

CENTRAL UNIVERSITY OF HARYANA

Department of Management Studies

**B Voc. (Retail and Logistic Management)
Course Structure -Semester-I**

S. No.	Course title	Nature of Course	L	T	P	Credit
1.	Principles of Management	CCC	2	1	2	4
2.	Fundamentals of Retailing	CCC	2	1	2	4
3.	Business Statistics	DSC	2	1	2	4
4.	Business communication -I	AEC	2	1	2	4

**B Voc. (Retail and Logistic Management)
Course Structure -Semester-II**

S. No.	Course title	Nature of Course	L	T	P	Credit
1.	Supply Chain and Logistic Management	CCC	2	1	2	4
2.	Principles of Marketing	CCC	2	1	2	4
3.	Legal Aspect of Business	DSC	2	1	2	4
4.	Business communication -II	AEC	2	1	2	4

Six Weeks Summer training project during vacation after Second Semester.

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**B Voc. (Retail and Logistic Management)
Course Structure -Semester-III**

S. No.	Course title	Nature of Course	L	T	P	Credit
1.	Management of Retail Business	CCC	2	1	2	4
2.	Advertisement and Sales Promotion	CCC	2	1	2	4
3.	Business Environment	DSC	2	1	2	4
4.	Business Communication :III	GE	2	1	2	4

**B Voc. (Retail and Logistic Management)
Course Structure -Semester-IV**

S. No.	Course title	Nature of Course	L	T	P	Credit
1.	Human Resource Management for Retail business	CCC	2	1	2	4
2.	Fundamentals of Financial Management	CCC	2	1	2	4
3.	IT Skills for business management	SEC	2	1	2	4
4.	Personality Development	GE	2	1	2	4

**B Voc. (Retail and Logistic Management)
Course Structure -Semester-V**

S. No.	Course title	Nature of Course	L	T	P	Credit
1.	E Business	CCC	2	1	2	4
2.	Management of Small and Medium Enterprise	CCC	2	1	2	4
3.	Negotiation Skills for business	SEC	2	1	2	4
4.	Contemporary issues in Retail Business	DSC	2	1	2	4

**B Voc. (Retail and Logistic Management)
Course Structure -Semester-VI**

S. No.	Course title	Nature of Course	L	T	P	Credit
1.	Entrepreneurship Development	CCC	2	1	2	4
2.	Values and Ethics in Business	DSE	2	1	2	4
3.	Project Report	SEC	2	1	2	4

**B Voc. (Retail and Logistic Management)
(Semester – I)**

Course– Principles of Management

Credit: 4

Objective

The objective of this course is to acquaint the students with basic principles of Management and how a manager takes decisions.

Contents

Meaning and Nature of Management; Management an art and Science, Management and related disciplines, Role of professional managers in business, society and government.

Evolution of Management– Taylors’ Scientific Management approach, Fayol’s principles of Management, , Elton Mayo’s Human Relations School, System’s Approach to Management; Management as Science and Art.

Functions of Management - Planning, Organizing, Staffing, Directing and Controlling; Delegation and Decentralization. Co-ordination as essence of management.

Process of planning, Organization Structure & Design; types of organization, factors affecting decision related to structure. Tools of controlling, Leadership and styles of leadership.

Suggested Readings:

1. Koontz, H., & Weihrich, H. (2012). *Essentials of Management: International and Leader Perspective* (9 ed.). New Delhi: Tata McGraw Hill.
2. Robbins, S. P., DeCenzo, D., Agarwal, M. N., & Bhattacharyya, S. (2011). *Essentials of Management* (6 ed.). New Delhi: Pearson Education.
3. Robbins, S. P., Judge, T., & Vohra, N. (2013). *Organizational Behavior* (15 ed.). New Delhi: Pearson Education

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

Course – FUNDAMENTALS OF RETAILING

Credit: 4

Objective

The objective of this course is to acquaint the students with basic principles of Retailing as a format of business.

Contents

Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, changing trends in retailing.

Retail consumer behavior, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail consume

Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail locations, Measurement of success of location

Suggested Readings

1. Madan K.V.S (2009). Fundamental of Retailing. New Delhi. Tata Mcgraw-Hill
2. Cox, Roger., & Brittan, Paul. (2008). Retailing – An Introduction Management. New Delhi: Pearson Education

Course – BUSINESS STATISTICS

Credit: 4

Objectives:

To get the students acquainted with the tools and techniques of applied statistics useful in business decision making.

Course Contents

Introduction to Statistics. Importance of statistics in business decision making. Limitations of statistics.

Collection of data and formation of frequency distribution. Graphic presentation of frequency distribution – graphics, Bars, Histogram, Diagrammatic.

Measures of central tendency – mean, median and mode, partition values – quartiles, deciles and percentiles. Measures of variation – range, IQR, quartile, deciles and percentiles.

Measures of variation – range, IQR, quartile deviation and standard deviation and Lorenz Curve.

Correlation Analysis: Correlation Coefficient; Assumptions of correlation analysis; coefficients of determination and correlation; measurement of correlation- Karl Person's Methods; Spearman's rank correlation; concurrent deviation the correlation coefficient.

Suggested Readings:

1. Levin, R. I., & Rubin, D. (1998). Statistics for Management (7 ed.). USA: Prentice Hall.
2. Gupta, S.P. and Gupta, P.K. (2009) Quantitative Techniques and Operations Research, Sultan Chand & Sons
3. Gupta, S.P. (2009) Statistical Methods, New Delhi : Sultan Chand & Sons.

