Sardar Patel University

Programme Structure

Bachelor of Commerce (B.Com) Retail Operations Management Under Apprenticeship Embedded Degree Programme (AEDP)

(As per National Education Policy-2020)

(Three- and Four-Year Course)

Programme Objectives:

1. To integrate academic learning with industry-based experiential training through structured apprenticeships in the retail sector.
2. To promote self-assured, employable graduates by fostering dynamic business skills in customer relations, retail operations, merchandising, and effective communication.
3. To promote holistic development by embedding value education, sustainability practices, and multidisciplinary knowledge.
4. To support and align students' capabilities in becoming lifelong learners, enabling them to adapt, grow, and pursue higher education or diverse career paths in a rapidly changing world.

Programme Outcomes:

By the end of the program, graduates will be able to:

1. PO1 –Domain Knowledge: Demonstrate foundational and specialized knowledge in retail operations, inventory, merchandising, logistics, and customer relationship management.
2. PO2 – Employability Skills: Apply professional skills in a retail operation, including store handling, POS management, Product display, and supply chain management through an extended apprenticeship.
3. PO3 – Industry Readiness: Integrate theoretical concepts with real-time industry practices, demonstratingproficiency in retail technologies, customer handling, and performance tracking.
4. PO4 – Communication & Teamwork: Exhibit effective communication, leadership, and interpersonal skills, enabling collaboration in diverse teams and customer-related roles.
5. PO5 –Ethical and Entrepreneurial Outlook: Demonstrate a sense of ethical responsibility and sustainability while applying innovative thinking and business acumen to manage or initiate retail ventures with integrity and purpose.
6. PO6 - Analytical and Informed Decision Making: Apply critical thinking, data analysis, and digital tools to understand real-world retail challenges and make well-informed, practical business decisions.

****

Program Structure

Scheme of Teaching & Evaluation for B.Com Retail Operations Management

Semester I

Sr. No.	Course Code	Title of the Course	Category of courses	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	B.C.R 101	Basics of Accounting	DSC – I	2+1+2	70	30	100	4
2	B.C.R 102	Introduction to Retail Operations	DSC – II	3+1+0	70	30	100	4
3	B.C.R 103	In Store Merchandising Cashiering operations, and Workplace Safety	MC – I	3+0+2	70	30	100	4
4	B.C.R MDC - I	To be chosen from the basket of subjects	MDC – I	3+0+0	50	25	75	3
5	B.C.R 104	Principles of Marketing	SEC – I	2+1+0	50	25	75	3
6		(English/Hindi/Sanskrit) To be chosen from the basket of languages	AEC - I	2+0+0	35	15	50	2
Sub-Total (A)					345	155	500	20

Semester II

Sr. No.	Course Code	Title of the Course	Category of courses	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
7	B.C.R 105	Customer Relation Management	DSC – III	3+0+1	70	30	100	4
8	B.C.R 106	Corporate Accounting	DSC – IV	3+1+0	70	30	100	4
9	B.C.R 107	Introduction to FMCG/FMCD sales and distribution	MC – II	3+0+2	70	30	100	4
10	B.C.R MDC-II	To be chosen from the basket of subjects	MDC – II	3+0+0	50	25	75	3
11	B.C.R 108	Leadership and Soft Skills	SEC – II	2+0+2	50	25	75	3
12		Environment-related Courses (As prepared by the Department of Env. Science)	VAC – I	2+0+0	35	15	50	2
13		As per the guidelines of the University	I/A/P/C	0+0+4			100	4
Sub-Total (B)					345	155	600	24

EXIT OPTION WITH CERTIFICATION

Semester III								
Sr. No.	**Course Code**	**Title of the Course**	**Category of courses**	**Teaching Hours Per Week (L+T+P)**	**SEE**	**CIE**	**Total Marks**	**Credits**
14	B.C.R 201	Retail Sales management	DSC – V	3+1+0	70	30	100	4
15	B.C.R 202	Cost Accounting	DSC – VI	3+0+2	70	30	100	4
16	B.C.R 203	Omni Channel Retailing	MC – III	4+0+0	70	30	100	4
17	B.C.R MDC-III	To be chosen from the basket of subjects	MDC – III	3+0+0	50	25	75	3
18	B.C.R 204	Practical's in Retail Sales management	SEC – III	3+0+0	50	25	75	3
19		As per the Faculty of Commerce and Management	VAC – II	2+0+0	35	15	50	2
20		(English/Hindi/Sanskrit) To be chosen from the basket of languages	AEC – II	2+0+0	35	15	50	2
Sub-Total (C)					380	170	550	22

Semester IV								
Sr. No.	**Course Code**	**Title of the Course**	**Category of courses**	**Teaching Hours Per Week (L+T+P)**	**SEE**	**CIE**	**Total Marks**	**Credits**
21	B.C.R 205	Retail Team Management	DSC – VII	2+1+2	70	30	100	4
22	B.C.R 206	Management Accounting	DSC – VIII	4+0+0	70	30	100	4
23	B.C.R 207	Inventory & Budget Management	MC – IIV	4+0+0	70	30	100	4
24	B.C.R 208	**Any of the following** Introduction to Enterprise Resource Management **OR** Retail Entrepreneurship	DSE – I	3+1+0	70	30	100	4
25		As per the Faculty of Commerce and Management	VAC – III	2+0+0	35	15	50	2
26		(English/Hindi/Sanskrit) To be chosen from the basket of languages	AEC – III	2+0+0	35	15	50	2
Sub-Total (D)					350	150	500	20

EXIT OPTION WITH DIPLOMA

Semester V								
Sr. No.	**Course Code**	**Title of the Course**	**Category of courses**	**Teaching Hours Per Week (L+T+P)**	**SEE**	**CIE**	**Total Marks**	**Credits**
27	B.C.R 301	Allied course -MOOC **(will be notified before the commencement of the semester)**	DSC – IX	-	-	-	100	2
28	B.C.R 302	Apprenticeship in Store Operations	DSC – X	-	-	-	100	20
Sub-Total (E)							200	22

Semester VI								
Sr. No.	**Course Code**	**Title of the Course**	**Category of courses**	**Teaching Hours Per Week (L+T+P)**	**SEE**	**CIE**	**Total Marks**	**Credits**
29	B.C.R 304	Apprenticeship in Store Operations	DSC – XI	-	-	-	100	20
Sub-Total (F)							100	20
Grand Total								128

