

II Semester

	Subjects		Paper	Instruction hrs./week	Duration of Exam (Hrs.)	Marks			Credits
						IA	Uni. Exam	Total	
Part - 1 Languages	Language - I: Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi	Lang		4	3	20	80	100	3
	Language – II: English	Lang		4	3	20	80	100	3
Part – 2 Skill/Core/General/ Vocational Courses	Customer Relationship Management	DSE	2.1	4	3	20	80	100	4
	In Store Cashiering and Merchandising Operations	DSE	2.2	4	3	20	80	100	4
	Business Communication and Basic Office IT Applications	DSC	2.3	4	3	20	80	100	4
	Social Media Marketing and Advertising	DSC	2.4	4	3	20	80	100	4
Part – 3 Compulsory Courses	Customer Loyalty and Retention (Practical/Field Projects/OJT)	VOC	2.5	2	1.5	10	40	50	2
	Constitutional Values – 2	CC		3	1.5	10	40	50	2
	TOTAL					**140**	**560**	**700**	**26**

Syllabus-I Semester

Name of the Program: Bachelor of Commerce (Retail Operations)
Course Code: DSE 1.1
Name of the Course: INTRODUCTION TO RETAIL OPERATIONS

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS

Pedagogy: Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.

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

a. Comprehend various functions under store operation processes
b. Explain the processes related to customer service at POS
c. Identify the systems & protocols followed to ensure store security.

SYLLABUS:	**HOURS**
Unit-1: Introduction to Retail Store Operations	**14**

Evolution of Retail, Retail -Traditional and Modern Retail in India - Traditional Retail Formats - Modern Retail Formats, organogram of a Modern Retail organisation under all sub-sectors of retail, different departments in retail store and their functions, different roles in store and their roles and responsibilities, Retail Supply Chain, Introduction to store operations: store opening process, post store opening process, day end activities, roles and responsibilities of staff during opening-during the day-day end/ closing, product categories: important product categories(food, apparel & general merchandise), business impact of product categories, Goods receipt and storage process: Receiving goods at the store, unloading, material inward process, storage process, processes to minimizing loss of stock quality and quantity.

Unit-2: Servicing at Cash Point/ POS (Point of Sale)	**14**

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-3: Age Restricted Products	**12**

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-4: Maintenance of Store Security	**08**

Types of security risk that can arise in your workplace -the authority and responsibility while dealing with security risks, including legal rights and duties - the approved procedure and techniques for protecting personal safety when security risks arise.

Electronic Article Surveillance Systems (EAS) other security and safety equipment used in the store – such as soft tags, hard tags, RFID along with its uses and applications.

Skill Development Activities:

Any Case Study related to the course from above mentioned 5 units.

Books for References:

1. Retail Trainee Associate by RASCI publication
2. Retail Cashier RASCI publication
3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson
4. K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill.
5. Michael Levy, Barton Weitz, Ajay Pandit (2017) Retailing Management, Tata McGraw Hill.

Name of the Program: BACHELOR OF COMMERCE (Retail Operations)
Course Code: DSE 1.2
Name of the Course: PRINCIPLES OF MARKETING

COURSE CREDITS	NO. OF HOURSPER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS

Pedagogy: Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.

Course Outcomes: On successful completion of the course, the Students will be able to
a. Understand the concepts and functions of Marketing.
b. Analyze Marketing Environment impacting the Business.
c. Segment the Market and understand the Consumer Behaviour
d. Describe the 4 P's of marketing and design the Marketing Mix.

