

**Savitribai Phule Pune University, Pune
Ganeshkhind, Pune-411007 (MS) India**



**Skill Development Centre (SDC),
(Deen Dayal Upadhyay KAUSHAL Kendra)**

**Bachelor of Vocation
(B. Voc.)**

Course Structure

(As per UGC guidelines for implementing B. Voc. program)

For

Retail Management (Semester- III and IV)

(Choice Based Credit System)

(Effective from June 2022 and onwards)

SAVITRIBAI PHULE PUNE UNIVERSITY
PROPOSED STRUCTURE AND SYLLABUS FOR
BACHELOR IN VOCATION (**RETAIL MANAGEMENT**)
SEMESTER PATTERN WITH CREDIT SYSTEM

The B.Voc (Retail Management) (Semester pattern with credit system) degree programme of Skill Development Centre, Savitribai Phule Pune University

Eligibility and Admission

Admission to B.Voc (Retail Management Programme) is open to following students:

I: Students already acquired NSQF certification Level 4 in a particular industry sector and opted admission in the skill based courses under NSQF in the institutions recognized under Community Colleges / B.Voc Degree programme / Deen Dayal Upadhyay KAUSHAL Kendra's in same trade with job role for which he / she was previously certified at school level.

II: Students who have acquired NSQF Certification Level 4 but may like to change their trade and may enter into skill based courses in a different trade.

III: students who have passed 10+2 examination (Regular or Vocational) from a recognized board.

The admission will be based on performance in the entrance test, consisting of objective type of questions to be conducted by the university department.

Duration and Structure of Programme

The B.Voc (Retail Management) (Semester pattern with credit system) degree programme shall be of 3 years duration divided into three parts, Part I, Part II and Part III and 6 semesters. Each semester comprises of 750 marks of examination with 30 credits. Part I, II and III in aggregate shall be of 180 credits (72 General and 108 skilling) for 3600 marks.

The contents of the courses are subject to change keeping in mind the industry requirements on timely basis.

Sr.No	Semester	Credits		Total Credits
		General	Skilling	
1	Semester-I	12	18	30
Certificate in Retail Management		12	18	30
2	Semester-II	12	18	30
Diploma in Retail Management		24	36	60
3	Semester-III	12	18	30
4	Semester- IV	12	18	30
Advance Diploma in Retail Management		48	72	120
5	Semester-V	12	18	30
6	Semester-VI	12	18	30
B.Voc in Retail Management		72	108	180

The Courses for B.Voc (Retail Management) are in-lines with National Skills Qualification Framework as shown below and are equivalent to educational accomplishments.

Pattern & NSQF Levels: Sem- I (NSQF Level 4): Certificate
 Sem- II (NSQF Level 5) : Diploma
 Sem-III & IV (NSQF Level 6): Advance Diploma
 Sem-V & VI (NSQF Level 7): B.Voc Degree

SEMESTER I		SEMESTER II	
Subject Code	Name of the subject	Subject Code	Name of the subject
General Component			
RM 101	Fundamentals of Management & OB	RM 201	Basics of Computers
RM 102	English Language & Business Communication	RM 202	Grooming and Behavioural Skills
RM 103	Basics of Economics	RM 203	Business Statistics
Skilling Component			
RM 104	Marketing Management	RM 204	Retail Stores Operations
RM 105	Retail Management	RM 205	Maruti Product and Process
RM 106	Basic Automobile eTechnologies		

THE LIST OF COURSES

	Course Code	Name of Subject	Hours/Week	Credits	Exam Hours	Exam		
						Internal	External	Maximum
Semester-I	RM 101	Fundamentals of Management & OB	4	4	3	50	50	100
	RM 102	English Language & Business Communication	4	4	3	50	50	100
	RM 103	Basics of Economics	4	4	3	50	50	100
	RM 104	Marketing Management	6	6	4	75	75	150
	RM 105	Retail Management	6	6	4	75	75	150
	RM 106	Basic Automobile Technologies	6	6	4	75	75	150

	Course Code	Name of Subject	Hours/Week	Credits	Exam Hours	Exam		
						Internal	External	Maximum
Semester-II	RM 201	Basics of Computers	4	4	3	50	50	100
	RM 202	Grooming and Behavioural Skills	4	4	3	50	50	100
	RM 203	Business Statistics	4	4	3	50	50	100
	RM 204	Retail Stores Operations	6	6	4	75	75	150
	RM 205	Maruti Product and Process	12	12	6	150	150	300

SEMESTER III		SEMESTER IV	
Subject Code	Name of the subject	Subject Code	Name of the subject
General Component			
RM 301	Customer Relationship Management	RM 401	Retail Branding
RM 302	Rural Retailing	RM 402	E-Retailing
RM 303	Consumer Behaviour	RM 403	Human Values & Professional Ethics
Skilling Component			
RM 304	Project Based - Auto Finance and Auto Insurance	RM 404	Project Based - Institutional Sales & Accessories Sales
RM 305	ON JOB TRAINING-I	RM 405	ON JOB TRAINING-II