EXIT OPTION WITH BACHELOR’S DEGREE

Acronyms Expanded

AEC: Ability Enhancement Course

DSC: Discipline-Specific Core (Course)

SEC-SB/VB: Skill Enhancement Course-Skill Based/ Value-Based

MC: Minor Course

MDC: Multi-Disciplinary Course

VAC: Value Addition Course

DSE: Discipline Specific Elective

SEE: Semester End Examination

CIE: Continuous Internal Evaluation

L+T+P: Lecture + Tutorial + Practical(s)

I/A/P/C: Internship/Apprenticeship/Project/Community Outreach

B.Com Retail Operations Management

1st Semester

Course Contents

B.C.R 101Basics of Accounting – (DSC- I)
B.C.R 102Introduction to Retail Operations – (DSC- II)
B.C.R 103 In store Cash and Merchandising Operations – (MC-I)
Course Code - B.C.R (MDC – I) To be chosen from the basket of subjects
B.C.R 104 Principles of Marketing- (SEC-I)
Course Code - AEC – I: To be chosen from the basket of languages

B.Com Retail Operations Management
1st SEMESTER
Basics of Accounting- DSC – I
Course Code: B.C.R 101

Exam Duration: 3 hrs	Marks: 70	Lectures: 60

Course Objectives: This course aims to provide foundational knowledge of accounting principles, processes, and practices used in recording and reporting business transactions. It familiarizes students with the double-entry system, journal and ledger preparation, trial balance, and the preparation of final accounts with basic adjustments. The course emphasizes accuracy, clarity, and compliance with standard accounting conventions, enabling learners to understand and apply accounting principles in day-to-day business operations.

Course Outcomes: After successful completion of this course, learners will be able to Understand the basic concepts and objectives of accounting and distinguish between bookkeeping and accounting practices. Apply the double-entry system to record business transactions in journals, subsidiary books, and ledgers. Prepare trial balances using appropriate methods and identify types of accounting errors. Prepare final accounts of non-corporate business entities, including necessary adjustments for accurate financial reporting.

Units	Contents	Hrs
Unit – I **Accounting Concept**	Meaning of bookkeeping and accounting, difference between bookkeeping and accounting, objectives, advantages and limitations of accounting cycle, Basis of Accounting, GAPPs--Concepts and Conventions of accounting, Branches of accounting, basic terms – Capital, Income, Expenditure, Expenses, Assets, Liabilities.	10
Unit - II **Journal, Ledger, and Subsidiaries book**	Double Entry System- meaning, advantages and disadvantages; Types of accounts; Journal and rules of journalizing; accounting equation; subsidiary books; Petty cash book; Cash book- single, double, and triple column; ledger accounts and	10
Unit – III **Trial Balance**	Trial balance- methods of preparation of trial balance; Errors and their types.	10
Unit – IV **Final Account with adjustments**	Capital and Revenue Expenditures and Receipts: General Introduction Only. Preparation of financial statements of non-corporate business entities	10
Practical	Computerised Accounts by using any accounting software, Creating Accounting Ledgers and groups, Vouchers Entry, Generating Reports, Backup and restore data.	20

Suggested Readings:

- Grewal, T. S. (n.d.). Introduction to accounting. Sultan Chand & Sons.
- Gupta, R. L. (n.d.). Book keeping and accounting. Sultan Chand & Sons.
- Maheshwari, S. N., & Maheshwari, S. K. (2018). An introduction to accountancy (11th ed.). Vikas Publishing House.
- Tulsian, P. C. (2016). Financial accounting (2nd ed.). Pearson Education India.

Note: Structure of Paper Setting, Assessment and Evaluation:

Name of Course	Credits	Structure of Each Paper	Division of Marks	Paper Pattern for End-Semester Examination	Duration of the Examination
DSC	4	There shall be	The evaluation shall be Continuous and	There will be 5 Parts (A, B, C, D, E) and the	3 Hours

		Four Modules (I, II, III, IV) in the syllabus of each paper.	Comprehensive Evaluation (CCE). Paper in the Course shall be of 100 Marks. Internal Assessment = 30 Marks End-Semester Examination = 70 Marks **INTERNAL ASSESSMENT** Attendance = 05 Marks Class Test = 15 Marks Assignments and Presentations =10 Marks	examiner will set 9 Questions in total from all the Modules (I, II, III, IV) in total and each question shall carry 14 Marks. **Part- A** will have two questions from Module I of the syllabus and the students have to attempt any one. **Part- B** will have two questions from Module II of the syllabus and the students have to attempt any one. **Part- C** will have two questions from Module III of the syllabus and the students have to attempt any one. **Part- D** will have two questions from Module IV of the syllabus and the students have to attempt any one. **Part- E** will have 10 Short Answer questions from all Module (I, II, III, IV) and the students have to attempt any 7 in total carrying 2 Marks each.	

- **Pass Marks of each subject:** 40 % Aggregate and minimum 35% in each individual component (Term End Exams, Practical, Internal Assessment (IA)) of each subject.
- The class test of all types of courses must be scheduled once 50% of the syllabus is covered.

B.Com Retail Operations Management

1st SEMESTER

Introduction to Retail Operation- DSC – II

Course Code: B.C.R. 102

Exam Duration: 3 hrs	Marks: 70	Lectures: 60

Course Objectives: This course aims to familiarize students with the structure, processes, and daily operations of modern retail stores, including various departments and their respective roles. It also seeks to develop an understanding of Point-of-Sale (POS) systems and effective customer-handling techniques, with a focus on legal and procedural compliance. Additionally, the course equips learners with essential knowledge of store security protocols and technologies to ensure operational safety and prevent losses. Emphasis is also placed on the importance of teamwork, interpersonal communication, and collaboration within a retail environment.

Course Outcomes: After successful completion of this course, learners will be able to Describe the evolution and components of retail operations, including store layout, staffing, and supply chain processes. Operate POS systems and apply procedures for handling payments, refunds, and age-restricted product sales. Identify potential security risks in retail and explain methods and tools for maintaining store safety. Demonstrate effective teamwork and communication skills in simulated retail scenarios and understand team dynamics in a retail environment.