SYLLABUS:	HOURS
Unit-1: Introduction to Marketing	**08**
Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, Social Media Marketing and E-tailing (Meaning only).	
Unit- 2: Marketing Environment	**10**
Micro Environment – Meaning, Components- The company, suppliers, Marketing Intermediaries, competitors, public and customers; Macro Environment- Meaning, Components- Demographic, Economic,Natural, Technological, Political, Legal, Socio-Cultural Environment.	
Unit-3: Market Segmentation and Consumer Behaviour	**10**
Market Segmentation-Meaning, Bases of Market Segmentation, Requisites of Sound Market Segmentation; **Consumer Behavior-** Meaning, Factors influencing Consumer Behavior; Buying Decision Process.	
Unit- 4: Marketing Mix-Product & Pricing	**14**
Marketing Mix- Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. **Product**-Meaning & features, Product Classification, Product Line & Product Mix decisions; Product Lifecycle – Meaning & stages in PLC; New Product Development- Meaning and steps in NPD; Reasons for Failure of New Product. **Pricing** – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Pricing Strategies.	
Unit- 5: Place & Promotion	**14**
Physical Distribution–Meaning and Types of Channels of Distribution, Types of Intermediaries, Factors affecting Channel Selection **Promotion** – Meaning and Significance of Promotion. **Advertising** – Meaning and Objectives, Characteristics of an effective Advertisement, Types of Advertisement. **Personal Selling**- Meaning and Importance, Characteristics of a Successful Salesperson. **Sales Promotion**- Meaning, Objectives, Promotional Schemes, Limitations of Promotional Schemes.	

Skill Development Activities: 1. Design a Marketing Mix for an imaginary product. 2. Design a logo and tagline for an imaginary product. 3. Develop an advertisement copy for a product. 4. Prepare a chart showing distribution network for any product.
Books for References: 1. Philip Kotler, Marketing Management, Prentice Hall. 2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI, New Delhi 3. William J. Stanton, Michael J.Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill 4. Bose Biplab, Marketing Management, Himalaya Publishers. 5. J.C. Gandhi, Marketing Management, Tata McGraw Hill. 6. Ramesh and Jayanti Prasad: Marketing Management, I.K. International 7. Sontakki, Marketing Management, Kalyani Publishers. 8. PN Reddy and Appannaiah, Marketing Management 9. Saxena Rajan,(2017)Marketing Management , Tata McGraw - Hill Publishing Company Ltd., New Delhi. Fifth Edition.

Name of the Program: Bachelor of Commerce (Retail Operations)
Course Code: DSC 1.3
NAME OF THE COURSE: BUSINESS ENVIRONMENT

COURSECREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS

Pedagogy : Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.

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

a) Will be able to demonstrate a comprehensive understanding of key economic, social, and regulatory drivers influencing business environments.
b) Will be able to assess the implications of globalization and technological advancements on business strategies and operations
c) Will be able to evaluate ethical, legal, and sustainability considerations in business decision-making processes across diverse local and global contexts.

SYLLABUS:	**HOURS**
Unit.1: Introduction to Business Environment	**12**

Business: Meaning, Definition, Nature & Scope, Types of Business Organizations
Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment, Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.
Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational, Structure, Organizational Resources, Company Image, Brand Equity
External Environment: Firm, customers, suppliers, distributors, Competitors, Society
Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal)

Unit.2: Political and Legal Environment	**12**

Political Framework: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.
Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy, Impact of business on Private sector, Public sector and Joint sector, Overview of the Indian economy: growth, sectors, and trends, Contribution of the retail sector to the Indian economy, Challenges of Indian economy.
Legal Framework for Retail Businesses: Business laws relevant to retail operations (e.g., contract law, consumer protection laws) Intellectual property rights and their significance in retail management, Compliance requirements for retail businesses in India.