THE LIST OF COURSES

	Course Code	Name of Subject	Hours/Week	Credits	Exam Hours	Exam		
						Internal	External	Maximum
Semester-III	RM 301	Customer Relationship Management	4	4	3	50	50	100
	RM 302	Rural Retailing	4	4	3	50	50	100
	RM 303	Consumer Behaviour	4	4	3	50	50	100
	RM 304	Project Based - Auto Finance and Auto Insurance	6	6	4	75	75	150
	RM 305	ON JOB TRAINING-I	12	12	8	150	150	300

THE LIST OF COURSES

	Course Code	Name of Subject	Hours/Week	Credits	Exam Hours	Exam		
						Internal	External	Maximum
Semester-IV	RM 401	Retail Branding	4	4	3	50	50	100
	RM 402	E-Retailing	4	4	3	50	50	100
	RM 403	Human Values & Professional Ethics	4	4	3	50	50	100
	RM 404	Project Based - Institutional Sales & Accessories Sales	6	6	4	75	75	150
	RM 405	ON JOB TRAINING-II	12	12	8	150	150	300

Scheme of Examination:

The assessment will be based on 50:50 ratio of continuous internal assessment (CIA) and semester end examination (SEE). Separate and independent passing in CIA and SEE will be mandatory. In case of failure in CIA of a particular course, students will have to appear for the same CIA, at his/her own responsibility in the next academic year, when the same course is offered during regular academic session. However, in case of failure in SEE in particular course(s), exam will be conducted in immediate subsequent semester.

In case a student fails in certain course(s) in a particular semester and the same course(s) are modified/ revised/ removed from the curriculum in due course, the student will have to appear as per the newly framed curriculum and/or pattern in subsequent semester, at his/her own responsibility.

Continuous Internal Assessment (CIA):

There will be 50 marks for Continuous Internal Assessment. Distribution of 50 marks will be as follows -10 marks for assignments, 10 marks for seminar presentation / tutorials and 30 marks for internal unit tests. Internal unit tests based on subjective short questions will be conducted on every chapter during the semester as a part of continuous assessment. At the end of the semester average of all unit tests will be converted into 30 marks. The setting of the question papers and the assessment will be done by the concerned teacher.

Semester End Examination (SEE):

- The semester end theory examination for each theory course will be of 50 marks. The total marks shall be 100 for 4 credit theory course (50 marks semester end exam + 50 marks CIA).
- Semester end examination (SEE) time table will be declared by the departmental committee (as per the university annual calendar). The paper setting and assessment of theory courses, laboratory courses and research project will done by external (50 %) and internal (50%) examiners. However, in case of non-availability of external examiner for either paper setting or assessment or both, department committee will be empowered to take appropriate decision.
- Pattern of semester end question paper will be as below:
 - The semester end examination of theory course will have two parts (10+40 = 50 Marks)
 - Part A will be consisting of 10 questions having 1 marks each (multiple choice questions / fill in the blanks/ answer in sentence) as compulsory questions and it should cover entire course curriculum (10 Marks)
 - Part B will carry 8 questions (02 sub-questions in each question and students will have to attempt any one). Therefore, students will have to attempt 04 questions out of 08 (40 Marks).
 - 20 to 30% weightage can be given to problems/ numerical wherein use of non-programmable scientific calculator may be allowed.
 - Number of sub questions (with allotment of marks) in a question may be decided by the examiner.
- Assessment of laboratory courses and project will also have 50 % internal and 50 % semester end assessment. Semester end practical examination will be of 75 marks and 75 marks will be for internal examination. Student must perform at least ten / twenty experiments from each laboratory course. The semester end practical examination will be conducted at the end of each semester along with the theory examination.
- At the end of each semester, the Departmental Committee will assign grades to the students. The result sheet will be prepared in duplicate.
- The Director of the Centre shall send all results to the Controller of Examination for further processing.

Earning Credits:

At the end of every semester, a letter grade will be awarded in each course for which a student had registered. A student's performance will be measured by the number of credits that he/she earned by the weighted Grade Point Average (GPA). The SGPA (Semester Grade Point Average) will be awarded after completion of respective semester and the CGPA (Cumulative Grade Point Average) will be awarded at the respective exit point.

