

	responsibilities of the Board of Directors, Independent Directors , Delegation of functions to various Committees of Board, Audit Committee, Nomination & Remuneration Committee	
V	Open-Ended Module	12
	This module encourages students to critically analyze the regulatory framework of the banking and insurance industries. By examining real-world cases and recent trends, students will gain a deeper understanding of the dynamic nature of these sectors. Topics include accessing and discussing the latest financial statements of banks, focusing on Reserve Bank of India's prescribed disclosures, as well as identifying and discussing recent case studies in consumer protection within the banking context.	

References

- Banking Law and Practice - P.N. Varshney , 25th Edition, Sultan Chand & Sons
- Law and Practice of Banking - M.L. Tannan
- The Consumer Protection Act, 2019.
- The Reserve Bank - Integrated Ombudsman Scheme, 2021.
- Guidance note on management of operational risk- RBI
- Guidance note on credit risk management, RBI.

MINOR COURSE GROUPING: (D) MARKETING

GROUP 7. DIGITAL MARKETING

Course Code	COM1MN107				
Course Title	ESSENTIALS OF MARKETING				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75

Pre-requisites	A basic understanding of fundamental business concepts such as supply, demand, competition etc
Course Summary	This introductory marketing course is designed to provide students with a foundational understanding of marketing principles, strategies, and tactics.

Course Outcome (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students understand the fundamental concepts of Marketing	U	C	Examinations/ Quizzes/ Assignment/Seminar
CO2	Analyse the marketing concepts to real-world business scenarios.	An	P	Examination Assignment/Seminar
CO3	Conduct critical analysis and acknowledge the significance of fundamental marketing principles.	An	P	Debates/Discussions Case analysis

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Module	Unit	Content	Hrs
I	Introduction to Marketing		8
	1	Definition of Marketing: Various marketing concepts: Production, Product, Selling, Marketing, Societal Marketing	1
	2	Evolution of Marketing Concepts: Historical development of marketing philosophies	2
	3	The role of marketing in business-Difference between Marketing and Selling	2
	4	Overview of different marketing philosophies (Product, Sales, Market, Societal)- Marketing environment and its impact on business strategy	3

II	Product and Pricing		12
	1	Concept of Marketing Mix: Introduction to the 4Ps framework: Product, Price, Place, Promotion	1
	2	Classification of products: Consumer products, Industrial products, Services-New product development process and strategies	2
	3	Product Life Cycle Management: stages of the product life cycle and their implications for marketing strategy	1

	4	Brand and Brand Equity-Building and managing brand equity-Brand positioning and differentiation	2
	5	Building and managing brand equity-Brand positioning and differentiation strategies	1
	6	Warranties and Guaranties	1
	7	Pricing objectives and policies in marketing strategy formulation	2
	8	Factors Determining Price: Market demand, competition, costs, and other factors influencing pricing decisions-Pricing methods and tactics: Cost-based pricing, Value-based pricing, Competition-based pricing, etc.	2
III	Distribution and Promotion		10
	1	Channels of Distribution: Distribution channels and their role in product distribution	2
	2	Role of Marketing Channels: Importance of intermediaries and channel partners in the distribution process	2
	3	Types of Channels	2
	4	Sales Promotion- Techniques and strategies for promoting sales	2
	5	Personal Selling and Public Relations: Role and importance of personal selling- Public relations	2
IV	Sustainable Marketing		15
	1	Meaning- Pillars of Sustainable marketing	3
	2	Marketing with sustainability concern	3
	3	Environmental Impact Management: Waste management strategies-Resource depletion mitigation	5
	5	Energy Consumption	2
	6	Green Marketing: Strategies for promoting environmentally friendly products and practices	2
V	Open-Ended Module. Practical exercise		30
	1	Recommended to organize the following: Field Project: Example: A project on Green Marketing Initiatives in different Organizations in nearby locality	
	2	Conduct real case studies to analyze marketing challenges, and successes and encourage learners to apply marketing concepts to solve practical problems	
	3	Assign group projects where students develop marketing plans for hypothetical products or services	
	4	Conduct role-playing exercises to simulate various marketing scenarios.	
	5	Conduct peer reviews using marketing periodicals and journals	