Unit.3: Social and Cultural Environment	**12**

Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business.
Social and cultural factors in retail management, Significance of social and cultural dynamics in shaping consumer behavior and retail trends in India, demographic factors

influencing consumer preferences and purchasing behavior in India (e.g., age, gender, income, urbanization), Religious and Festive Influences: Analysis of religious festivals and cultural celebrations as drivers of retail demand in India, Retail promotional strategies for leveraging festive seasons and cultural events. Regional Diversity and Market Preferences: Overview of regional diversity in India and its implications for retail market preferences, Localization strategies for retail businesses to cater to regional tastes and preferences.	
Unit.4: Technological, Competitive and International Environment	**8**
Technological environment: Features, impact of technology on Business Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies	
Unit.5: Globalization	**12**
Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model. MNCs: Definition, meaning, merits, demerits, MNCs in India, FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India.	
Skill Development Activities: 1. List out the benefits of Technology on businesses. 2. Draft Five Forces Model for an Imaginary business. 3. List out the impact of Globalisation on Indian businesses 4. List out any five Demographic factors affecting businesses	
Books for References: 1. Aswathappa. K, Essentials of Business Environment, HPH 2. Sundaram & Black: The International Business Environment; Prentice Hall 3. Francis Cherunilam, Business Environment- Text and Cases, 8th Edition, HPH 4. Chidambaram: Business Environment; Vikas Publishing 5. Upadhyay, S: Business Environment, Asia Books 6. Chopra, B K: Business Environment in India, Everest Publishing 7. M. Ashikary, Economic Environment of Business. 8. Veena Keshav Pailwar, Business Environment, PHI Learning Pvt. Ltd 9. Vivek Mittal, Business Environment, 1st Edition, Excel Books	

Name of the Program: Bachelor of Commerce (Retail Operations)
Course Code: AEC1.4
Name of the Course: TEAM WORK AND WORKPLACE HEALTH

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hours

Pedagogy: Classroom Lectures, Case studies, Tutorial Classes, Group discussion, Seminars, Feld work etc.,

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

a) To collaboratively work in a team by fostering effective team working skills within diverse team environments.
b) Will be able to cultivate a culture of ethical integrity and professionalism in team settings, navigating complex challenges with respect, inclusivity, and a commitment to excellence.

Syllabus:	Hours
Unit No.1:Principles of Team Work	**10**
Definition of team, purpose of a team at workplace, Types of teams (cross-functional, virtual, self-directed, etc.), Benefits and challenges of teamwork, Bruce Tuckman's Team Development Stages, goals and objectives of team, role of - communication skills to build trust, interdependence, mutual respect among team members, teamwork principles and the role of teamwork in the achievement of workplace goals, role of feedback in achievement of team goals	
Unit No.2:Effectively Working in a Team	**12**
Collaboration Tools and Techniques: Utilizing technology for collaboration (e.g., project management software, communication tools), Strategies for remote teamwork, Document sharing and version control, communication techniques and use in a team context: open and closed questioning, paraphrasing, effective listening, voice tonality and volume, , techniques for supporting team members in the achievement of workplace outcomes, industry standards and expectations relevant to: teamwork attitudes, teamwork ethics , Integrity and professionalism, respecting special needs, diversity and inclusivity, Handling confidential information responsibly, role of constructive feedback and feedback mechanism.	
Unit No.3: Introduction to Workplace Health and Safety	**10**
Overview of workplace health and safety (WHS) regulations and standards in the retail sector Importance of WHS in a retail store environment, Responsibilities of employers, managers, and employees regarding WHS	
Unit No.4: Identifying Hazards in and Preventing Accidents in Retail Environments	**12**
Common hazards in retail stores: slips, trips, and falls; manual handling; hazardous substances; electrical safety; etc. Conducting risk assessments in a retail setting, Recognizing potential hazards specific to your store layout and operations. Strategies for preventing slips, trips, and falls, Safe manual handling techniques for lifting and carrying items, Proper use of equipment and machinery, Handling and storing hazardous substances safely, personal	