Standards of Passing

No. of Credits	Int Marks Total	Ext Marks Total	Total Marks	Int Passing Marks (30%)	Ext Passing Marks (30%)	Total Passing Marks (40%)
1	10	15	25	03	05	10
2	25	25	50	08	08	20
3	35	40	75	11	12	30
4	50	50	100	15	15	40
5	50	75	125	15	23	50
6	75	75	150	23	23	60

Grading System:

- The grading reflects a student-own proficiency in the course. A ten point rating scale shall be used for the evaluation of the performance of the students to provide letter grade for each course and overall grade for the Programme. Grade points are based on the total number of marks obtained by him / her in all heads of the examination of the course. The grade points and their equivalent range of marks are shown in Table-I

Table – I: Ten point grade and grade description

Letter Grade	Points	Percentage earned
O (Outstanding)	10	100
A+ (Excellent)	9	90 - 99.9
A (Very Good)	8	80 - 89.9
B+ (Good)	7	70 - 79.9
B (Above Average)	6	60 - 69.9
C (Average)	5	50 - 59.9
P (Pass)	4	40 - 49.9
F (Fail)	0	< = 39.9
Ab (Absent)	0	0

- Non-appearance in any examination / assessment shall be treated as the students have secured zero marks in that subject examination / assessment.
- Minimum P grade (4.00 grade points) shall be the limit to clear / pass the course / subject. A student with F grade will be considered as “failed” in the concerned course and he / she has to clear the course by appearing in the next successive semester examinations. There will be no revaluation or recounting under this system.
- Every student shall be awarded grade points out of maximum 10 points in each subject (based on 10 point scale). Based on the grade points obtained in each subject, Semester Grade Point Average (SGPA) and then Cumulative Grade Point Average (CGPA) shall be computed. Results will be announced at the end of each semester and CGPA will be given at respective exit point.

Computation of SGPA (Semester Grade Point Average) and GPA (Grade Point Average):

Grade in each subject / course will be calculated based on the summation of marks obtained in all five modules.

The computation of SGPA and CGPA will be as below

- Semester Grade Point Average (SGPA) is the weighted average points obtained by the students in a semester and will be computed as follows

Credit Point (CP) = Credit (C) × Grade Point (G)

SGPA (S_i) = $\sum (C_i \times G_i) / \sum C_i$

SGPA = Semester Grade Point Average
 C_i = Number of credits of the ith course component
 G_i = Grade Point scored by the student in the ith course component

The SGPA will be mentioned on the grade card at the end of every semester.

- The Grade Point Average (GPA) will be used to describe the overall performance of a student in all semester of the course and will be computed as under.
- **Grade Point Average = $\frac{\text{Total of Grade Point Earned} \times \text{Credit hours for Each Course}}{\text{Total Credit Hours}}$**

CGPA = $\sum (C_i \times S_i) / \sum C_i$

CGPA = Cumulative Grade Point Average
 S_i = SGPA of the ith semester
 C_i = Number of credits in that semester

The SGPA and GPA shall be rounded off to the second place of decimal.

Grade Card:

Results will be declared by the Centre and the grade card (containing the grades obtained by the student along with SGPA) will be issued by the university after completion of every semester. The grade card will be consisting of following details.

- Title of the courses along with code opted by the student.
- Credits associated with the course.
- Grades and grade points secured by the student.
- Total credits earned by the student in a particular semester.
- Total credits earned by the students till that semester.
- SGPA of the student.
- CGPA of the student (at respective exit point).

Cumulative Grade Card:

The grade card showing details grades secured by the student in each subject in all semesters along with overall CGPA will be issued by the University at respective exit point.

Attendance:

Every candidate will be required to attend a minimum of 75% lectures delivered to that class in each paper as well as 75% of the laboratory work, seminars etc. separately.

Departmental Committee:

The Departmental Committee (DC) of the Centre will monitor the smooth functioning of the programme.

Results Grievances / Redressal Committee:

Grievances / redressal committee will be constituted in the department to resolve all grievances relating to the evaluation. The committee shall consist of Head of the department, the concerned teacher of a particular course and senior faculty member of Department of University. The decision of Grievances / redressal committee will have to be approved by Department committee.

RM 301: Customer Relationship Management

Course code: RM301

Course Credit: 04

Marks: 100

Objective

This course examines customer relationship management (CRM) and its application in marketing, sales, and service.

Learning Outcomes

LO1: Recognize the basics of Customer Relationship Management

LO2: Perceive Relationship Marketing and CRM

LO3: Anticipate and Visualize Sales Force Automation and enterprise marketing automation

LO4: Recognize analytical aspect of CRM and Database Management LO5:

Analyze and present implementation and evaluation of CRM Project

Unit	Topics
I LO1	Customer Relationship Management: Definition, Scope and significance of CRM, Origin and Evolution of CRM, Types of CRM, Types of customers, Attracting and Retaining Customers, Building loyalty, Customer Lifecycle and management of customer value, Types of Relationship Marketing.
II LO2	Understanding Relationship: Types of relationship, CRM and Relationship Marketing, Principles of managing relationship, CRM Strategy, Importance of Customer Divisibility in CRM, Customer Mental Process, Customer retention, Customer Satisfaction Index
III LO3	IT and CRM: CRM strategy & Technology, Steps for preparing the IT system for CRM, Using IT system for better CRM, CRM tool selection – functionality, performance & Security. Tools for CRM – Migration management, connectivity, Back-end integration, mobile technology etc.
IV LO4	Analytical Aspect of CRM: Data v/s information, Developing of customer database, Tools for capturing customer Information, Data Integration, Data warehousing and data mining, Role of business intelligence, Management and sharing of database- ethical and legalities of data use, Different types of data analysis (click stream analysis, collaborative filtering and online analytical processing)
V LO5	Implementation of CRM: Develop CRM Strategy, Preparing CRM Project foundations, justification and process, Project Implementation, Evaluate Performance (Performance monitoring, CRM readiness assessment, system, CRM audit, CRM project management), CRM and customer service in Automobile sector.