References:

1. Marketing Management, S.A. Sherlakar,. Himalaya.

2. Fundamentals of Marketing, William J Stanton, Me Graw Hill Publishing Co, New York
3. Marketing by Lamb. Hair, Me Danniell - Thomson.
4. Marketing by Evans & Berman, 2/e, Biztantra.
5. Marketing-Concepts, strategies by William M Pride. OC Fewell. Biztantra.
6. Marketing Management, Ramaswamy & Namakumari, Macmillan.
7. Marketing Management, Arun Kumar & Meenakshi. Vikas.
8. Principles of Marketing, Philip Kotler, Armstrong, Pearson Education.

Course Code	COM2MN107				
Course Title	CONSUMER BEHAVIOUR				
Type of Course	Minor				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	Understanding fundamental marketing concepts and principles will provide a solid foundation for studying consumer behaviour				
Course Summary	This course provides students with a comprehensive understanding of the complexities involved in consumer decision-making, equipping them with the knowledge to formulate effective marketing strategies.				

Course Outcome (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students understand the fundamental concepts of consumer behaviour	U	C	Examinations/Review Questions/Quizzes/Assignment/Seminar
CO2	Analyse consumer behavior concepts to marketing strategies.	An	P	Examinations/Review Questions/Quizzes/Assignment/Seminar
CO3	Critically analyses and appreciates the importance of consumer behaviour	E	P	Project Assignment

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Module	Unit	Content	Hrs
I		An overview of Consumer Behaviour	8
	1	Definition- objectives and scope of consumer behavior.	2
	2	The importance of studying consumer behavior in marketing	2
	3	Consumer Decision-Making Process	2
	4	Purchase decision and post-purchase behavior.	2

Module	Unit	Content	Hrs
II		Elements of Consumer Behaviour	12

	1	Factors affecting consumer behavior	2
	2	Psychological Influences on Consumer Behavior	2
	3	Motivation, perception, learning, and memory-Attitudes and attitude change-Personality and lifestyle.	2
	4	Family and household influences.	1
	5	Reference groups and social class. Cultural and sub cultural factors.	2
	6	Socialization and the role of family in shaping consumer behavior.	2
	7	Value and Lifestyles	1
III	Models of consumer Behaviour		10
	1	Approaches of Consumer behavior	2
	2	Challenges in predicting consumer behavior	2
	3	Models of Consumer behavior	2
	4	Sheth Family Decision making model- Nicosia Model	2
	5	Engel-Kollat- Back well model- Black Box model	2
IV	Consumer Protection		15
	1	Consumer Rights and Responsibilities.	2
	2	Consumer Protection Act 1986	3
	3	Unfair and Restrictive Trade Practices	2
	4	Three tier mechanism of consumer grievances	3
	5	Consumer Protection Council	3
	6	Plaintiff and Complainant	2
V	Open-ended module for practical exercises		30
		Recommended to implement the following:	
	1	Facilitate group discussions on controversial topics related to consumer behavior.	
	2	Use online survey tools to collect real-time feedback of customers and discuss the results to highlight the diversity of opinions and behaviors among students.	
	3	Analyze online consumer reviews, social media discussions, and influencers' impact on consumer behavior.	
	4	Encourage students mock advertising campaigns for a product or service.	
	5	Use real-world case studies to illustrate theoretical concepts on consumer behaviour	

References:

1. Philip Kotler, Kevin Lane Keller, "Marketing Management" (15e), Pearson India Education Services Pvt Ltd
2. VS Ramaswamy & S Namakumari, "Marketing Management" (Latest Edition)-Mc Graw Hill Education (India) Private Limited, New Delhi
3. S.A. Sherlekar, "Marketing Management-Concepts and Cases", Himalaya Publishing