Units	Contents	Hrs
Unit – I **Introduction to Retail Store Operations**	Evolution of Retail, Retail -Traditional and Modern Retail in India - Traditional Retail Formats - Modern Retail Formats, organogram of a Modern Retail organization 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 lossof stock quality and quantity	15
Unit – II **Servicing at Cash Point/POS(Point of Sale)**	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. 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 underage customers.	15
Unit –III **Maintaining Store Security**	The various types of security risks at the store - Identify and report the security risks to the concerned higher authorities - appropriate methods to handle the security risks that fall within the purview of self-authority - the impact of not following statutory guidelines with respect to store safety and security. Types of security risks that can arise in your work place: 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.	15
Unit – IV **Principles of Teamwork**	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	15

Tutorial	The tutorial sessions will reinforce theoretical concepts through case discussions, worksheets, quizzes, and guided exercises focused on retail processes, POS transactions, customer service, and store safety protocols. These sessions aim to enhance conceptual clarity and application skills.	

Suggested Readings

- Levy, M., Weitz, B. A., & Pandit, A. (2017). *Retailing management* (9th ed.). Tata McGraw-Hill Education.
- Madaan, K. V. S. (2009). Fundamentals Of Retailing [English]. McGraw Hill Education.
- Vedamani, G. (n.d.). *Retail management: Functional principles & practices* (5th ed.).
- Lencioni, P. M. (2016). The ideal team player: How to recognize and cultivate the three essential virtues. Jossey-Bass.
- Gordon, J. (2018). The power of a positive team: Proven principles and practices that make great teams great. Wiley.
- Dale Carnegie Training India. (2012). The leader in you. Simon & Schuster.
- Chamaria, A., & Kakkar, G. (2018). You are the key: Unlocking doors through social selling. Bloomsbury India.
- Pillai, R. (2010). Corporate Chanakya on management. Jaico Publishing House.
- Retailers Association’s Skill Council of India. (2023). Qualification pack. In Retailers Association’s Skill Council of India.

Note: Structure of Paper Setting, Assessment and Evaluation:

Name of Course	Credits	Structure of Each Paper	Division of Marks	Paper Pattern for End-Semester Examination	Duration of the Examination
DSC	4	There shall be Four Modules (I, II, III, IV) in the syllabus of each paper.	The evaluation shall be Continuous and Comprehensive Evaluation (CCE). Paper in the Course shall be of 100 Marks. Internal Assessment = 30 Marks End-Semester Examination = 70 Marks **INTERNAL ASSESSMENT** Attendance = 05 Marks Class Test = 15 Marks Assignments and Presentations =10 Marks	There will be 5 Parts (A, B, C, D, E) and the examiner will set 9 Questions in total from all the Modules (I, II, III, IV) in total and each question shall carry 14 Marks. **Part- A** will have two questions from Module I of the syllabus and the students have to attempt any one. **Part- B** will have two questions from Module II of the syllabus and the students have to attempt any one. **Part- C** will have two questions from Module III of the syllabus and the students have to attempt any one. **Part- D** will have two questions from Module IV of the syllabus and the students have to attempt any one. **Part- E** will have 10 Short Answer questions from all Module (I, II, III, IV) and the students have to attempt any 7 in total carrying 2 Marks each.	3 Hours

- **Pass Marks of each subject:** 40 % Aggregate and minimum 35% in each individual component (Term End Exams, Practical, Internal Assessment (IA)) of each subject.
- The class test of all types of courses must be scheduled once 50% of the syllabus is covered.

B.Com Retail Operations Management
1st SEMESTER
In Store Merchandising Cashiering operations, and Workplace Safety– (MC-I)
Course Code: B.C.R. 103

Exam Duration: 3 hrs.	Marks: 70	Lectures: 60

Course Objectives: The course aims to develop understanding of Point of Sale (POS) operations and retail transaction processes. Equip students with skills to handle customer orders, payments, and exchange/return procedures efficiently. Familiarize learners with credit management, payment systems, and regulatory compliance in retail. Enhance competencies in customer service, complaint handling, and ethical retail practices. Create awareness about health, safety, and security practices in retail environments.

Course Outcomes: After successful completion of this course, learners will be able to explain and manage POS operations, including handling various payment modes and resolving routine transaction issues. Process customer orders and exchange transactions while ensuring confidentiality and adherence to store policies. Handle cash and credit transactions, monitor customer credit limits, and manage risks associated with retail credit. Implement return, refund, and replacement procedures in accordance with organizational and legal guidelines. Demonstrate effective customer service skills, including complaint resolution and ethical handling of age-restricted sales. Apply health and safety practices to identify risks and ensure a secure retail working environment.

Units	Contents	Hrs
Unit I **Point of Sale (POS) Operations and Customer Handling**	Concept, purpose, and setup of Point of Sale (POS) systems; management of cash points; identification and handling of counterfeit payments; types of credit and debit cards accepted and procedures for processing card transactions; handling of cash equivalents, discounts, refunds, currency conversions, and payment authorization. Security procedures at cash points and resolution of routine operational issues. Customer service and complaint handling at POS. Concept of age-restricted products; legal and procedural requirements for sale, verification of age through valid documents, and implications of non-compliance.	10
Unit II: Processing Customer Orders and Exchange Transactions	Procedures for processing customer orders and addressing operational issues; importance of maintaining confidentiality of customer information; validation of customer credit limits. Concept and process of part exchange of goods, including customer requirements, terms and conditions, verification of ownership, and consequences of non-compliance.	10
Unit III: Customer Payments and Goods Return Management	Procedures for handling cash and credit transactions in compliance with statutory guidelines; management of customer credit, including risk assessment, credit limits, account monitoring, and identification of overdue payments. Handling customer concerns related to pricing. Policies and procedures for product returns, replacements, and refunds, including proof of purchase, authorization limits, applicable charges, and steps for processing returns and identifying replacement goods.	15

Unit IV: Health and Safety in Retail Operations	Importance of health and safety in retail environments; identification of workplace hazards, risks, and common accidents; safety practices and housekeeping standards; and procedures for handling emergencies to ensure a safe and secure retail environment.	15
Practical/Field Visit/Internship	This course includes practical and live projects such as simulation of POS operations involving billing, discounts, refunds, and multiple payment modes; retail store visits to analyze POS systems and customer handling practices; case studies and role-plays for customer complaint resolution; comparative analysis of payment systems (cash, UPI, cards); and development of credit policies and risk assessment models. Students will also undertake projects on product return and refund procedures, compliance with age-restricted sales, and retail safety audits, along with studying digital billing systems. A short internship or field-based training in a retail outlet is recommended to provide hands-on experience in real-time transactions and customer service, culminating in project reports and presentations.	20