Recommended Books

1. Kumar V. & Werner J. Customer relationship management, Willey India, Latest Edition
2. Mukherjee Kaushik, Customer relationship management, Prentice Hall of India Private Limited, New Delhi, Latest Edition

3. Bhat, Govind K., Customer Relationship Management, Himalaya Publication House, New Delhi, Latest Edition
4. Singh, Samsher, Customer Relationship Management, Himalaya Publication House, New Delhi, Latest Edition
5. Peelen, Customer Relationship Management, Pearson, New Delhi, Latest Edition
6. Kumar, Alok; Sinha, Chhabi and Sharma, Rakesh, Customer Relationship Management: Concept and Application, Biztantra, New Delhi, Latest Edition
7. Buttle, Francis, Customer Relationship Management – Concept and Tools, Elsevier Butterworth – Heinemann, Oxford, UK, Latest Edition
8. Alok Kumar Rai, CUSTOMER RELATIONSHIP MANAGEMENT CONCEPT & CASES, Prentice Hall of India Private Limited, New Delhi, Latest Edition
9. S. Shanmugasundaram, CUSTOMER RELATIONSHIP MANAGEMENT, Prentice Hall of India Private Limited, New Delhi, Latest Edition

RM 302: Rural Retailing

Course code: RM 302

Course Credit: 04

Marks: 100

Objectives

The aim of the course is to build the insight for the retail business and can relate it to emerging trends and opportunities.

Learning Outcomes

LO1: Analyze and Visualize the rural marketing in India. LO2:

Elaborate the concept of rural retailing in India.

LO3: Enumerate and define about functioning of major retailer in rural retailing. LO4: Derive knowledge about 4 P's of rural retailing market.

LO5: Elaborate the future prospects of rural retailing in India.

Unit	Topic
I LO1	Introduction of Rural Marketing: Definition, Concept and Scope of rural marketing, Importance of rural marketing, Challenges and opportunities available in Indian rural marketing, Rural market v/s urban market, Rural marketing environment-economic, social, technological, political environment and innovations, Development initiatives of rural market
II LO 2	Introduction of Rural Retailing: Meaning, concept and scenario of Indian rural retailing, Characteristics of rural retailing, Role of rural retailing in India, Challenges and prospects of rural retail industry in India
III LO3	Retailers in Rural India: Concept, objectives and functions of major rural retailers in India: Rural Mall ITC -E-choupal Sagar, DCM Shriram Hariyali Kisaan Bazaar, Tata Chemicals limited- Tata Kisan Sansar, TE&IL- Triveni Khushali Bazaar, Future Group Goderej-Aadhar, HUL-Project Shakti, IOCI-Kisan Seva Kendra, Dabur- Swavalamban, Reliance- Rural Business Hub, HPCL-Apna Pump, Mahindra and Mahindra- Shubh Labh
IV LO 4	Strategies of Rural Retail Marketing: 4 P's of Rural Retailing: Product strategy of rural retail, Price Strategy of Rural Retail, Place Strategy of Rural Retail, Promotion Strategy of Rural Retail
V LO 5	Future of Rural Retailing: Rural Development, Growth of rural retail market, Government Initiatives, ICT and rural retailing

Recommended Books

1. Suja Nair, 'Retail Management' Himalaya Publishing House Mumbai, Latest Edition
2. M A Shewan, 'Retail Management' Sonali Publications New Delhi, Latest Edition
3. C. S. G. Krishnamacharyulu, Lalitha Ramakrishnan, Rural Marketing: Text and Cases, Pearson Education, New Delhi, Latest Edition
4. Pradeep Kashyap, Rural Marketing, Pearson Education, New Delhi, Latest Edition

RM 303: Consumer Behaviour

Course code: RM 303

Course Credit: 04

Marks: 100

Objective

The main objective of this paper is to help students develop basic understanding of the concepts and theories of consumer behavior and will also be exposed to Indian consumer markets and different dimensions of consumer.

Learning Outcomes

LO1: Understand the concept of consumer behavior and evaluate various Consumer Behavior Models

LO2: Determine conceptual foundations of consumer buying decisions and associate it with real life buying decisions

LO3: Infer the influence of perception and motivation of consumer behavior on consumerlifestyle.

LO4: Design different type of purchase situations which determine success and failure of retail business and identify the significance of communication and consumer satisfaction. LO5: List the different factors from family, culture, social class and values system that influence consumer behavior.