Course Code	COM3MN207				
Course Title	SALES MANAGEMENT				
Type of Course	MINOR				
Semester	III				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3		2	75
Pre-requisites					
Course Summary	This course provides a comprehensive understanding of sales management, covering topics such as the role of sales management, marketing strategy development, personal selling techniques, theories of selling, and essential personal selling skills. Students will learn the fundamentals of sales administration, including quota setting, sales team formation, and territory design, equipping them with the knowledge and skills necessary to excel in sales roles.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category	Evaluation Tools used
CO1	Understand the pivotal role of sales management within an organization and its integration with marketing strategy development.	U	C	Examination Assignment Quiz
CO2	Acquire comprehensive knowledge of personal selling techniques, including prospecting, lead generation, and effective sales presentation methods.	An	P	Examination Assignment
CO3	Develop essential personal selling skills such as negotiation, communication, and effective follow-up strategies across various	Ap	P	Case analysis Assignment

	communication channels.			
CO4	Gain proficiency in sales administration by mastering quota setting, sales team formation, and territory design to optimize sales efforts and enhance organizational performance.	Ap	P	Project Marketing Game
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	UNDERSTANDING SERVICES		8
		1.1 Role of Sales Management in Organisation 1.2 Marketing Strategy Development and Sales Management 1.3 Personal Selling and Salesmanship – Objectives & Importance of Personal Selling 1.4 Types of Selling 1.5 Qualities of Winning Sales Professionals – Physical, Mental, Social and Character Traits	
II	THEORIES OF SELLING AND PERSONAL SELLING POCESS		14
		2.1 AIDA – Buying Formula Theory – Behavioural Equation Theory 2.2 Personal Selling Process – Prospecting – Objectives, Sources & Methods – Lead Generation, Getting Appointment 2.3 Pre-Approach – Sales Planning, Customer Need Discovery & Analysis – Approach – Sales Presentation / Demonstration 2.4 Handling Objections – Closing the Sale 2.5 Follow Up After Sales	
III	PERSONAL SELLING SKILLS		10
		3.1 Negotiation – Communication – Listening Skills 3.2 Presentation & Demonstration Skills 3.3 Body Language – Space, Moments, Eye Contacts & Postures 3.4 Follow-up Calls – Writing Effective Sales Letters, E-Mail, SMS	
IV	SALES ADMINISTRATION		13

	15	4.1 Objectives & Types of Quotas 4.2 Quota Setting Procedure 4.2 Administering the Quota System – Sales Team Formation 4.3 Designing Sales Territories & Allocating Sales Efforts to Sales Territories	
V		OPEN ENDED MODULE	30
		1. Analyze real-world case studies of successful and unsuccessful sales management strategies. Discuss lessons learned and best practices. 2. Conduct role-playing exercises where students take on different roles within a sales organization (sales manager, sales representative, client, etc.). This helps students understand various perspectives and challenges in sales management.	

References

1. William L. Cron, Thomas E. Decarlo, Sales Management: Concepts and Cases, 10th ed, Wiley.
2. Stanton, Buskirk and Spiro: Management of a Sales Force, Irwin Publishers.
3. Pradip Mallik, Sales Management, Oxford University Press.
4. Charles Futrell: ABC's of Selling, Irwin Publishers.
5. Anderson, Hair and Bush: Professional Sales Management, McGraw Hill International editions.

4. William J Stanton, Fundamentals of Marketing, Mc Graw Hill Publishing Co, New York
5. Lamb. Hair, McDaniel, Marketing, Cengage Learning Inc USA.
6. Rayport, Jeffrey Fand Jaworksi. Bernard J, Introduction to E-Commerce, Tata McGraw Hill, New Delhi

Course Code	COM8MN307				
Course Title	DIGITAL MARKETING				
Type of Course	Minor				
Semester	III				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	A basic understanding of various concepts and principles of marketing.				
Course Summary	This course gives an overview of digital marketing including social media marketing and its challenges. This course aims to prepare individuals for various roles within the digital marketing field, empowering them with the practical skills needed to navigate the ever-evolving digital landscape.				