Suggested Readings:

- Chetan Bajaj, Rajnish Tuli, & Nidhi Varma Srivastava. (2017). *Retail management* (3rd ed.). Oxford University Press. (OUP India)
- Gibson G. Vedamani. (2017). *Retail management* (5th ed.). Pearson Education India. (Pearson Education)
- Swapna Pradhan. (2024). *Retailing management* (7th ed.). McGraw Hill Education India. (McGraw Hill India)
- Madhu Jasola & Agrieem Jasola. (2025). *Retail management: Text and cases*. Bloomsbury India. (Bloomsbury Publishing)
- S. K. Podder, C. B. Gopinath, & Archana M. N. (2016). *Retail management*. Vision Book House. (Himalaya Publishing House)
- Dipa Mitra. (2019). *A handbook of retail management: Principles and practices*. (Publisher varies). (Amazon India)

Name of Course	Credits	Structure of Each Paper	Division of Marks	Paper Pattern for End-Semester Examination	Duration of the Examination
MC	4	There shall be Four Modules (I, II, III, IV) in the syllabus of each paper.	The evaluation shall be Continuous and Comprehensive Evaluation (CCE). Paper in the Course shall be of 100 Marks. Internal Assessment = 30 Marks End-Semester Examination = 70 Marks **INTERNAL ASSESSMENT** Attendance = 05 Marks	There will be 5 Parts (A, B, C, D, E) and the examiner will set 9 Questions in total from all the Modules (I, II, III, IV) in total and each question shall carry 14 Marks. **Part- A** will have two questions from Module I of the syllabus and the students have to attempt any one. **Part- B** will have two questions from Module II of the syllabus and the students have to attempt any one.	3 Hours

			Class Test = 15 Marks Assignments and Presentations =10 Marks	**Part- C** will have two questions from Module III of the syllabus and the students have to attempt any one. **Part- D** will have two questions from Module IV of the syllabus and the students have to attempt any one. **Part- E** will have 10 Short Answer questions from all Module (I, II, III, IV) and the students have to attempt any 7 in total carrying 2 Marks each.	

- **Pass Marks of each subject:** 40 % Aggregate and minimum 35% in each individual component (Term End Exams, Practical, Internal Assessment (IA)) of each subject.
- The class test of all types of courses must be scheduled once 50% of the syllabus is covered.

B.Com Retail Operations Management

1st SEMESTER

Principles of Marketing- SEC – I

Course Code: B.C.R. 104

Exam Duration: 2 Hours	Marks: 50	Lectures: 45

Course Objectives: The course aims to equip learners with a foundational understanding of modern marketing principles, strategies, and practices, emphasizing consumer-centric approaches, marketing mix elements, integrated marketing communication, and emerging trends in the retail and digital environment.

Course Outcomes: After successful completion of this course, learners will be able to Explain the core concepts of marketing, market segmentation, targeting, and the role of customer relationship management in achieving business objectives. Describe the components of the marketing mix, including product, pricing, branding, and positioning strategies relevant to retail marketing. Analyze the role of physical distribution, supply chain, and integrated marketing communication (IMC) in achieving marketing effectiveness. Evaluate different promotional tools and emerging trends such as digital, green, rural, and social marketing to develop effective marketing strategies.

Units	Contents	Hrs
Unit-I **Introduction to Marketing**	Marketing: Definition, Marketing Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing, Selling vs. Marketing, Marketing Information System: Concept, Components; Marketing Environment: Micro and Macro, Marketing Research - Concept, Features, Process Market Segmentation: Concept, Benefits, Basis of Market Segmentation, Customer Relationship Management- Concept, Techniques, Market Targeting- Concept, Five patterns of Target market Selection, Complaint Management	10
Unit-II **Marketing Essentials**	Marketing Mix: 7P's of mix, Concept, Product- Product Decision Areas, Product Life Cycle- Concept, managing stages of PLC Branding - Concept, Components, Brand Equity- Concept, Factors influencing Brand Equity, Packaging- Concept, Essentials of a good package, Product/Service Positioning- Concept, Strategies of Positioning, Challenges Pricing Concept, Objectives, Factors influencing Pricing, Pricing Strategies	15
Unit – III **Promotion, Integrated Marketing Communication (IMC) and Modern Marketing Trends**	Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations& sales promotion, and their distinctive characteristics. Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, rural marketing, Consumerism **Physical Distribution**- Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) Supply Chain Management-Concept, Components of SCM. **Integrated Marketing Communication (IMC)**- Concepts and elements Importance, Digital Marketing-Concept, trends in Digital Marketing, Experiential Marketing, Contextual Marketing,	20

	Sales Management-Concept, Components, USP-concept, Importance, Emerging trends in selling, Personal Selling- Concept, Process of personal selling, Skill Sets required for Effective Selling	
Tutorial	Case studies, group discussions, and worksheets on segmentation, branding, pricing, and customer relationship strategies. Activities will also cover IMC planning, personal selling role plays, and digital marketing analysis.	

References:

- Sherlekar, S. A., & Pany, F. (2017). *Marketing principles and management*. Himalaya Publishing House.
- Kotler, P., Armstrong, G., Agnihotri, P., & Haque, A. U. (2017). *Principles of marketing* (13th ed.). Pearson Education India.
- Bajaj, C., & Kaur, R. (n.d.). *Principles of marketing*. Kalyani Publishers.
- Krishnamoorthy, R. (2019). *Sherlekar's marketing management: Concepts and cases* (14th ed.). Himalaya Publishing House.
- Biztantra. (2015). *Marketing management: An Indian perspective* (2nd ed.). Biztantra Publications.

Note: Structure of Paper Setting, Assessment and Evaluation.

Name of Course	Credits	Structure of Each Paper	Division of Marks	Paper Pattern for End-Semester Examination	Duration of the Examination
SEC	3	There shall be Three Modules (I, II, III) in the syllabus of each paper.	The evaluation shall be Continuous and Comprehensive Evaluation (CCE). Each paper in a Course shall be of 75 Marks. Internal Assessment= 25 Marks End-Semester Examination = 50 Marks **INTERNAL ASSESSMENT** Attendance = 05 Marks Class Test = 10 Marks Assignments and Presentations = 10 Marks	There will be 4 Parts (A, B, C, D) and the examiner will set 7 Questions in total from all the Modules (I, II, III) in total. **Part- A** will have two questions of 12 Marks each from Module I of the syllabus and the students have to attempt any one. **Part- B** will have two questions of 12 Marks each from Module II of the syllabus and the students have to attempt any one. **Part-C** will have two questions of 12 Marks each from Module III of the syllabus and the students have to attempt any one. **Part- D** will have 10 Short Answer questions of 2 each from all Modules (I, II, III), and the students have to attempt any 7 in total.	2 Hours

- **Pass Marks of each subject:** 40 % Aggregate and minimum 35% in each individual component (Term End Exams, Practical, Internal Assessment (IA)) of each subject.
- The class test of all types of courses must be scheduled once 50% of the syllabus is covered.

B.Com Retail Operations Management

2nd Semester

Course Contents

B.C.R 105 Customer Relation Management – (DSC-III)
B.C.R 106 Corporate Accounting – (DSC-IV)
B.C.R 107 Introduction to FMCG/FMCD sales and Distribution
Course Code - B.C.R (MDC – II) To be chosen from the basket of subjects
B.C.R 108 Leadership and Soft Skills - (SEC-II)
Course Code - VAC – I: Environment-related course (As prepared by the Department of Env. Science)
Course Code - I/A/P/C As per the guidelines of the University

B.Com Retail Operations Management
2nd SEMESTER
Customer Relation Management (DSC-III)
Course Code: B.C.R 105

Exam Duration: 3 hrs	Marks: 70	Lectures: 60

Course Objectives: To develop competency in managing customer relationships within retail operations by equipping learners with practical skills in customer interaction, service delivery, complaint handling, and the effective use of CRM tools and digital technologies, thereby enhancing customer satisfaction, loyalty, and long-term business performance.

Course Outcomes: After successful completion of this course, learners will be able to explain retail and CRM concepts and their role in enhancing customer experience and business performance. Demonstrate effective customer interaction skills, including communication, service etiquette, and need-based selling. Apply CRM techniques such as customer data collection, profiling, segmentation, and personalization in retail settings. Handle customer queries, complaints, and conflicts using appropriate service recovery and escalation methods. Implement customer retention strategies, including loyalty programs, cross-selling, and up-selling techniques. Operate retail systems and processes such as POS, billing, and store-level customer touchpoints supporting CRM. Utilize digital tools and e-CRM practices, including basic CRM software, digital payments, and omnichannel engagement. Work effectively in a retail team environment while maintaining professional ethics, grooming, and employability skills.

Units	Contents	Hrs
Unit 1: Fundamentals of Retail & Customer Relationship Management	Overview of the retail industry in India; Role and importance of CRM in retail; Customer lifecycle and buying behavior Types of retail formats and service models; Basics of customer expectations and satisfaction	10
Unit 2: Customer Interaction & Service Excellence	Customer handling process (greeting, assisting, closing sales); Communication skills (verbal, non-verbal, listening); Managing customer expectations; Service quality and customer experience management; Professional grooming and etiquette	10
Unit 3: CRM Practices, Customer Handling & Retail Operations	CRM concepts (operational and analytical CRM); customer data collection, profiling, and segmentation; handling customer queries, complaints, and conflict resolution; loyalty programs, retention strategies, cross-selling & up-selling. Retail operations: store management, visual merchandising, POS, and billing systems	10
Unit 4: Digital CRM, Technology & Employability Skills	CRM software basics and digital tools in retail: Digital payments and customer data integration; omnichannel retailing (online + offline customer management); social media and e-CRM practices; teamwork, workplace ethics, and employability skills	10
Practical	The course should include a range of practical activities that simulate real retail environments and customer interactions. Students can participate in role plays where they practice greeting customers, identifying their needs, suggesting products, and closing sales, along with handling difficult or dissatisfied customers. Complaint handling exercises can be conducted through case studies	20

	involving refunds, exchanges, and service failures, helping learners develop structured problem-solving approaches. Basic CRM data handling can be introduced using tools like Excel, where students create customer profiles and perform simple segmentation based on buying behaviour. Mock practice of POS and billing systems should also be included to familiarize learners with transactions, discounts, and digital payments, while visual merchandising activities can help them understand how product display influences customer attraction and experience.	

Suggested Readings:

- Sheth, J. N., Parvatiyar, A., & Shainesh, G. (2010). *Customer relationship management: Emerging concepts, tools, and applications*. Tata McGraw-Hill.
- Soman, D., & N-Marandi, S. (2014). *Managing customer value* (1st ed.). Cambridge University Press.
- Rai, A. K. (2008). *Customer relationship management: Concepts and cases*. Prentice Hall of India.
- Burnett, K. (2010). *The handbook of key customer relationship management*. Pearson Education.
- Chaturvedi, M., & Chaturvedi, A. (2010). *Customer relationship management: An Indian perspective*. Excel Books.
- Kumar, V., & Reinartz, W. (2018). *Customer relationship management: Concept, strategy, and tools* (3rd ed.). Springer.
- Gupta, S. L. (2019). *Retail management: An Indian perspective* (3rd ed.). Wisdom Publications.
- Vedamani, G. G. (2017). *Retail management: Functional principles and practices*. Pearson India.
- Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2020). *Marketing management: A South Asian perspective* (16th ed.). Pearson India.
- Saxena, R. (2020). *Marketing management* (6th ed.). McGraw-Hill Education India.
- Kaul, S. (2018). *Retail management*. Oxford University Press India.
- Sheth, J. N., & Parvatiyar, A. (2019). *Handbook of relationship marketing*. Sage Publications India.
- Retailers Association's Skill Council of India. (2018). *Qualification Pack: Retail Sales Associate (RAS/Q0104).*
- National Skill Development Corporation. (2020). *Model curriculum for retail job roles and CRM skills.*

B.Com Retail Operations Management **2nd SEMESTER** **Corporate Accounting- DSC – IV** **Course Code: B.C.R. 106**		
Exam Duration: 3 hrs	**Marks: 70**	**Lectures: 60**

Course Objectives: The primary objective of this course is to develop a foundational understanding of corporate accounting principles and practices as applicable to companies. It aims to equip learners with knowledge of accounting procedures related to share capital, debentures, financial statement preparation, and basic corporate accounting. The course focuses on enabling students to interpret and apply relevant provisions of company law in accounting contexts, record corporate transactions accurately, and prepare final accounts of companies in a structured manner. Additionally, it seeks to build analytical skills for understanding the financial performance and position of corporate entities, thereby laying a strong base for advanced studies in financial reporting and corporate finance.

Course Outcomes: After successful completion of the course, learners will be able to Understand the fundamentals of corporate accounting, including the legal and regulatory framework governing company accounts. Record and account for share capital transactions, such as issue, forfeiture, and reissue of shares, in accordance with prescribed accounting standards. Apply accounting treatment for debentures, including issue, redemption, and related interest calculations. Prepare basic financial statements of companies, including the Balance Sheet and Statement of Profit and Loss as per statutory formats. Analyze corporate financial statements to evaluate the financial position and performance of a company. Determine the value of shares using appropriate valuation methods such as net asset value and yield methods. Calculate and account for goodwill valuation using methods like average profit, super profit, and capitalization approaches. Apply accounting principles and standards in solving practical problems related to corporate accounting.

Units	**Contents**	**Hrs**
Unit – I **Introduction to Corporate Accounting**	Preparation and Presentation of Financial Statements – Schedule III of the Companies Act, 2013 General Instructions for the preparation of Balance Sheet and Profit and Loss Account Presentation of Balance Sheet – Part-I ; Form of Balance Sheet – Disclosure Requirement: Schedules Forming Part of Financial Statements/ Annual Report – Part II-Form of Statement of Profit & Loss – General Instructions For Preparation of Statement of Profit & Loss – True & Fair View of Financial Statements	15
Unit – II **Accounting for Share Capital and Debenture**	Share Capital- Meaning, Types and Disclosure; Issue of Shares; Accounting treatment of premium; Forfeiture and Re-issue of Shares; Buyback of Shares, Bonus Shares, ESOPs, ESPS – Rights Issue, Sweat Equity Shares, Redemption and Conversion, Capital Redemption Reserve; Underwriting Introduction, Kinds of Debentures, Issue of Debentures at – Par – Premium – Discount, Issue of Debentures for Consideration Other than Cash – Issue of Debentures as Collateral Security, Debenture Interest Treatment of Discount/loss on Issue of Debentures, Redemption of Debentures – Par – Premium – Discount Conversion of Debentures, Purchase of Debentures in the open market	15
Unit – III **Final accounts of the company; Valuation of shares and Goodwill**	Preparation of profit and loss account and balance sheet of corporate entities, excluding calculation of managerial remuneration, Disposal of company profits. Concepts and calculation of valuation of goodwill and shares:	15
Unit – IV **Cash Flow Statement and Corporate Financial Reporting**	Introduction to Cash Flow Statement – Types of Cash Flows in CFS – Adjustments in Cash Flow Statement – Preparation of Cash Flow Statement – Different Methods applied in Cash Flow Statement – Utility & Limitations of CFS, Various Requirements of Corporate Reporting – Auditor's Report & Director's Report – Disclosure on Notes to Accounts – Value Added Statements and its Advantages – Extracts of Value-Added Statements –	15

	Economic Value-Added (EVA) and its Advantages – Market Value-Added and its advantages – Shareholders' Value-Added and its Advantages	

Suggested Readings:

1. Maheshwari, S. N., & Maheshwari, S. K. (2018). *Corporate accounting* (6th ed.). Vikas Publishing House.
2. Hanif, M., & Mukherjee, A. (2017). *Corporate accounting* (2nd ed.). McGraw Hill Education.
3. Mukherjee, S., & Mukherjee, A. (2020). *Corporate accounting*. Oxford University Press.
4. Singh, S. K., & Mehta, B. K. (2020). *Corporate accounting*. SBPD Publications.
5. Palaniappan, R. (2022). *Corporate accounting* (4th ed.). Vijay Nicole Imprints.
6. Jha, N. (2008). *Corporate accounting*. (Self-published/Academic text).
7. Shukla, M. C., Grewal, T. S., & Gupta, S. C. (Latest ed.). *Corporate accounting*. Sultan Chand & Sons.
8. Palepu, K. G., & Healy, P. M. (2012). *Business analysis and valuation using financial statements* (5th ed.). Cengage Learning.
9. Koller, T., Goedhart, M., & Wessels, D. (2015). *Valuation: Measuring and managing the value of companies* (6th ed.). John Wiley & Sons.

Note: Structure of Paper Setting, Assessment and Evaluation.

Name of Course	Credits	Structure of Each Paper	Division of Marks	Paper Pattern for End-Semester Examination	Duration of the Examination
DSC	4	There shall be Four Modules (I, II, III, IV) in the syllabus of each paper.	The evaluation shall be Continuous and Comprehensive Evaluation (CCE). Paper in the Course shall be of 100 Marks. Internal Assessment = 30 Marks End-Semester Examination = 70 Marks **INTERNAL ASSESSMENT** Attendance = 05 Marks Class Test = 15 Marks Assignments and Presentations =10 Marks	There will be 5 Parts (A, B, C, D, E) and the examiner will set 9 Questions in total from all the Modules (I, II, III, IV) in total and each question shall carry 14 Marks. **Part- A** will have two questions from Module I of the syllabus and the students have to attempt any one. **Part- B** will have two questions from Module II of the syllabus and the students have to attempt any one. **Part- C** will have two questions from Module III of the syllabus and the students have to attempt any one. **Part- D** will have two questions from Module IV of the syllabus and the students have to attempt any one. **Part- E** will have 10 Short Answer questions from all Module (I, II, III, IV) and the students have to attempt any 7 in total carrying 2 Marks each.	3 Hours

- **Pass Marks of each subject:** 40 % Aggregate and minimum 35% in each individual component (Term End Exams, Practical, Internal Assessment (IA)) of each subject.
- The class test of all types of courses must be scheduled once 50% of the syllabus is covered.

B.Com Retail Operations Management
2nd SEMESTER
Introduction to FMCG/FMCD Sales and Distribution—MC–II
Course Code: B.C.R. 107

Exam Duration: 3 hrs	Marks: 70	Lectures: 60

Course Objectives: The course aims to develop a conceptual understanding of sales management principles, sales organization structures, and salesmanship theories. Equip learners with skills to forecast sales and prepare sales budgets using appropriate methods and analytical tools. Familiarize students with marketing channels, logistics, and channel control mechanisms, including conflict management and performance evaluation. Provide knowledge of wholesaling and retailing systems, their strategic importance, and emerging trends in distribution. Enable application of concepts in the FMCG sector, emphasizing real-world sales and distribution practices.