protective equipment and their benefits	
Unit No.5: Workplace Health Promotion and Monitoring and Continuous Improvement	**12**
Promoting physical and mental well-being among employees, Encouraging healthy lifestyles and stress management techniques, Implementing ergonomic principles to reduce strain and injuries, Establishing systems for regular WHS inspections and audits, Investigating incidents and near misses to identify root causes, Implementing improvements based on feedback and lessons learned.	
Skill Development Activities: Any Case Study related to the course from above mentioned 5 units	
Books for Reference: • The Ideal Team Player by Patrick M. Lencioni • The Power of a Positive Team by Jon Gordon • You Can Win: A Step-by-Step Tool for Top Achievers" by Shiv Khera • The Tatas: How a Family Built a Business and a Nation" by Girish Kuber • The Leader in You" by Dale Carnegie Training India • You Are the Key: Unlocking Doors Through Social Selling" by Apurva Chamaria and Gaurav Kakkar • Corporate Chanakya on Management" by Radhakrishnan Pillai	

Name of the Program: Bachelor of Commerce (Retail Operations) Course Code: VAC 1.5 Name of the Course: ANCIENT TRADE AND CHANAKYA'S MANAGEMENT		
Course Credits	**No. of Hours per Week**	**Total No. of Teaching Hours**
2 Credits	**2 Hrs.**	**28 Hours**
Pedagogy: Classroom Lectures, Case studies, Tutorial Classes, Group discussion, Seminars, Feld work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to a) To explain the practices followed in ancient Indian trade. b) To Summarise the Chanakya's principles of management		
Syllabus:		**Hours**
Unit No.1: Indian Ethos in Ancient Times		**14**
Indian Ethos: Meaning, Features, Need & History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, Gurukul System of Learning: Meaning, Features, Advantages, Disadvantages. Modern System of Learning: Meanings, Features, Advantages, Disadvantages, Personal growth and Lessons from Ancient Indian Education System, Personality Development- Meaning, Determinants, Indian Ethos and Personality Development		
Unit No.2: Principle's of Chanakya's Management		**14**
Chanakya- Strategist, Philosopher, Economics, Ethics and values laid down by Chanakya. Chanakya's Concept of Leadership: Qualities of a leader, functions and role of a leader, motivation and communication, what a leader should not do, Identifying Potential Leaders, Decision Making, Advice to entrepreneurs, Turning Managers into leaders. Employee Management: Recruitment Process, Training guidelines by Chanakya, Teamwork Management, Safety and Security, Selecting Right Managers. Organisational Planning, Time Management, Disaster Management, A concept of stable organization, Managing Multiple Project Seven Pillars of Business, Power Management at workplace, Art of punishment, Three Aspects of success.		
Skill Development Activities: Any Case Study related to the course from above mentioned 5 units		
Books for Reference: • Moti Chandra, Trade and Trade routes in ancient India, Abhinav Publication, 1997 • Arun kumar Mishra, trading communities in ancient India, Anamika Prakashan, 1992 • Radhakrishnan Pillai, 10 th Edition 2021, Corporate Chanakya, 2010 • Ashok R. Garde, Chanakya on Management, Jaico Publishing House, 2006 • CA Rajeev k Garg, Chanakya of Modern Business Governance & Time Management, Notion press publication, 2021		

Syllabus- II Semester

Name of the Program: Bachelor of Commerce (Retail Operations) Course Code: DSC 2.1 NAME OF THE COURSE: CUSTOMER RELATIONSHIP MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS

Pedagogy: Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.

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

a. To explain the relationship between the consumer behaviour and customer relationship management.
b. To describe the elements of CRM.
c. To apply the customer relationship management processes to service and retain customer loyalty