Course Outcome (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental concepts of Digital marketing	U	C	Examinations/Quizzes/Assignment/Seminar
CO2	Analyse digital marketing strategies, for business objectives.	An	P	Examinations/Quizzes/Assignment/Seminar
CO3	Conduct a critical analysis and recognize the significance of digital marketing practices.	An	P	Debates Project Case study
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content	Hrs
I	Overview of Digital Marketing		10
	1	Definition and scope of digital marketing	2
	2	Fundamentals of Digital Marketing: Core concepts and principles of digital marketing-Overview of digital marketing channels and strategies	3
	3	Comparison of traditional marketing approaches with digital marketing methods	2
	4	Digital Marketing Landscape: digital marketing ecosystem-Importance of a website as a central element in digital marketing	3

	strategies	
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Module	Unit	Content	Hrs
II	Social Media Marketing (SMM)		12
	1	Concept of Social Media Marketing (SMM): Definition and significance of SMM-Overview of popular social media platforms and their roles in marketing	2
	2	Significance of SMM	3
	3	Content Creation Strategies for Social Media: Techniques for creating engaging and shareable content for social media platforms	3
	4	Key Drivers of SMM: Factors driving success in social media marketing campaigns	2
	5	Common challenges faced in social media marketing and strategies for overcoming them	2
III	E-Commerce and E-marketing		10
	1	E-Commerce Models and E-Commerce Marketing: Overview of e-commerce business models-E-commerce marketing strategies and tactics	2
	2	Reasons for the growth of E-marketing	2
	3	E-commerce Marketing Practices: Best practices and strategies for effective e-commerce marketing	2
	4	Tactics for achieving success in e-commerce ventures	2
	5	AI in digital marketing-Email Marketing-Mobile app marketing	2
IV	Legal and Ethical Considerations		16
	1	Legal considerations and regulations relevant to digital marketing practices	3
	2	Ethical Considerations in Digital Marketing Practices	3
	3	Content marketing tools and platforms	2
	4	Concept of Influencer Marketing	3
	5	An overview of digital payment system	2
	6	Legal and Ethical Issues in Digital Payments: Addressing legal and ethical concerns related to digital payment systems	3
V	Open-Ended Module		12
	1	Emerging developments in the field of digital marketing	

References:

1. Seema Gupta: Digital Marketing 3rd Edition, McGraw Hill; Standard Edition
2. Kailash Chandra upadhyay: Digital Marketing, Notion Press; 1st edition

3. Dr Thanvi Gupta and Dr.Smitha Mishra: A text book on digital marketing, Puffins Publishers Pvt Ltd (2021)
4. Philip Kotler : Marketing 4.0: Moving from traditional to digital, Wiley; First Edition (21 April 2017)
5. Puneet Bhatia : Fundamentals of Digital marketing, Pearson Education; second edition (30 June 2019)
- 6.Rayport, JeffreyFand Jaworksi.BernardJ, “*IntroductiontoE-Commerce*”,TataMcGrawHill,NewDelhi
- 7.William NJ Stanton, “*Fundamentals of Marketing*”,Mc Graw Hill Publishing Co,NewYork

GROUP 8: LOGISTICS

Course Code	COM1MN108				
Course Title	ADVERTISEMENT AND SALES PROMOTION				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	A foundational understanding of marketing principles and concepts is useful before delving into the specifics of advertisement and sales promotion.				
Course Summary	This course that explores the fundamental concepts, strategies, and techniques employed in the field of marketing to stimulate sales and promote products or services effectively.				

Course Outcome (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understanding of the role of advertisement and sales promotion within the broader context of marketing communication.	U	C	Examinations/ Review Questions/Quizzes/ Assignment/Seminar
CO2	Analyze and interpret consumer behavior theories and concepts to develop insights into consumer motivations, attitudes, and decision-making processes.	An	P	Examinations/ Assignment
CO3	Evaluate various promotional tools and techniques	E	P	Project Assignment

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge

Module	Unit	Content	Hrs
I	INTRODUCTION TO ADVERTISING		10
		1.1 Meaning, Definition, Nature, and Importance of Advertising: 1.2 Scope of advertising 1.3 Key objectives and importance of advertising in marketing communication 1.4 Overview of various types of advertising (e.g., product advertising, institutional advertising, comparative advertising, etc.)	
		1.5 DAGMAR Approach and Setting of Advertising Budget: 1.6 Explanation of the DAGMAR (Defining Advertising Goals for Measured Advertising Results) approach to setting advertising objectives 1.7 Methods for determining advertising budget allocation	
II	ADVERTISING MESSAGE AND MEDIA		12
		2.1 Advertising Message: Components of an advertising message: headline, body copy, visuals, etc. 2.2 Different types of advertising appeals and strategies for creating effective advertising copy	

		<p>2.3 Types of Advertising Media: Overview of traditional and digital advertising media (e.g., print, television, radio, outdoor, online, social media, etc.)</p> <p>2.4 Strengths and limitations of each advertising medium</p> <p>2.5 Factors influencing the selection of advertising media</p>	
		2.6 New Trends in Advertising: Emerging trends in advertising, including social media advertising and influencer marketing	
III	ADVERTISING EFFECTIVENESS		8
		<p>3.1 Communication and Sales Effects of Advertising: the dual objectives of advertising: communication and sales impact</p> <p>3.2 Methods for measuring advertising effectiveness, including pre-testing and post-testing techniques</p>	
		<p>3.3 Ethical Aspects of Advertising in India: Overview of ethical considerations in advertising practices</p> <p>3.4 Role and functions of the Advertising Standards Council of India (ASCI) in regulating advertising content and practices</p>	
IV	SALES PROMOTION		15
		<p>4.1 Nature and Importance of Sales Promotion: role of sales promotion in the marketing mix</p> <p>4.2 Key objectives and benefits of sales promotion activities</p>	
		<p>4.3 Tools of Sales Promotion: Overview of various sales promotion tools and techniques, including premiums, price offs, coupons, sampling, refunds, contests, games, point-of-purchase displays, etc.</p> <p>4.4 Strategies for effectively using each tool to drive sales and consumer engagement</p>	
		4.5 Trade Promotion Tools: Convention, conferences, trade fairs, exhibitions and fashion shows, specialties, and novelties.	
V	Open Ended Module		30
	1	Discussions on various commercial and non-commercial advertisements in detail with examples	
	2	Debate on the ethical and moral issues in advertisement in the modern era	
	3	Group discussions on digital advertisement and its importance in modern business	
	4	A mini project on the perception of youth towards celebrity endorsement in advertising	
	5	Preparation of a report on various sales promotion tools experienced by students in their real life.	

References:

1. "Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch
2. "Advertising and Promotion: An Integrated Marketing Communications Approach" by Chris Hackley
3. "Advertising Management" by Rajeev Batra, John G. Myers, and David A. Aaker
4. "Sales Promotion: How to Create, Implement, and Integrate Campaigns that Really Work" by Roddy Mullin and Julian Cummins
5. "Advertising: Principles and Practice" by Sandra Moriarty, Nancy Mitchell, and William D. Wells
6. "Sales Promotion and Direct Marketing" by Ken Clow, Karen Whitehill King, and Donald Baack
7. "Integrated Advertising, Promotion, and Marketing Communications" by Kenneth E. Clow and Donald Baack
8. "Sales Promotion Essentials: The 10 Basic Sales Promotion Techniques" by Don Schultz, Beth Barnes, and Beth E. Barnes

Course Code	COM2MN108				
Course Title	STRATEGIES FOR BRAND BUILDING				
Type of Course	Minor				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	The learner should have a basic understanding about different concepts and principles of marketing				
Course Summary	This course gives an overview of principles, theories, and concepts underlying brand building in the modern marketplace.				

Course Outcome (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental concepts of brand and brand management.	U	C	Examinations/Review Questions/Quizzes/Assignment/Seminar
CO2	Analyze various branding strategies used by businesses to create and maintain strong brands	An	C	Examinations/Assignment Project