Course Outcomes: After successful completion of the course, learners will be able to explain and evaluate different sales organization structures and apply salesmanship principles in practical contexts. Analyze and prepare sales forecasts and budgets using suitable techniques and interpret their managerial implications. Assess marketing channel performance and design effective channel management and conflict resolution strategies.

Examine wholesaling and retailing systems, including their role, challenges, and technological integration. Apply sales and distribution concepts to FMCG industry scenarios for decision-making and problem-solving. Demonstrate practical understanding through case analysis, projects, or field-based applications in sales and retail environments.

Units	Contents	Hrs
Unit – I **Basics of Sales Management & Sales Organization**	Centralized and decentralized sales organizations: Line and staff organizational structures, Types of sales force structures, salesmanship, and sales management Theoretical foundations of salesmanship; AIDAS theory of selling; Prospecting, closing sales, and customer handling: Characteristics of successful salespeople	12
Unit II **Forecasting Sales and Sales Budget**	Importance of sales forecasting in setting sales objectives; responsibility for sales forecasting; Role of Chief Sales Executive in forecasting; Uses of sales forecasts: determining the forecasting period, risks, and uncertainties in forecasting Methods of sales forecasting; Step-by-step procedure for forecasting; Purpose and importance of sales budget; Components and formats of sales budget; Budgetary procedures: Estimation of distribution costs; marketing cost analysis	13
Unit – III **Distribution Management-I**	**Marketing Logistics and Channel Control:** Marketing logistics and supply chain concepts; Marketing channels and channel management; Performance measurement in marketing channels; Models for diagnosing channel profitability; Appraisal of channel members' contribution Evaluation of channel performance, sources and types of channel conflict, and conflict management techniques. Channel leadership; Elements of channel information systems; Impact of information systems on channel flow	13

Unit -IV **Distribution Management-II**	**Wholesaling and Retailing:** Meaning and importance of wholesaling; types of wholesalers; Strategic issues in wholesaling, trends influencing wholesale distribution, role of information technology in wholesaling, and challenges in wholesaling; Wholesaling practices in India; Future of wholesaling; Meaning and importance of retailing, evolution of retailing, classification of retailers; Strategic issues in retailing: Emerging trends in retailing: Future of retailing	12
Practical	The course should incorporate practical and experiential learning components to enhance students' understanding of sales and distribution concepts. Students may undertake a sales forecasting exercise using real or simulated FMCG data by applying methods such as trend analysis or moving averages and preparing a comparative report. They can also develop a sales budget for a selected product, including estimates of sales, distribution costs, and profitability. Field-based learning may include visits to retail outlets such as kirana stores or supermarkets to observe merchandising, pricing, and customer interaction, followed by a structured report.	20

Suggested Readings:

1. Bhatia, P., Gupta, S., Dixit, R., & Singh, P. (Year). *Sales and distribution management*. Publisher.
2. Still, R. R., Cundiff, E. W., Govoni, N. A. P., & Puri, S. (Year). *Sales and distribution management: Decisions, strategies, and cases*. Pearson Education.
3. Kale, N. G., & Ahmed, M. (Year). *Sales and distribution management*. Publisher.
4. Sharma, F. C. (2020). *Sales management*. SBPD Publications.
5. Mallik, P. (2011). *Sales management*. Oxford University Press.
6. Sinha, S. (2025). *Sales management*. Arambagh Book House.
7. Donaldson, B. (2023). *Sales management* (4th ed.). Bloomsbury Publishing.
8. Ingram, T. N., LaForge, R. W., Avila, R. A., Schwepker, C. H., & Williams, M. R. (2019). *Sales management: Analysis and decision making* (10th ed.). Routledge.
9. Futrell, C. M. (2013). *Fundamentals of selling: Customers for life through service* (13th ed.). McGraw-Hill Education.
10. Cron, W. L., & DeCarlo, T. E. (2009). *Sales management: Concepts and cases* (10th ed.). Wiley.
11. Cespedes, F. V. (2014). *Aligning strategy and sales: The choices, systems, and behaviors that drive effective selling*. Harvard Business Review Press.

Note: Structure of Paper Setting, Assessment and Evaluation.

Name of Course	Credits	Structure of Each Paper	Division of Marks	Paper Pattern for End-Semester Examination	Duration of the Examination
MC	4	There shall be Four Modules (I, II, III, IV) in the syllabus of each paper.	The evaluation shall be Continuous and Comprehensive Evaluation (CCE). Paper in the Course shall be of 100 Marks. Internal Assessment = 30 Marks End-Semester Examination = 70 Marks **INTERNAL ASSESSMENT** Attendance = 05 Marks Class Test = 15 Marks Assignments and Presentations =10 Marks	There will be 5 Parts (A, B, C, D, E) and the examiner will set 9 Questions in total from all the Modules (I, II, III, IV) in total and each question shall carry 14 Marks. **Part- A** will have two questions from Module I of the syllabus and the students have to attempt any one. **Part- B** will have two questions from Module II of the syllabus and the students have to attempt any one. **Part- C** will have two questions from Module III of the syllabus and the students have to attempt any one. **Part- D** will have two questions from Module IV of the syllabus and the students have to attempt any one. **Part- E** will have 10 Short Answer questions from all Module (I, II, III, IV) and the students have to attempt any 7 in total carrying 2 Marks each.	3 Hours

- **Pass Marks of each subject:** 40 % Aggregate and minimum 35% in each individual component (Term End Exams, Practical, Internal Assessment (IA)) of each subject.
- The class test of all types of courses must be scheduled once 50% of the syllabus is covered.

B.COM RETAIL OPERATIONS MANAGEMENT
2nd SEMESTER
Leadership and Soft Skills- SEC – II
Course Code: B.C.R. 108

Exam Duration: 2 hrs	Marks: 50	Lectures: 45

Course Objectives: This course aims to develop leadership potential and enhance essential soft skills among students, preparing them for professional success in dynamic retail and business environments. It introduces foundational leadership theories and styles, strengthens communication and interpersonal competencies, and fosters critical soft skills such as emotional intelligence, time management, decision-making, and ethical conduct. Emphasis is also placed on teamwork, diversity, and the role of responsible leadership in achieving organizational goals

Course Outcomes: After successful completion of the course, learners will be able to Explain key leadership concepts, styles, and theories, and analyze leadership qualities relevant in both Indian and global business contexts. Demonstrate effective communication and interpersonal skills, including active listening, empathy, negotiation, and business etiquette. Apply soft skills such as emotional intelligence, goal setting, critical thinking, and stress management to enhance personal and professional growth. Evaluate the role of ethical leadership, teamwork, and inclusion through case-based learning and real-world applications.

Units	Contents	Hrs
Unit - I **Fundamentals of Leadership**	Concept and Definition of Leadership, Difference between Leadership and Management, Types of Leadership Styles: Autocratic, Democratic, Transformational, etc., Theories of Leadership: Trait, Behavioral, Situational, and Contemporary Approaches, Qualities and Competencies of Effective Leaders, Leadership in Indian Business and Global Context	10
Unit - II **Interpersonal and Soft Skills**	Interpersonal Skills: Empathy, Conflict Resolution, Negotiation, Time Management and Goal Setting, Emotional Intelligence and Self-awareness, Stress Management and Work-Life Balance, Decision-Making and Critical Thinking. Adaptability and Creativity at the Workplace	10
Unit – III **Teamwork, Ethics, and Leadership in Action**	Team Building and Group Dynamics, Leadership Roles in Team Success, Ethical Leadership and Corporate Social Responsibility, Diversity and Inclusion in the Workplace, Case Studies of Successful Leaders.	10
Practical	Role plays, group activities, and case study discussions to develop interpersonal effectiveness, emotional intelligence, and ethical leadership. Activities foster teamwork, decision-making, and creative problem-solving.	30

References:

- Robbins, S. P., & Judge, T. A. (2017). *Organizational behavior* (17th ed.). Pearson.
- Maxwell, J. C. (2011). *The 5 levels of leadership: Proven steps to maximize your potential*. Center Street.
- Lencioni, P. M. (2016). *The ideal team player: How to recognize and cultivate the three essential*
- *virtues*. Jossey-Bass.
- DuBrin, A. J. (2015). *Leadership: Research findings, practice, and skills* (8th ed.). Cengage Learning.
- Prasad, L. M. (2005). *Organizational behaviour*. Sultan Chand & Sons.
- Kaul, A. (2011). *Effective business communication* (2nd ed.). PHI Learning Pvt. Ltd.

- Mitra, B. K. (2024). *Personality development and soft skills* (3rd ed.). Oxford University Press.
- Rao, M. S. (2011). *Soft skills: Enhancing employability*. I. K. International Publishing House.
- Liraz, M. (n.d.). *How to improve leadership and management skills: Effective strategies for business managers*. Independently published.

Note: Structure of Paper Setting, Assessment, and Evaluation

Name of Course	Credits	Structure of Each Paper	Division of Marks	Paper Pattern for End-Semester Examination	Duration of the Examination
SEC	3	There shall be Three Modules (I, II, III) in the syllabus of each paper.	The evaluation shall be Continuous and Comprehensive Evaluation (CCE). Each paper in a Course shall be of 75 Marks. Internal Assessment= 25 Marks End-Semester Examination = 50 Marks **INTERNAL ASSESSMENT** Attendance = 05 Marks Class Test = 10 Marks Assignments and Presentations = 10 Marks	There will be 4 Parts (A, B, C, D) and the examiner will set 7 Questions in total from all the Modules (I, II, III) in total. **Part- A** will have two questions of 12 Marks each from Module I of the syllabus and the students have to attempt any one. **Part- B** will have two questions of 12 Marks each from Module II of the syllabus and the students have to attempt any one. **Part-C** will have two questions of 12 Marks each from Module III of the syllabus and the students have to attempt any one. **Part- D** will have 10 Short Answer questions of 2 each from all Modules (I, II, III), and the students have to attempt any 7 in total.	2 Hours

- **Pass Marks of each subject:** 40 % Aggregate and minimum 35% in each individual component (Term End Exams, Practical, Internal Assessment (IA)) of each subject.
- The class test of all types of courses must be scheduled once 50% of the syllabus is covered.

B.COM RETAIL OPERATIONS MANAGEMENT

3rd Semester

Course Contents

B.C.R 201 Retails Sales Management
B.C.R 202 Cost accounting
B.C.R 203 Omni Channel Retailing
Course Code - B.C.R MDC – III To be chosen from the basket of subjects
B.C.R 204 Practical's in Retail Sales Management
Course Code - VAC–II: As per the faculty of commerce and management
Course Code –AEC–II: To be chosen from the Basket of languages

B.COM RETAIL OPERATIONS MANAGEMENT

4th Semester

Course Contents

B.C.R 205 Retail Team Management
B.C.R 206 Management Accounting
B.C.R 207 Inventory & Budget Management
B.C.R 208 Any of the following Introduction to Enterprise Resource Management OR Retail Entrepreneurship
Course Code - VAC–III: As per the faculty of commerce and management
Course Code – AEC–III: To be chosen from the Basket of languages

B.COM RETAIL OPERATIONS MANAGEMENT

5th Semester

Course Contents

B.C.R 301 Allied Course: MOOC
B.C.R 302Apprenticeship in Store Operations

B.COM RETAIL OPERATIONS MANAGEMENT

6th Semester

Course Contents

B.C.R 304 Apprenticeship in Store Operations

Recommendations:

1. The course is aligned with NEP, 2020, so it should be introduced with the adoption and implementation of NEP, 2020 only.
2. Comprehensive infrastructure having E-Classrooms and specialised exclusive faculty for teaching and mentoring this programme, like Professor of Practice and Industry Experts required in respective HEI.
3. The course is suitable forthe self-financing mode.
4. Clear and well-defined role, responsibility, and accountability of CRISP/Mediating Apprentice Training Agency, regarding industry apprenticeship to ensure the mental, financial, and physical health of students through a proper contract between CRISP/Mediating Apprentice Training Agency and the Department of Education/GoHP.
5. UGC/Competent Body of Governing Higher Education of Universities in India's guidelines on the AEDP programme will be final and followed in spirit while dealing with any matter or dispute in this programme.
6. Tripartite Agreements mentioned in the AEDP programme should be signed at the University/Department of Education Level on behalf of all HEIs running this UG Programme to create a comprehensive umbrella of industries providing apprenticeship.

****