Unit	Topics
I LO1	Introduction: Concept, Nature, Scope and importance of Consumer Behavior, Evolution and study of different methods of Consumer Behavior, Difference between customer and consumer, Consumer Trends for the future, Rights and Responsibilities of Consumers, Consumer Movement in India
II LO 2	Consumer Buying Decision Process: Consumer decision process model; variables affecting the decision process; types of decision process-Complex decision making, loyalty, variety seeking, impulse buying and degree of involvement in buying; Problem Recognition and factors influencing the extent of problem solving; pre-purchase processes; internal and external search; pre-purchase evaluation, Post Purchase Action.
III LO3	Consumer Perception and Motivation: Marketing Stimuli, Consumer perception - meaning, nature, Importance and limitation of perception, Barriers to accurate perception, Sensation, perception of values, perception of process; Learning and Attitude, Motivation of Consumer-lifestyle, motivational conflict and need priorities; motivational intensity; motivating consumer.
IV LO 4	Connecting with Consumer: Different types of purchase situations; retailing and the purchase process; determinants of retail success or failure; point -of-purchase materials; consumer logistics; location based retailing; direct marketing consumption Behaviors; consumption experiences; importance of customer satisfaction; different factors affecting satisfaction level
V LO 5	Influence on Consumer Behavior: Family; Group- Reference Group; Culture, Sub-Culture and Social Class- Nature of Culture, cultural values, types of subculture and their influence on behavior, Changing Indian Core Values, Nature of Social Class and Social Stratification

Recommended Books

1. Schiffman, Leon G. and S. Ramesh Kumar, Consumer Behavior; Pearson Education, Latest Edition
2. Soloman, Michael R.; Consumer Behavior – Buying, Having and Being; Pearson Education, New

Delhi, Latest Edition

3. Nair, Suja R.; Consumer Behavior in Indian Perspective; Himalaya Publishing House; New Delhi, Latest Edition
4. RamanujMajumdar, Consumer Behavior, Prentice Hall of India, New Delhi, Latest Edition
Blackwell; Consumer Behaviour, Cengage Learning, New Delhi, Latest Edition

RM 304 Project Based - Auto Finance and Auto Insurance

Course code: RM 304

Course Credit: 06

Marks: 150

Objective

The main objective of this paper is to help students develop basic understanding of the concepts and theories of Auto Finance and Auto Insurance and will also be exposed to Indian Auto consumer markets and different dimensions of Auto consumer.

Learning Outcomes

LO1: Understand the concept of Auto Finance and Auto Insurance and evaluate various Consumer Behavior Models

LO2: Determine conceptual foundations of Auto Finance and Auto Insurance and associate it with real life buying decisions

LO3: Infer the influence of perception and motivation of consumer behavior on Auto Finance and Auto Insurance.

LO4: Design different type of purchase situations which determine success and failure of retail business and identify the significance of communication and consumer satisfaction.

Sr. No	Name of Topic
1	Introduction to Finance Definition, Nature and Scope of Finance Function Financial Management- Meaning , Scope and Objectives Organizational Framework of Financial management- Relation of Finance Department with other departments- Role of Finance Managers
2	Financial Planning Meaning-Concept-Objectives-Types-Steps-Significance-Basic Considerations-Limitations
3	Sources of Finance Internal and External Sources of Finance Internal Sources: Reserve and Surpluses, Retained Earnings, Dividends and Its Policies, Concept of Depreciation and its importance External Sources: Shares - meaning, types, advantages and limitations Debentures - meaning, types, advantages and limitations. Public Deposits - meaning, advantages and limitations Borrowing from banks - types of loans - advantages and limitations
4	Venture Capital Nature and Scope of venture capital in India. Venture Capital firms Study of Venture Capital Funds of IDBI and SIDBI

Suggested Readings:

1. P.V. Kulkarni - Financial Management - Himalaya Publishing House, Mumbai.
2. S.C. Kucchal - Corporation Finance - Chaitanya Publishing House, Allahabad.
3. I.M. Pandey - Financial Management - Vikas Publishing House.
4. R.M. Shrivastava - Pragati Prakashan, Meerut.
5. M.Y. Khan and P.K. Jain - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.
6. Prasanna Chandra - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi

List of PROJECTS

Auto Finance and Auto Insurance- Project Based

- Documentation & procedure for financing a car
- Comparative study of car loans (NBFC vs Private bank vs PSU)
- Customer profiling
- EMI Calculation
- Detailed descriptions of finance terms
- Features, Advantages & Benefits (FAB) of Maruti Suzuki Smart Finance
- Features, Advantages & Benefits (FAB) of Maruti Insurance
- Types of Insurance (Comprehensive & Third Party Insurance)
- Insurance terminologies, IDV calculation & add ons
- Insurance claim process

RM 305 ON JOB TRAINING-I

Course code: RM 305

Course Credit: 12

Marks: 300

The Students would undergo 5 days per week training with dealers of Maruti Suzuki India Limited in Pune. Students would maintain a journal of daily learnings and get it counter signed by mentor at concerned work place.

