

K.S.Rangasamy College of Arts and Science (Autonomous)

Tiruchengode-637215

Department of Management Studies (PG)

### 1.2.1 New Courses Introduced

a. Retail Management

Enclosures:

1. Copy of scheme of examination.
2. Syllabus copy of the new course introduced

  
Head of the Department

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**SCHEME OF EXAMINATION**

Subject Code	Subject	Hours of Instruction	Exam Duration	Maximum Marks			Credit Points
				CA	CE	Total	
<b>First Semester</b>							
<b>Part A</b>							
18PBAM101	Core I: Management and Decision Making	5	3	25	75	100	4
18PBAM102	Core II: Managerial Economics	5	3	25	75	100	4
18PBAM103	Core III: Organizational Behaviour	5	3	25	75	100	4
18PBAM104	Core IV: Accounting for Managers	5	3	25	75	100	4
18PBAM105	Core V: Entrepreneurial Development	5	3	25	75	100	4
18PBAMP101	Core Practical I: Executive Communication	4	3	40	60	100	4
<b>Non Credit</b>							
18PLS101	Career Competency Skills I	1	-	-	-	-	-
<b>Total</b>		<b>30</b>				<b>600</b>	<b>23</b>
<b>Second Semester</b>							
<b>Part A</b>							
18PBAM201	Core VI: Operations Management	4	3	25	75	100	3
18PBAM202	Core VII: Financial Management	5	3	25	75	100	4
18PBAM203	Core VIII: Human Resource Management	4	3	25	75	100	3
18PBAM204	Core IX: Marketing Management	5	3	25	75	100	4
18PMABAM205	Core X: Operations Research	5	3	25	75	100	4
18PCSBAMP201	Core Practical II: Computer Applications for Managers	4	3	40	60	100	2

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*Master of Business Administration (Students admitted from 2018-2019 onwards)*

Part B							
18PVE201	Value Education : Human Rights	2	3	25	75	100	2
18PBAI201	Internship (100% Internal Evaluation)	-	-	100	-	100	2
Non Credit							
18PLS201	Career Competency Skills II	1	-	-	-	-	-
<b>Total</b>		<b>30</b>				<b>800</b>	<b>24</b>
Third Semester							
Part A							
18PBAM301	Core XI: Strategic Management	5	3	25	75	100	4
18PBAM302	Core XII: Business Research Methods	5	3	25	75	100	3
18PCSBAM303	Core XIII: Information Management	5	3	25	75	100	3
18PBAEF301/ 18PBAEH301 / 18PBAEO301/	Elective I: Finance / Human Resource / Operations	5	3	25	75	100	4
18PBAEF302/ 18PBAEH302/ 18PBAEO302/	Elective II: Finance / Human Resource / Operations	5	3	25	75	100	4
18PBAEF303/ 18PBAEH303/ 18PBAEO303/	Elective III: Finance / Human Resource / Operations	5	3	25	75	100	4
<b>Total</b>		<b>30</b>				<b>600</b>	<b>22</b>
Fourth Semester							
Part A							
18PBAM401	Core XIV: Global Business Management	5	3	25	75	100	3
18PBAEM401 / 18PCSBAES401	Elective I : Marketing / Systems	5	3	25	75	100	4
18PBAEM402 / 18PCSBAES402	Elective II : Marketing / Systems	5	3	25	75	100	4
18PBAEM403 / 18PCSBAES403	Elective III :Marketing / Systems	5	3	25	75	100	4
18PBAPR401	Core XV: Project and Viva Voce	5	-	50	150	200	5
<b>TOTAL</b>		<b>25</b>				<b>600</b>	<b>21</b>
<b>GRAND TOTAL</b>						<b>2600</b>	<b>90</b>

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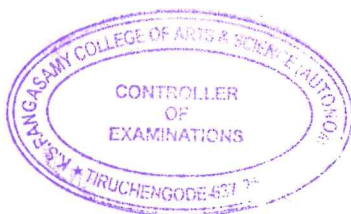


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**Electives**

Subject Code	Subject	Hrs of Instruction	Exam Duration (Hrs)	Maximum Marks			Credit Points
				CA	CE	Total	
<b>III Semester</b>							
<b>Area: Finance</b>							
18PBAEF301	Elective I: Financial Services	5	3	25	75	100	4
18PBAEF302	Elective II: Security Analysis and Portfolio Management	5	3	25	75	100	4
18PBAEF303	Elective III: Strategic Financial Management	5	3	25	75	100	4
<b>Area: Human Resource</b>							
18PBAEH301	Elective I: Employee Relations Management	5	3	25	75	100	4
18PBAEH302	Elective II: Strategic Human Resource Management	5	3	25	75	100	4
18PBAEH303	Elective III: Training and Development	5	3	25	75	100	4
<b>Area: Operations</b>							
18PBAEO301	Elective I: Advanced Operations Management	5	3	25	75	100	4
18PBAEO302	Elective II: Supply Chain Management	5	3	25	75	100	4
18PBAEO303	Elective III: World Class Manufacturing	5	3	25	75	100	4
<b>IV Semester</b>							
<b>Area: Marketing</b>							
18PBAEM401	Elective I: Customer Relationship Management	5	3	25	75	100	4
18PBAEM402	Elective II: Integrated Marketing Communication	5	3	25	75	100	4
18PBAEM403	Elective III: Retail Management	5	3	25	75	100	4
<b>Area: Systems</b>							
18PCSBAES401	Elective I: Enterprise Resource Planning	5	3	25	75	100	4
18PCSBAES402	Elective II: Data Mining and Warehousing	5	3	25	75	100	4
18PCSBAES403	Elective III: Data Base Management System	5	3	25	75	100	4

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18PBAEM403	ELECTIVE III: RETAIL MANAGEMENT	SEMESTER - IV
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**Course objectives:**

The Course aims

- To understand the concepts of effective retail business
- To understand the basic retailing process and it's determining factors.

Credits:4

UNIT	CONTENTS	Total Hours: 50	
		Hrs	CO
I	Introduction : An overview of Global Retailing - Challenges and opportunities - Retail trends in India - Socio economic and technological Influences on retail management - Government of India policy implications on retails.	10	CO1
II	Retail formats: Organized and unorganized formats - Different organized retail formats - Characteristics of each format - Emerging trends in retail formats - MNC's role in organized retail formats.	10	CO2
III	Retail decisions: Choice of retail locations - internal and external atmospherics - Positioning of retail shops - Building retail store Image - Retail service quality management - Retail Supply Chain Management - Retail Pricing Decisions. Merchandising and category management - buying.	10	CO3
IV	Retail shop Management: Visual Merchandise Management - Space Management - Retail Inventory Management - Retail accounting and audits - Retail store brands - Retail advertising and promotions - Retail Management Information Systems - Challenges in Retailing in India.	10	CO4
V	Online retailing: Emerging trends in e-tailing - opportunities and challenges of online retailing - customers' buying behaviour and attitude - Role of e-tailing in economic development - Ethics in online retailing.	10	CO5

**Text Book**

- 1 Michael Havy ,Baston, Atweitz and Ajay Pandi. 2007. **Retail Management**. [Sixth Edition]. Tata McGraw-Hill, New Delhi.

**Reference Books**

- 1 Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava. 2007. **Retail Management**. Oxford University Press.
- 2 Swapna Pradhan.2009. **Retail Management-Text and Cases**. [Third Edition]. Tata McGraw Hill, New Delhi.
- 3 Patrick M. Dunne and Robert F Lusch. 2008. **Retailing**. [Fourth Edition]. Thomson Learning.

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4	Ramkrishnan and Y.R.Srinivasan.2008. <b>Indian Retailing Text and Cases.</b> Oxford University Press.
<b>Web References</b>	
1	www.ft.com/business-education
2	www.economist.com
3	www.businessbecause.com

**COURSE OUTCOMES (CO)**

After completing the course the students will be able to

CO1	Outline the retail chains and rate the retail trends in India
CO2	Demonstrate the various retail formats, characteristics and trends
CO3	Select the retail locations, positioning of shops and formulate retail supply chain
CO4	Formulate the space management and inventory management in retailing
CO5	Analyse the trends in online retailing.

**MAPPING**

PSO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	M	H
CO2	H	H	M	M	M
CO3	M	M	M	H	M
CO4	L	M	L	H	M
CO5	M	L	M	M	M

H-High; M-Medium; L-Low

*Principal*  
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