SYLLABUS:	HOURS
Unit-1: MARKET SEGMENTATION	**12**
Retail market segmentation – Criteria for segmentation – Approach for Segmentation – Composite segmentation approach.	
Unit-2: CONSUMER BEHAVIOUR	**10**
Consumer Behaviour – Definition and Scope – Need for studying Consumer Behaviour - Consumer Behaviour and Decision Making – Consumer value, satisfaction and retention.	
Unit-3: INTRODUCTION TO CRM	**12**
Characteristics of customer touch points at the retail store and their significance wrt Sales and Customer Service, customer need identification process, process for identifying buying behavior, benefits of Customer Relationship Management (CRM) and its implication on providing solutions to the customers and Business, Components of CRM, Role of CRM in marketing and sales, Principles of CRM, Customer Relationship Management Strategies, Impact of CRM on business revenues	
Unit-4: ELEMENTS OF CRM	**10**
Elements of customer service management: Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous customer service improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses	
Unit-5: CUSTOMER SERVICES	**12**
Processes and practices of customer engagement, providing customer service in B2C and B2B retail environment, how to handle customer service concerns, best practices followed in resolving customer complaints, decision-making processes in addressing customer service problem, addressing customer grievances, Customer Redressal System & strategies	

Skill Development Activities: Any Case Study related to the course from above mentioned 5 units
Books for Reference: 1. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson 2. Retail Sales Associate & Retail Team Leader – RASCI Course Material 3. Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By Pearson – S Ramesh Kumar 4. "Retailing: Integrated Retail Management" by Pradip Sinha Publisher: Oxford University Press 5. Retail Management: A Strategic Approach" by Barry Berman, Joel R. Evans, and Patrali Chatterjee, Publisher: Pearson

Name of the Program: Bachelor of Commerce (Retail Operations)
Course Code: DSC 2.2
NAME OF THE COURSE: IN STORE CASHIERING & MERCHANDISING OPERATIONS

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS

Pedagogy: Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.

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

a. To explain the best practices used to display products for sale
b. To explain the process associated with fulfilling customer orders, processing payments and goods return

SYLLABUS:	HOURS
Unit-1: Preparing Products for Sale	**12**
Different Store layouts - Grid, Angular, Racetrack, Free Flow etc., Fixtures Used in Preparing Products for Sale -Maintenance and Usage of Fixtures - Planogram - Putting Products for Sale - Putting Products Together for Sale.	
Unit-2: Customer Assistance	**10**
Customer Assistance: Qualities Required of a Customer Associate and Various Customer Styles, concepts and principles of visual merchandising, applications of visual merchandising in increasing sale and profits, Customer Complaint Handling Process - Modes and Sources of Customer Complaints, Promoting Loyalty Memberships: Loyalty Scheme Basics - Building Loyalty Memberships.	
Unit-3: Processing Customer orders and Exchanges	**12**
Procedures of processing customer orders - Identify and resolve problems while processing customer orders - - the importance of protecting confidentiality of the customer information - - procedures for validating customer credit limits - Process part exchange of goods/ products for the customers. Processing Part Exchange Sale Transactions: Need for a Customer to Part Exchange the Products 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-4: Processing Customer Payments	**10**
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. The need to process cash and credit transactions - the risks to the company of offering credit to customers - company guidelines for setting customer credit limits - the process of checking customer accounts effectively - the process to identify overdue payments and customers who have gone over their credit limits.	

Unit-5: Management of Goods Return	12
The reasons customers might have for returning goods - the need to process returned goods - the 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.	
Skill Development Activities: Any Case Study related to the course from above mentioned 5 units	
Books for Reference: 1. Introduction of Retail operations by RASCI publication 2. In store cashier and Merchandising by RASCI publication 3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson 4. Swati Bhalla & Anuraag Singha, Visual Merchandising 5. Robert Colborne, Visual Merchandising: The Business of Merchandise Presentation 6. Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization	

Name of the Program: Bachelor of Commerce (Retail Operations)
Course Code: DSC 2.3
NAME OF THE COURSE: BUSINESS COMMUNICATION SKILL and BASIC IT APPLICATION

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS

Pedagogy: Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.

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

a. To apply business communication skills to achieve proficiency in communication with different stakeholders at workplace.