RM 401: Retail Branding

Course code: RM 401

Course Credit: 04

Marks: 100

Objective:

To develop an understanding of the concepts, issues and strategies in Retail franchising and Brand management

Learning Outcomes:

LO1: Enable the students to learn the basics of Retail, Branding, and Retail Branding LO2: Analyze the role of retail branding in modern business environment of digital world. LO3: Enumerate and define about the process and key challenges in retail branding.

LO4: Apprehend the designing and implementing branding strategies. LO5: Elaborate the different retail formats in an International context.

Units	Topics
I LO 1	Concept of Retail and Retailing; Brand, Branding, and Brand Management. An overview of Retail Branding and its importance. Difference between Brand and Product. Scope of retail Branding, Challenges and Opportunities of Retail Branding. Brand Equity – Strategic Brand Management, Retail Branding: Process. Retail Brand v/s Corporate Brand.
II LO 2	Emergence of Retail Branding in pre and post digitalized world. Retail Brand Positioning: Meaning, Importance. Basics of Brand Elements: Meaning, Criteria for selecting Brand Elements, Methods of Brand Elements. Private Label in Retail: Importance, Growth and Strategies. Designing marketing programs to build brand equity: Definition, Brand image Constellation and Dimensions.
III LO 3	Retail Branding in The New Digital Age, Key Challenges in Retail Branding. Brand hierarchy, Brand extension and brand transfer, managing brand over time in retail scenario. Brand Reinforcement, Brand Revitalization, and Brand Crisis. Brand Building Exercise – Brand Building in Retail scenario; process and methods.
IV LO 4	Designing and implementing Retail Branding strategies, Brand-Product matrix, concept of brand extensions, measurement of sources of brand equity – Capturing customer mindset: Qualitative and quantitative research techniques; measuring outcomes of brand equity, capturing market performance.
V LO 5	Managing Retail Brands within different Retail Formats in an International Context. Contribution of Retail Brands in Manufacturer's International strategy, managing Retail Brand across different Consumer Perception Level, interrelationship of Corporate Reputation and Store Equity of Retailers, Best Practices for successful Retail Branding, Stories of successful Retail Brands with special reference to India.

Recommended Books:

1. Keller, Kevin Lane; Strategic Brand Management; Pearson Education; New Delhi, Latest Edition
2. Jesko Perrey and Dennis Spillecke, Retail Marketing and Branding, Latest Edition

3. Kapferer, Jean Noel; Strategic Brand Management; Kogan Page; NewDelhi, Latest Edition
4. Kumar, S. Ramesh; Marketing and Branding – The Indian Scenario; Pearson Education;NewDelhi, Latest Edition
5. Kapoor, Jagdeep; Brand Mantras; Sage Publications; NewDelhi, Latest Edition
6. Senguptasubrot; Brand Positioning: Strategies for competitive advantage; Tata McGraw Hill; New Delhi, Latest Edition
7. Tongeren, M. V. The Essence of Retail Branding and Design. Netherlands: Laurence KingPublishing, Latest Edition
8. Retail Branding and Store Loyalty: Analysis in the Context of Reciprocity, Store Accessibility, and Retail Formats. Germany: Springer Fachmedien Wiesbaden, LatestEdition
9. Winters, P. F., Winters, A. A., Paul, C. (2005). The Power of Retail Branding. United Kingdom: HarperCollins, Latest Edition

Course Title: E-Retailing

Course code: RM 402
Marks: 100

Course Credit: 04

Objective:

To introduce basic E-Commerce concepts and its applications in retailing process and explain techniques of E-Commerce.

Learning Outcomes:

LO1: Enumerate and define the foundation and application domain of e-Retailing.

LO2: Explain procedure and methods of e-commerce through different models and associate them with real life examples in e-retailing.

LO3: Summarize e-retailing marketing mix and develop strategies for online pricing. LO4: Application of CRM and ERP in e-retailing and acquaint about challenges faced in its designing and implementation.

LO5: Demonstrate the computer networking part of e-retailing and utilize in real life projects.

Units	Topics
I LO 1	Foundation of e-retailing: Introduction, Meaning, Definition of e-retailing, Traditional Marketing to e-Marketing, Segmenting and Targeting, Adaptability and Closed-Loop Marketing (CLM), Challenges of e-Retailing. The Application Domain of e-retailing: Practices, Application Perspective, Online Merchandising Techniques, Online Store Front: Creating Look & Feel, Online Brand Management and Online Purchasing Behaviour.
II LO 2	Analytical Measures of e-retailing: Current Trend Analysis and Measures of e-retailing, Current Status of Online Retailing, e-Retailing Statistics. E-Commerce Procedures and Methods: Meaning and usage, B2B Model, B2C Model, C2C Model, B2G Model, P2P Model, M-Commerce, e-Commerce Payment Systems, E-Payment Security Challenges, E-Payment Business Risks, E-Commerce Security Solutions.
III LO 3	e-retailing Marketing Mix: The Role of Cyber Intermediaries; Supply Chain Management System in e-retailing, Concept of Online Pricing; Factors affecting; Different Methods/Strategies of Online Pricing; Price Discrimination in e-retailing; Dynamic Pricing for e-retailing; Promotional Strategies of e-retail Business.
IV LO 4	e-CRM: Customer Loyalty in the Age of e-retailing; Role of e-CRM; Third Party Assurance in e-retailing; Element of Trust in e-retailing. ERP and e-retailing: Design and Implementation; Challenges in Successful Implementation of ERP in e-retailing;

V LO 5	e-fulfilment: Meaning, Scope and Process; Impact of e- retailing on Traditional Transportation System- Issues and Opportunities. Computer Networking in e-retailing: Concepts and Application; Data Warehousing: Basic Technology and Utilisation; RFID: New Era Technology and Domain.
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Recommended Books:

1. Sharma D. P. e-Retailing Principles and Practice, Himalaya Publishing House, NewDelhi, Latest Edition
2. Dennis Charles, FenechTino and Merrileesbill. e-Retailing, Routledge Ebusiness (Taylorand Francis Group), London and New York, Latest Edition

Course Title: Human Values & Professional Ethics

Course code: RM 403

Course Credit: 04

Marks: 100

Objectives

It is practice to introduce this topic with western perspective. The normal practice is to define as Human values are the virtues that guide us to take into account the human element when we interact with other human beings. Human values are, for example, respect, acceptance, consideration, appreciation, listening, openness, affection, empathy and love towards other human beings.

Learning Outcomes

LO1: Understanding of Human values for self (NiYama), and for interaction with outerworld (Yama).

LO2: Ability to exhibit Professional Ethics in performing a professional task with excellence – योग: कमयसुकौशलम्.

LO3: Understanding of Professional Ethics that demands to see the unseen with emphasis on Sustainable development / eco-friendly implementation of the task.

LO4: Ability to work in team with human values and professional ethics.

Unit	Topics
I LO1	Human Value-1: Morals, Values (Niyam): -Understanding values, Types of values, Role of tracking values for individual & social wellbeing. And Ethics (Yama): Integrity: - Understanding integrity and role of integrity in social harmony –Trustworthiness Work Ethics – Service-Learning – Civic Virtue – Respect for others – Living Peacefully –Caring – Sharing. Honesty: -Understanding honesty and its role in personal and social – Courage – Value Time. Cooperation: -Understanding cooperation and significance of cooperation its family, work team and social cohesiveness, wellbeing and development – Commitment. Tutorial Module: Rational Behaviour versus Ethical Behaviour: Case Studies (from Yoga-Sutra, BhagwatGeeta, Panchatantra, Autobiography of Mahatma Gandhi) or any other literatures.
II LO1	Human Value-2: Empathy: Basic Concept on Empathy– Self- confidence – Spirituality- Character. Truthfulness: - Understanding truthfulness, need for truthfulness and role of truthfulness in relationship, social interaction, integrity, faiths & dependence –Customs and Traditions -Value Education – Human Dignity – Human Rights – Fundamental Duties – Aspirations and Harmony (I, We & Nature) – Gender Bias – Emotional Intelligence– Emotional Competencies – Conscientiousness. Being, body, brain & mind: - Effective & efficient use of body, brain and mind is personal and social well being Value Judgments, Facts & Values, how values are justified, Aesthetics, Selection of Values, Universal Values, Human Values, Value Education Tutorial Module: Empathy and its types: Case Studies from Yoga-Sutra, BhagwatGeeta, Panchatantra, Autobiography of Mahatma Gandhi or any other literature.

III LO2 LO3	Professional Ethics aiming at excellence and Harmony: Value Based Life and Profession, Professional Ethics and Right Understanding, Competence in Professional Ethics, Issues in Professional Ethics – The Current scenario. Positive and constructive dynamism of power, politics and leadership. Tutorial Module: Ethical decision making: Case Studies (from Yoga-Sutra, BhagwatGeeta, Panchatantra, Autobiography of Mahatma Gandhi or any other literature)
IV LO 4	Professional Ethics: Global Prospective. Globalization and MNCs – Cross Culture Issues – Business Ethics – Media Ethics – Environmental Ethics – Endangering Lives – Bio Ethics – Computer Ethics – War Ethics Tutorial Module: Ethics and Social Networks: Case Studies (from Yoga- Sutra, BhagwatGeeta, Panchatantra, Autobiography of Mahatma Gandhi or any other literature)
V LO4	Duties and Rights in Profession Concept of Duty – Professional Duties – Collegiality – Techniques for Achieving Collegiality – Senses of Loyalty – Consensus and Controversy – Professional and Individual Rights – Confidential and Proprietary Information – Conflict of Interest-Ethical egoism – Collective Bargaining – Confidentiality – Gifts and Bribes, Plagiarism Tutorial Module: Ethics in Corporate: Case Studies (from Yoga-Sutra, BhagwatGeeta, Panchatantra, Autobiography of Mahatma Gandhi or any other literature)