CO3	Critically analyse and appreciate the importance of ethics and CSR in branding practices.	E	P	Project
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content	Hrs
I	INTRODUCTION TO BRANDING		8
	1	Branding: Meaning- Definition-Nature-Types of Brands.	4
	2	Brand Management: Meaning and Objectives	2
	3	Marketing Advantages of Strong Brands- Financial Brand Value	2
ii	CONSUMER PERCEPTION AND BEHAVIOUR IN BRANDING		8
	4	Factors Influencing Consumer Perception	2
	5	Models of Consumer Behavior	3
	6	Challenges in Predicting Consumer Behavior	3
III	BRANDING TOOLS AND STRATEGY		12
	7	Tool for Marketing and Branding	3
	8	Marketing Mix, BCG Charts, SWOT Analysis, Benchmarking,	4
	9	Market Research and the Creation of a Branding Strategy	3
	10	Strategic Brand Management Process	2
IV	BRAND EQUITY AND LOYALTY		17
	11	Concept- need and advantage of brand communication.	4
	12	Brand loyalty and equity-factors affecting brand loyalty -Benefits-Types of brand loyalty. Building brand loyalty	5
	13	Brand Positioning and Brand Associations	5
	14	Brand Architecture-Brand Crisis (Concepts)	3
V	Open Ended Module for Practicum		30
	1	Discussions on the use of brand-based marketing campaigns	
	2	Case study on various brands like Coca-Cola, Nokia, Loreal, Vodafone	
	3	Discussions on Internet and social media branding	
	4	Group presentation on the topic a) Branding and ethics b) CSR image of companies	
	5	Discussion on the internationalization of brands	

References:

1. "Strategic Brand Management: Building, Measuring, and Managing Brand Equity" by Kevin Lane Keller
2. "Building Strong Brands" by David A. Aaker
3. "Brand Leadership: Building Assets In an Information Economy" by David A. Aaker and Erich Joachimsthaler
4. "Brand Management: Research, Theory, and Practice" by Tilde Heding, Charlotte F. Knudtzen, and Mogens Bjerre
5. "The New Strategic Brand Management: Advanced Insights and Strategic Thinking" by Jean-Noël Kapferer
6. "Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity" by David A. Aaker

Course Code	COM3MN208				
Course Title	RETAIL BUSINESS MANAGEMENT				
Type of Course	MINOR				
Semester	III				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3		2	75
Pre-requisites	Students should know about the basic concepts of marketing				
Course Summary	By the end of this course, students will comprehend the fundamental principles and dynamics of retailing, distinguishing between organized and unorganized retail formats, and understanding the retail life cycle, challenges, and opportunities in the Indian context. They will also develop a comprehensive understanding of consumer behavior in retail settings, the significance of store formats, pricing strategies, and the integration of technology in retail decision-making processes.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category	Evaluation Tools used
CO1	Gain a comprehensive understanding of the retail industry, including its role, classification, growth patterns, and challenges, with a focus on the	U	C	Examination Assignment

	Indian context.			
CO2	Develop proficiency in analyzing factors influencing consumer behavior in retail settings, identifying various types of retail stores, and evaluating location, positioning, and visual merchandising strategies.	Ap	P	Examination Assignment Case analysis
	Demonstrate competence in formulating retail pricing policies, implementing pricing strategies, and designing effective sales promotion campaigns, while also understanding the role of technology and ethical considerations in retail decision-making processes.	Ap	P	Case Study Project
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		THE RETAIL FUNCTION	10
		1.1 Introduction to Retailing – Role of Retailing 1.2 Organised vs Un-organised Retailing – Classification of Retail Stores – Growth of Retail Formats – Observation Study on Mall Management (Mall Visit Required) – Retail Life Cycle 1.3 An Overview of Retail Industry in India – Problems & Prospects of Retailing in India 1.4 Multi-Channel Retailing – Franchising – Non-Store Retailing Indian Scenario 1.5 Functions of Retailing	
II		UNDERSTANDING RETAIL CONSUMERS & STORE FORMATS	10
		2.1 Factors Influencing Retail Shopper 2.2 Types of Retail Stores 2.3 Factors affecting Retail Location – Location Analysis - 2.4 Store Positioning – Store Design & Visual Merchandising	

III	RETAIL PRICING AND PROMOTION	12
	<p>3.1 Retail Pricing – Pricing Policies –Factors Influencing Pricing – Elements of Retail Price</p> <p>3.2 Price Sensitivity and Mark Down Policy</p> <p>3.3 Retail Pricing Strategies – Every Day Low Pricing (EDLP) – Discussion on Retail Pricing Strategies of Major Retail Groups in India – Case Studies</p> <p>3.4 Retail Sales Promotion Strategies</p>	
IV	TECHNOLOGY AND RETAIL DECISIONS	13
	<p>4.1 Integrated Systems & Networking - EDI</p> <p>4.2 Bar Coding – RFID – Its Applications in Retailing</p> <p>4.3 Electronic Retailing – Role of Online Retailing</p> <p>4.4 Consumerism & Ethics in Retailing</p>	
V	Open Ended Module	30
	<ol style="list-style-type: none"> 1. Assign students to conduct a SWOT analysis of various retail businesses. They can analyze factors such as location, product assortment, pricing strategy, customer service, and competition. Students should identify key insights and propose strategies based on their analysis. 2. Divide students into groups and assign each group a specific retail market segment. Students should conduct market research to understand consumer preferences, market trends, competitive landscape, and growth opportunities within their assigned segment. They can present their findings and recommendations to the class. 	

References:

1. Chetan Bajaj, Rajnish Thuli, Nidhi Varma Srivastava – Retail Management – Oxford Publishing, India
2. Michael Levy, Barton Weitz, Retail Management, McGraw Hill
3. Barman, Evans & Mathur – Retail Management- A Strategic Approach, Pearson Publications
4. David Gilbert – Retailing Management – Pearson Education
5. K.V.S. Madaan – Fundamentals of Retailing – Tata McGraw Hill

Course Code	COM8MN308				
Course Title	LOGISTICS				
Type of Course	Minor				
Semester	VIII				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	A foundational understanding of business principles, including marketing				
Course Summary	This course gives will help to comprehend the critical role of logistics in facilitating the flow of goods, services, and information across the supply chain.				

Course Outcome (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understanding of the fundamental principles, concepts, and processes involved in logistics	U	C	Examinations Quizzes/ Assignment/Seminar
CO2	Comprehend the importance of integrating logistics activities within the broader context of supply chain management	An	P	Examinations/ Assignment/Seminar
CO3	Learn how to design and implement effective distribution strategies to ensure the smooth flow of goods from suppliers to customers	Ap	C	Examinations/ Assignment/Seminar
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Module	Unit	Content	Hrs
I	Logistics		12

		Logistics- Definition - History and Evolution- Objectives-Elements-activities importance- The work of logistics-Logistics interface with marketing-retails logistics	
II	Logistics Management		10
		Logistics Management- Definition- Evolution of the concept- model - process-activities-Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistics Management-Key elements of logistics management, including transportation, warehousing, inventory management, and logistics information system.	
III	Logistics Strategy		13
		Logistics Strategy-Strategic role of logistics-Definition-role of logistics managers in strategic decisions-Strategy options, lean strategy, Agile Strategies & Other strategies- Designing & implementing logistical strategy Emerging concept in logistics.	
IV	Warehousing and Inventory Management		13
		Role of Warehousing in Logistics: Functions and types of warehouses-Importance of warehousing in inventory management and order fulfillment-Warehouse Operations and Layout-Warehouse design and layout principles for maximizing efficiency and space utilization-Material handling equipment and techniques-Inventory Management-Inventory control techniques and principles-Just-in-Time (JIT) inventory management and its applications-Emerging trends in logistics- Green Logistics: - Sustainable practices and initiatives in logistics management	
V	Open Ended Module		12
	1	Advanced themes in logistics	

References:

1. Introduction to Logistics Management by Frederick S. Hillier and Mark S. Hillier.
2. Logistics Management and Strategy: Competing Through the Supply Chain" by Alan Harrison and Remko van Hoek.
3. Introduction to Logistics Systems Management by Gianpaolo Ghiani, Gilbert Laporte, and Roberto Musmanno.
4. Supply Chain Logistics Management by Donald J. Bowersox, David J. Closs, and M. Bixby Cooper.
5. Introduction to Materials Management by J.R. Tony Arnold, Stephen N. Chapman, and Lloyd M. Clive.
6. Logistics and Supply Chain Management by Martin Christopher.