SYLLABUS:	**HOURS**
Unit-1: Theory of Communication	**12**
Definition and purpose of communication, methods of communication (verbal & non - verbal) and when to use them, Principles & characteristics of effective communication, the reasons for barriers in communication- the solutions to typical communication barriers- Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to overcome these, Barriers. Impact of technological advancements on Communication Types- Internet, Blogs, E-mails, Moodle, social media (Facebook, Tweeter &WhatsApp), Advantages and Disadvantages	
Unit-2: Workplace Communication	**10**
The need for business communication- the methods to practice Business communication skills at workplace. Channels-- Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine Methods: Verbal and Nonverbal. Characteristics of verbal and Non-verbal Communication. **Verbal communication:** elements of verbal communication- voice, pitch, tone, intonation semantics. **Non-verbal:** the right usage of body language, expression, eye contact. Importance of effective listening skills- Importance of Listening Skills, Obstacles to listening, cultivating good Listening Skills	
Unit-3: Business Correspondence	**12**
Theory of Business Letter Writing -- Parts, Structure, Layouts—Full Block, Modified Block, Semi – Block, Effective Letter Writing, effective Email Writing, Resume & job application writing, email writing, letters of communication to different stakeholders / inter departments, preparing proposals and quotations, raising complaints, replies to complaints, Letter of Acceptance of Job Offer, Letter of Resignation	
Unit-4: Meetings & Report Writing	**10**
Meetings – Plan, Prepare, Organise, Conduct & Report. (Online & Physical meetings) Report writing - business reports, project reports-Reading Skills: -Report Reading - analyze business reports, writing proposals, Presentations, Group Discussion, Practice Sessions: Mock Interviews, Mock Meetings / Conferences, Book Reviews/Summarization, Reading Comprehension, Oral Communication - one to one, one to many, delivering business presentations, listening comprehension.	

Unit-5: Basic IT applications for Office Management	**12**
Introduction to Basic Computer Skills: Overview of the course objectives and expectations, Introduction to computer hardware and software components, Basic computer operations: Powering on/off, using the mouse and keyboard, navigating the desktop. **Introduction to Microsoft Windows:** Introduction to the Windows operating system, File management basics: Creating, renaming, moving, and deleting files and folders, Customizing the Windows desktop, and settings. **Microsoft Word Basics:** Introduction to Microsoft Word, Creating and formatting documents: Text formatting, paragraph formatting, page layout, working with tables and images, Saving, printing, and sharing documents **Microsoft Excel Basics:** Introduction to Microsoft Excel, Creating and formatting spreadsheets: Entering data, formatting cells, using basic formulas, Working with rows, columns, and sheets Saving, printing, and sharing spreadsheets	
Skill Development Activities: Any Case Study related to the course from above mentioned 5 units	
Books for Reference: 1. Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing. 2. Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi. 3. Shwom, B., & Snyder, L. G. (2016). Business communication: Polishing your 4. professional presence (3rd ed.). Boston: Pearson 5. Benjamin, James (1993) Business and Professional Communication Concepts and 6. Practices, Harper 7. Business Communication, Raman – Prakash, Oxford 8. Business Communication, Krizan, Thomson, 5. Understanding Human Communication, Adler R Oxford	

Name of the Program: Bachelor of Commerce (Retail Operations)
Course Code: DSC 2.4
NAME OF THE COURSE: SOCIAL MEDIA MARKETING AND ADVERTISING

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS

Pedagogy: Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.

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

a. To acquire proficiency in utilizing social media advertising tools and techniques to create targeted campaigns