References:

1. New Approaches in Ethics for the Caring Professions: Taking Account of Change for Caring Professions 2005 Edition, by Richard Hugman Publisher: Red Globe Press; 2005 edition (9 July 2018)
2. Rethinking Values and Ethics in Social Work 1st ed. 2017 Edition, Kindle Edition by Richard Hugman (Author), Jan Carter (Author) Publisher: Red Globe Press; 1st ed. 2017 edition (16 September 2017)
3. Professional Ethics and Human Values Paperback – 2015 by A. Alavudeen (Author), R. Kalil Rahman (Author), M. Jayakumar (Author) Publisher: Laxmi Publications; First edition (2015)
4. A Foundation Course in Human Values and Professional Ethics Paperback – 30 Apr 2010 by R.R. Gaur (Author), R. Sangal (Author), G.P. Bagaria (Author) Publisher: Excel Books (30 April 2010)
5. Living Issues in Philosophy (9th Edition) (1995) By: Titus, Smith and Nolan Publisher: Oxford University Press, New York
6. Foundation of Ethics and Management
By: B P Banerjee Publisher: Excel Books, 2005

Assessment Methodology

- Self Assessment
- Peer Learning
- Assessment
- Rubrics for Behavioral Skills
- Pedagogy:
- Case study based & Group Discussion.

Recommended reading:

1. Case Study: <https://whitneyhess.com/blog/2012/08/21/on-empathy-and-apaty-two-casestudies/> Book: De Gruyter - Speaking of Emotions: Conceptualisation and Expression (edited by Angeliki Athanasiadou, Elzbieta Tabakowska)
2. Book: To Kill a Mockingbird - Lee Harper
3. Book: Take A Walk In Someone Else's Shoes by Bethany Morlan
4. A paper on 'University Students' Value Priorities and Emotional Empathy':
file:///C:/Users/Dell/Desktop/University_Students_Value_Priorities_and_Emotiona.pdf
5. Research paper on 'Empathy as Added Value in Predicting Donation Behavior':
file:///C:/Users/Dell/Desktop/wp_10_692.pdf

6. Decety J and Jackson PL. 2004. The functional architecture of human empathy. Behavioral and cognitive neuroscience reviews 3(2):71-100.
7. Klimecki OM1, Leiberg S2, Ricard M2, Singer T3. Differential pattern of functional brain plasticity after compassion and empathy training. Soc Cogn Affect Neurosci. 2014 Jun; 9 (6): 873-9.
8. A paper on 'The Science of Empathy' - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5513638/>
9. A paper on 'The Psychology of Emotional and Cognitive Empathy' - <https://lesley.edu/article/the-psychology-of-emotional-and-cognitive-empathy>
10. Links on the latest research and reviews on articles related to empathy - <https://www.nature.com/subjects/empathy>

Suggested videos/movies (English/Hindi)

1. The Boy in the Striped Pyjamas (an English movie based on the novel by the same name by John Boyne)
 2. Chhapaak (an Indian movie about how a young woman tries to rebuild her life after a man throws acid in her face on a public street in New Delhi in 2005)
 3. George Lucas Educational Foundation – Edutopia – 3 videos on the importance of empathy - <https://www.edutopia.org/blog/3-videos-importance-empathy>
 4. The actor, Mark Ruffalo, and Murray (from Sesame Street) talk about the word "Empathy" - https://www.youtube.com/watch?v=9_1Rt1R4xbM
 5. <http://theconversation.com/understanding-others-feelings-what-is-empathy-and-why-do-we-need-it-68494>
 6. <https://www.verywellmind.com/what-is-empathy-2795562>
- “The Present” is a thesis short from the Institute of Animation, Visual Effects and Digital Postproduction at the Filmakademie Baden-Wuerttemberg in Ludwigsburg, Germany. - <https://www.youtube.com/watch?v=96kI8Mp1uOU>

Course Title: Project Based - Institutional Sales & Accessories Sales

Course code: RM 404

Course Credit: 06

Marks: 150 (75I+75E)

Objectives The main objective of this paper is to help students develop basic understanding of the institutional sales and accessories for automobile industry.

Learning Outcomes

List of Projects:

Institutional Sales & Accessories Sales-Project Based

- Networking for Institutional Sales
- Targeting Special & Niche segment
- Ways to improve corporate sales
- BTL Activities required for Institutional sales
- Accessories marketing
- Benefits of MSGA
- Timeline for accessories fitment before car delivery

Course Title: ON JOB TRAINING-II

Course code: RM 405

Course Credit: 12

Marks: 300

Learning Outcomes

The Students would undergo 5 days per week training with dealers of Maruti Suzuki India Limited in Pune. Students would maintain a journal of daily learnings and get it counter signed by mentor at concerned work place.