Course – BUSINESS COMMUNICATION-I

Credit: 4

Objective

The aim of the course is to develop skills and competencies in students to be able to communicate effectively through the written and oral medium.

Contents

Conceptual Issues in communication: Model of Communication; Barriers and Facilitators in Communication.

Aspects of Verbal and non-verbal Communication. Principles of Written Communication: 7 C.s of written communication. Deductive, Inductive & AIDA approach to writing business letters

Writing for: Inquiries, Claims, Invitations, Reservations and Orders .Refusal & Collection Letters. Sales Letters; Inter-office Memos; Report Writing: Long & Short Business Reports and Business Proposal.

Suggested Readings

1. Lesikar, R. V., & Petit, J. D. (2007). Business communication. London (7th ed.). Homewood: Richard D. Irwin
2. Murphy, H. A., & Hildebrandt, W. (2007). Effective business communications. New Delhi: McGraw Hill.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class

**B Voc. (Retail and Logistic Management)
(Semester – II)**

Course- Supply Chain and Logistic Management

Credit: 2

Objective

The objective of this course is to enable students understand basic concepts of supply chain and logistics as an important part of business.

Contents

Supply Chain Management: basic concept, objectives, significance, Process view of a supply chain, components of supply chain–Facilities, Inventory, Transportation, Information, Material Handling, Achieving tradeoff between customer service and cost

Physical distribution : Definition, Importance, participants in physical distribution process, Marketing Channels – Definition and Importance, Different forms of channels - Unconventional channels - Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels – Horizontal, Vertical, channel , Functions of Marketing Channels

Channel Management – Channel Selection Process & criteria, Performance appraisal of Channel Members - Channel Conflicts & Techniques to resolve channel conflicts

Suggested Readings :

1. Supply Chain Management Best Practices by David Blanchard
2. Channel Management & Retail Management by Meenal Dhotre

Course-PRINCIPLES OF MARKETING

Credit: 4

Objective

The objective of this course is to equip the students with knowledge and skills required in marketing management.

Contents

Marketing and Marketing Management: Nature, role, scope and concepts of marketing; Marketing environment and Environment scanning; Marketing information system and Marketing research.

Understanding consumers; Market segmentation: Targeting and positioning; Product decisions: Product mix, Product life cycle, New product development.

Branding and packaging decisions; Pricing methods and strategies; Promotion decisions: promotion mix, advertising, sales promotion, publicity and personal selling.

Channel management: Types and functions, Selection, Cooperation and conflict management, Marketing Logistics;

New issues in marketing: Globalization, Consumerism, Green marketing, Direct Marketing, Network Marketing, Event Marketing, e-marketing, Guerilla marketing,

Suggested Readings:

1. Etzel, M., Walker, B., Stanton, W., & Pandit, A. (2009). *Marketing* (14 ed.). New Delhi: Tata MCGraw Hill.
2. Kotler, P., Armstrong, G., Agnihotri, P., & Haque, E. (2013). *Principles of Marketing: A South Asian Perspective* (13 ed.). New Delhi: Pearson Education.
3. Kotler, P., Keller, K., Koshy, A., & Jha, M. (2013). *Marketing Management: A South Asian Perspective* (14 ed.). New Delhi: Pearson Education.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

Course- LEGAL ASPECTS OF BUSINESS

Credit: 2

Objective

The objective is to enable students understand legal and regulatory framework for doing business in India. The emphasis will be on application rather than principles of laws.

Contents

Indian Contract Act, 1872: Fundamental terms definition and meaning, Kinds of Contract and Agreement, Contract vs. Agreement, Essentials of a valid contract, Consequences of Breach of Contract.

Sale of Goods Act, 1930: Contract of Sale, Conditions and Warranties, Transfer of Ownership, Performance of the Contract- Delivery and Payment, Rights of unpaid seller.

Negotiable Instruments Act - 1881: Negotiable Instruments- Promissory Note, Bills of Exchange, & Cheque, and their definitions and characteristics,

Consumer Protection Act, 1986: Aims and Objects of the Act, Redressal Machinery under the act and Procedure for complaints under the act, Remedies, Appeals, Enforcement of orders and Penalties.

Company Act 2013: Key definitions and Concept, Setting of the Company, Management and administration, Directors, Accounts and Audit, Meetings, Winding up of a company: Meaning, types of winding up, grounds of compulsory winding up

Suggested Readings:

1. Kuchhal, M. C.; Business Law, Vikas Publishing House, New Delhi, 2004.
2. Kapoor, N. D.; Elements of Mercantile Law, Sultan Chand & Sons, New Delhi, 2003
3. Tulsian P C (2014). *Mercantile Law*, New Delhi: Sultan Chand and Sons

Note: The list of cases and specific references will be announced in the class by the faculty.

Course – BUSINESS COMMUNICATION-II

Credit: 4

Objective

The aim of the course is to develop skills and competencies in students to be able to communicate effectively through the written and oral medium.

Contents

Making Effective Oral Presentations; Conducting Business Meetings & Effective Interviews. Negotiating for Business: Strategy & Tactics.

Technology and Business communication: Office Automation; Telephone Culture; Video Conferencing; NET Etiquette.

Legal Aspects of Business Communication. Corporate Communication; Global Business Etiquette & Cross Cultural communication.

Case studies in real life business situation in communication.

Suggested Readings

1. Lesikar, R. V., & Petit, J. D. (2007). Business communication. London (7th ed.). Homewood: Richard D. Irwin

2. Murphy, H. A., & Hildebrandt, W. (2007). Effective business communications. New Delhi: McGraw Hill.

Note: The list of cases, references and relevant articles will be provided