SYLLABUS:	**HOURS**
Unit-1: Digital Marketing Foundations	**12**
Digital Marketing Strategy - Exploring Digital Marketing - Starting with the Website - Foundations of Analytics - Search Engine Optimization - Search and Display Marketing – Social Media Marketing - Video Marketing. Email marketing tools and setup - Email marketing segmentation, personalization and mobile friendly design.	
Unit-2: Content Marketing	**10**
Content marketing foundations - Blogs for content marketing - Content marketing for staying relevant - Newsletters for content marketing - Mobile marketing foundations. Introduction to social media advertising platforms (Facebook Ads Manager, Instagram Ads, Twitter Ads, etc.) Overview of advertising formats (carousel ads, video ads, sponsored posts, etc.)	
Unit-3: Social Media Strategy for Marketing and Advertising	**12**
Social media tools and platforms for marketing, segmenting audience for each different tool and platform, considerations for selecting social media tool/ platform. types of promotional campaigns on social networking sites, reasons to use promotional campaigns on social networking sites, Definition of digital vouchers, potential uses of digital vouchers, disadvantages of digital vouchers, overcoming the barriers of using digital vouchers for acquisition and retention of customer, methods of managing a digital voucher system, measuring the effectiveness of a digital voucher campaign. factors to consider when creating social networking site adverts, importance of identifying the required outcomes from the social networking advertising campaigns, advantages of running more than one advertising campaign in parallel on the same social networking site, reasons for failure of social networking advertising campaign might fail. methods of monitoring social networking site advertising campaigns, changes that might be required for a social networking advertising campaign based on monitoring results.	
Unit-4: Creating Social Media Marketing and Advertising Campaigns	**10**
Identifying target customer base, social media guidelines, policies and procedures require to be followed with respect to- Promotional content, providing service to customer, Resolvin customer complaints and privacy	
Unit-5: Advertising Campaigns	**12**
Policies and procedures for publishing images and any content of others, characteristics of amenable and appealing, principles of positive and professional online communications, approaches to deal negativity, complaints, and conflicts on social media. Practical Exercise	

on:Uploading types of files (pdf, images, videos etc), Insert formatted text, Monitoring activities and comments of prospects/ customers, using alerts and responding to alerts, Responding to comments of customers.
Skill Development Activities: Any Case Study related to the course from above mentioned 5 units
Books for Reference: 1. Social Media Marketing: Principles and Strategies" by Anmol Madan 2. Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media" by Laxmi Publications 3. Social Media Marketing: Concepts and Applications" by SAGE Publications India Pvt Ltd

Name of the Program: Bachelor of Commerce (Retail Operations)
Course Code: SEC 2.5
Name of the Course: PRACTICAL ON CUSTOMER LOYALTY AND RETENTION

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	2 Hrs.	28 Hours

Pedagogy: Classroom Lectures, Case studies, Tutorial Classes, Group discussion, Seminars, Feld work etc.,

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

a) To explain the impact of marketing, customer behaviour and relationship management on customer retention and loyalty.
b) To analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships.

Syllabus:	Hours
Unit No.1: Indian Ethos in Ancient Times	**14**
Definition of customer loyalty and retention, Customer Lifetime Value (CLV): concept of CLV, impact of CLV on profits, Customer Segmentation: need for division of customers based on demographics, behavior, needs, or preferences to devise loyalty and retention strategies, Customer Satisfaction and Loyalty Models: SERVQUAL model or the Kano model, Customer Journey Mapping: correlation between touchpoints and interactions a customer has with a business throughout their lifecycle , loyalty & retention	
Unit No.2: Principle's of Chanakya's Management	**14**
Loyalty programs, personalized communication, superior customer service, and post-purchase engagement, Net Promoter Score (NPS): NPS methods NPS and its significance in assessing and improving customer loyalty, Customer Feedback and Listening: gathering, analyzing, and acting upon customer feedback, ethical considerations in customer relationships, such as privacy, transparency, fairness, and trust-building and their impact on retention	
Unit No.2: Principle's of Chanakya's Management	
Analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships by carrying out: Background Research; Customer Data Analysis; Customer Feedback Collection; Competitor Analysis; Strategy Development; Implementation Plan; Testing and Optimization; Measurement and Evaluation; Communication and Engagement; Documentation and Reporting	

Skill Development Activities:
Any Case Study related to the course from above mentioned 5 units

Books for Reference:

1. Customer Loyalty: Exploring Its Various Dimensions by Shweta Singh
2. Customer Relationship Management: A Strategic Approach by Girish V. S.
3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson.