



**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- V and VI)**

**(Choice Based Credit System)
(Effective from June 2023 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 examinations (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. (At each part there will be 12 courses of 60 credits (1200 marks). Each part would comprise two semesters each with 3 subjects of 4 credits each for general components and 3 subjects of 6 credits each for skilling component. The B.Voc (Retail Management) degree examination 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 a 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

THE LIST OF COURSES

Sem I	Subject Code	Name of Subject	Hours/ Week	Credits	Exam Hours	Exam		
						Internal	External	Maximum
	101	Business Communications-I	4	4	3	50	50	100
	102	Principles of Management-I	4	4	3	50	50	100
	103	Managerial Economics	4	4	3	50	50	100
	104	Introduction to Retailing	6	6	4	75	75	150
	105	Retail Sales Management-I	6	6	4	75	75	150
	106	Principles of Consumer Behaviour	6	6	4	75	75	150

Sem II	Subject Code	Name of Subject	Hours/Week	Credits	Exam Hours	Exam		
							External	Maximum
	201	Business Communications-II	4	4	3	50	50	100
	202	Principles of Management-II	4	4	3	50	50	100
	203	Principles of Consumer Behaviour II	4	4	3	50	50	100
	204	Life Skills and Computer Concepts	6	6	4	75	75	150
	205	Retail Sales Management-II	12	12	8	150	150	300

Sem III	Subject Code	Name of Subject	Hours/Week	Credits	Exam Hours	Exam		
							External	Maximum
	301	Business Accounting	4	4	3	50	50	100
	302	Personality Development & Team Building	4	4	3	50	50	100
	303	Principles of Marketing	4	4	3	50	50	100
	304	Internship	6	6	4	75	75	150
	305	Retail Store Operations-I	12	12	8	150	150	300

Sem IV	Subject Code	Name of Subject	Hours/Week	Credits	Exam Hours	Exam		
							External	Maximum
	401	Retail Branding	4	4	3	50	50	100
	402	E- Retailing	4	4	3	50	50	100
	403	Institutional Sales	4	4	3	50	50	100
	404	Project: Based on Auto Accessories Sales	6	6	4	75	75	150
	405	ON JOB TRAINING - II	12	12	8	150	150	300

Sem V	Subject Code	Name of Subject	Hours/Week	Credits	Exam Hours	Exam		
							External	Maximum
	RM501	Environmental Studies	4	4	3	50	50	100
	RM502	Entrepreneurship Development	4	4	3	50	50	100
	RM503	Legal Aspects of Business & Franchise Management	4	4	3	50	50	100
	RM504	Project Based on Sales of Pre Owned Vehicles	6	6	4	75	75	150
	RM505	ON JOB TRAINING -III	12	12	8	150	150	300

Sem VI	Subject Code	Name of Subject	Hours/Week	Credits	Exam Hours	Exam		
							External	Maximum
	RM601	Business Ethics & Governance	4	4	3	50	50	100
	RM602	Digital & Social Media in E-Commerce	4	4	3	50	50	100
	RM603	Retail Market Research	4	4	3	50	50	100
	RM604	Project: Based on Marketing and Social Media	6	6	4	75	75	150
	RM605	ON JOB TRAINING -IV	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 a 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 the 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, the department committee will be empowered to take appropriate decisions.
- 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 has 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):

Grades 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

$$\text{Credit Point (CP)} = \text{Credit (C)} \times \text{Grade Point (G)}$$

$$\text{SGPA (S}_i\text{)} = \frac{\sum (C_i \times G_i)}{\sum C_i}$$

SGPA = Semester Grade Point Average

C_i = Number of credits of the i^{th} course component

G_i = Grade Point scored by the student in the i^{th} 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 = $\frac{\text{Total of Grade Point Earned} \times \text{Credit hours for Each Course}}{\text{Total Credit Hours}}$

$$\text{CGPA} = \frac{\sum (C_i \times S_i)}{\sum C_i}$$

CGPA = Cumulative Grade Point Average

S_i = SGPA of the i^{th} 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.

RM501
Total Marks: 100

Environmental Studies

4 credits (60 hours)

Objective:

To create awareness between the students about our ecosystem, related problems and our role in that. The course also aims to encourage students to solve the environment related problems

Learning Outcomes

LO1: Recognize the need for learning the topic and develop foundational knowledge on environmental studies.

LO2: Think on ecosystem and environment problems; make people aware about environment problems

LO3: Appreciate the need of biodiversity conservation in the context of various developmental pathways.

LO4: Suggests ways for hygiene, health, managing waste, disaster/emergency situations and protecting/saving resources

LO5: Understand the Environmental Pollution and identifying hazards and assessing risk

Sr.No	Topic	No of Hours
1.	Multidisciplinary nature of environmental studies: Natural Resources, Natural resources and associated problems; Forest, Water, Mineral, Food, Energy, Land resources; soil erosion and desertification; Role of an individual in conservation of natural resources.	12
2.	Ecosystems: Ecosystem: Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession; Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystem.	12
3.	Biodiversity and its conservation: Ecosystem diversity; Biogeographical classification of India; Value of biodiversity; Biodiversity at global, National and local levels; India as a mega-diversity nation; Threats to biodiversity; Conservation of biodiversity.	12

4.	Environmental pollution: Types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks; Swachh Bharat Abhiyan, Solid waste management.	12
5.	Fundamentals: Global warming, Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act.	12

Field work

1. Visit to a local area to document environmental assets river/forest/grassland/hill/mountain
2. Visit to a local polluted Site-Urban/Rural/Industrial/Agricultural
3. Study of common plants, insects, birds.
4. Study of simple ecosystems-pond, river, hill slopes, etc.

Recommended Books:

1. E- book:<https://ugc.ac.in/oldpdf/modelcurriculum/env.pdf>
2. Industrial Safety and Health management” Pearson Prentice Hall,2003 by C. Ray, Asfahl
3. National Safety Council, “Accident Prevention Manual for Industrial Operations”, N. S. C. Chicago, 1988.
4. Industrial Accident Prevention” McGraw-Hill Company, New York,1980 by Heinrich

RM502

Entrepreneurship Development 4 CREDITS (60 HOURS)

Total Marks: 100

Objective:

The objectives of the course are to

- 1.Introduce various qualities required for entrepreneurship
- 2.Explain various entrepreneurship models 3.Organize interaction with successful entrepreneurs

Learning Outcomes

1. The Learners will be able to define and understand the concept of entrepreneurship
2. The Learners will understand the skills sets required for becoming an entrepreneur

Sr.No	Topic	No of Hours
1	Entrepreneur and Entrepreneurship : Definition, meaning and functions of an entrepreneur Need and importance of entrepreneurship, Problem of unemployment & important of wealth creation. Enterprise v/s Entrepreneurship, Self – employment v/s Entrepreneurship, Entrepreneurial career as an option	12
2	Business Opportunity Identification and Preliminary Project Report (PPR): Opportunity search : Divergent Thinking Mode : Meaning and Objectives – Tools and Techniques : Environmental Scanning for business opportunity identification Opportunity Selection : Convergent Thinking Mode : Tools and Techniques : Market Survey – Preparation of Questionnaire – Concept of Survey – Data collection – Analysis and	12

	Interpretation – Preliminary Project Report (PPR)	
3	Business Plan : Meaning and Importance – Objectives – Selections Contents – Marketing and Technical Feasibility – Financial Viability – Precautions to be taken by entrepreneur while preparing Business Plan Project Appraisal – Break – even Analysis and Ratio Analysis : Debt Service Coverage Ratio – Gross Profit : Net Profit Ration and Return on Investment (ROI)	12
4	Institutional Support to New Venture : (Student are expected to study the assistance scheme of the following Institutions) District Industries Center (DIC) Maharashtra Center for Entrepreneurship Development (MCED) National Small Industries Corporation of India (NSIC) Maharashtra Industrial Development Corporation (MIDC) Micro Small and Medium Enterprises (MSME)	12

5	<p>Financial Assistance for small Enterprise Non Institutional : own Fund – Family and Friends Institutional : (a) Bank Loans – Co-operative Banks- Nationalized Bank – Scheduled Banks. (b) Angel Funding (c) Venture Funding (d) Self employment Scheme of Government of Maharashtra (e) Government Financial Institutions : Khadi and Village Industries Board(KVIB) – Micro, Small and Medium Enterprises (MSME) Rajeev Gandhi Udyami MItra Yojana (RUGMY) – District Industries Center (DIC) (f) Prime Minister Employment Generation Programme (PMEGP)</p>	12
6	E- Learning Course on Start-up Application, Government of India	-

Suggested Readings:

1. Desai Vasant : Management of Small Scale Industries Himalaya Publishing House.
2. Taneja Satish and Gupta S.L. : Entrepreneurship Development – New Venture Creations – Galgotia Publishing Company, New Delhi
3. Chandra P : Project Preparation, Appraisal and Implementation Tata McGraw Hill New Delhi.
4. Jain P.C. (ed) : Handbook for New Entrepreneurs Entrepreneurship Development Institute of India.
5. Gupta C.B. & Srinivas : Entrepreneurial Development, Sultan D, Chand & sons, New Delhi.
6. Pramod Choudhari – As Is What It Is.
7. Prof. Rajeev Roy : ‘Entrepreneurship Oxford University Press’
8. Edward D.Bono : ‘Opportunities’
9. The New Business Road tests : John 1

RM503 Legal Aspects of Business & Franchise Management 4 CREDITS (60 HOURS)

Total Marks: 100

Objective:

1.To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters. Also to understand the applications of these laws to practical commercial situations

2.To gain knowledge of Franchise Eco-System and its opportunities in Retail Sector

Learning Outcomes

- 1.Know rights and duties under various legal Acts.
- 2.Understand consequences of applicability of various laws on business situations.
- 3.Develop critical thinking through the use of law cases.
- 4.Understand framework and functioning of franchise system

Sr.No	Topic	Hours
1	The Indian Contract Act 1872: Meaning and Essentials of contract; Kinds of contract based on validity, formation & performance; law relating to offer and acceptance, consideration, competency to contract, free consent, void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract; Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.	12
2	Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller. Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.	12
3	The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of	12

	<p>shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings. The Limited Liability Partnership Act 2008: Meaning and nature of limited partnership, formation, partners & their relations, extent and limitation of liability.</p>	
4	<p>Introduction – Franchising Meaning – Scope of Franchising – History of Franchising – Types of Franchise Business – Advantages of Franchisee – Disadvantages of Franchisee – Advantages of Franchisor – Disadvantages of Franchisor</p>	12
5	<p>Introduction – Business Plan – Operations Process –Recognising Franchising Opportunities – Investigating Franchise Opportunities – Assessing Franchise Feasibility – Orientation – Franchise Approval – Site Selection & Approval – Franchise Opening. Market Process & Selling – Selling Principles – Marketing Research – Introduction – Location Selection – Key Factors to Consider While Selecting Franchise Location – Franchisee Key Concerns – Franchisors Key Concerns</p>	12

Suggested Reading and Books

1. Manish Bansal & Babita Singla, "Retail & Franchise Management," 2014, Gautam Graphic Printers.
2. Carolyn Miller, "Brick & Mortar Franchise Success," 2017, Higher Purpose Publishing LLC
3. Singh Avtar, Principle of Mercantile Law, Eastern Book Company.
4. Maheshwari & Maheshwari, Principle of Mercantile Law, National Publishing Trust.

RM504

Project: Based on Sales of Pre Owned Vehicles

6 Credits

Total Marks: 150

Factors to be considered while drafting the projects

- Evaluation of a used car
- Documentation & procedure for sale of a used car
- Analysis of pre-owned car market
- Comparative study of True Value vs H Promise vs First Choice

RM505

ON JOB TRAINING -III

12 Credits

Total 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.

Semester VI

RM601 Business Ethics & Governance 4 Credits

Total Marks: 100

Objectives

- 1.To determine and apply the concept of Business ethics in key business decisions.
- 2.To analyze the theories on Ethics and the role of Ethics in various managerial areas.
- 3.To appraise the concept and importance of Governance in businesses.
- 4.To evaluate the legal and regulatory framework of Corporate Governance.

Learning Outcomes

1. .To analyze the sensitivity of ethical responsibility
2. To encourage individuals and organizations towards ethical behaviour
3. To identify ethical dilemmas and apply ethical theories
4. To be able to evaluate the legal and regulatory framework of Corporate Governance

Sr.N	Topic	Numb
------	-------	------

0		er of Hours
1	<ul style="list-style-type: none"> • An Overview of Business Ethics • Definition and Concept of Ethics, Morals and Values; Ethics and Indian Ethos; Indian Ethos and Games • Business Ethics; Characteristics of Business Ethics; Need and Importance of Business Ethics; Sources of Business Ethics; Causes of Unethical Behavior and Ethical Abuses <p>Guidelines for developing Code of Ethics; Cost of Ethics in Corporate Ethics Evaluation; Ethics and Profitability; Ethics Committee; Work ethics; Public Good</p>	10
2	<ul style="list-style-type: none"> • Ethics Theories and Dilemmas • Ethical Theories: Deontological Theory, Teleological Theory, Utilitarian Theory , Virtue Theory, Modern Virtue Theory, Justice Theory, Theory of Egoism, Theory of Relativism, Friedman’s Economic Theory, Gandhian Approach in Management and Trusteeship in Modern Business • Ethics Analysis: Hosmer Model <p>Ethical Dilemmas in Business, Right versus Right and Right versus Wrong Ethical Dilemma, Concepts like – Conflict of Interest, Self - Serving Bias, Moral Equilibrium</p>	15
3	<p>Ethics in Management and Corporate Frauds: Case Studies</p> <ul style="list-style-type: none"> • Marketing and Advertising • Production • Finance and Accounting and so on <p>Ethics for Managers: Comparative Ethical Behaviour of Managers Impact of Ethics on Competitive Business Strategy Role of International Trade and Business Organizations in developing Business Ethics Ethical Issues in the Indian Context and Case Studies with special emphasis on corporate frauds:</p> <ul style="list-style-type: none"> • Accounting Frauds • Bank Frauds • Employee Frauds <p>Preventive Measures adopted to Curb Frauds</p>	15
4	<ul style="list-style-type: none"> • Conceptual Framework of Corporate Governance • Conceptual Framework of Corporate Governance • Meaning and features of Corporate Governance; Evolution of Corporate governance; Principles of Corporate Governance; Importance of Corporate Governance; Elements of Good Corporate Governance • Theories and Models of Corporate Governance; Green Governance/ E-Governance; Shareholder Activism <p>Failure of Corporate Governance in India-Consequences; Case Studies with lessons learnt</p>	15
5	Case Studies	5

Suggested Books & Reading Material

Business Ethics and Corporate Governance	S.K.Bhatia	
--	------------	--

Corporate Crimes and Financial Frauds	Dr. Sumit Sharma	New Delhi India
Corporate Governance (Indian Edition)	Mallin, Christine A.	Oxford University press. New Delhi
Business Ethics	Andrew Crane and Dirk Matten	Oxford University Press
Business Ethics : Text and Cases	C.S.V. Murthy	Himalaya Publishing House
Ethical choices in Business	R.C. Sekhar	Sage Publications, New Delhi

602 Digital & Social Media in E Commerce 4 Credits
Total Marks 100

Objectives

To familiarize participants with the growing role of electronic commerce and its application in business

Learning Outcomes

L01. Understand the conceptual framework of Digital Marketing and its strategies to make use of various web presence options

L02: Recognize different social media platforms and Develop profile on various social media platforms for campaigning

L03: Analyze and Apply diverse tools for digital marketing so as to make a presence in the market.

L04. Able to make social media campaigns by using various online analytical platforms for brand building

L05. To understand the challenges and practices in Digital Marketing with practical applications of social media strategies to solve business problems.

Sr. No	Topic	No of Hours
1.	Introduction to digital marketing: Digital Marketing - Overview, Conceptual framework, Digital Marketing Platforms, Digital Marketing & Marketing Strategy, Goals of Digital Marketing, Digital Marketing Strategies.	12

2.	Customer Engagement in Digital Marketing: Identifying target Audience, Big Data in target Audience, Practices of audience engagement, Social Media Platform and networking websites.	12
3.	Tools for Digital Marketing: Search Engine Optimization – Concept, Growth traffic Management through SEO, OPO- Conceptual framework, Google Tools -Google Webmaster Tools -Site Map Creators, Browser based analysis tools, Page Rank tools, Pinging & indexing tools, Dead links identification tools, Open site explorer, Domain information/whois tools Quicksprout.	12
4.	Digital Marketing and Brand Building: Social Media & Brand Building, Tools- Micro blogging, streaming, Podcast; Mobile Marketing, Social Media marketing , Search Engine Marketing.	12
5.	Challenges and Practices in Digital Marketing: Threats in Digital Marketing, Cyber security tools and Practices; Adoption in Digital Marketing. Case Studies.	12

Recommended Books

1. Digital Marketing: Strategy, Implementation and Practice by Dave Chaffey & Fiona Ellis-Chadwick
2. E-Marketing, Judy Strauss and Raymond Frost, Prentice Hall, 6th Edition, 2013
3. The Big Data-Driven Business by Russell Glass & Sean Callahan
4. Digital Branding by Daniel Rowles

RM603 Retail Market Research 4 Credits Total Marks: 100

Objective

The objective of the course is to addresses the use of marketing research as an aid to making marketing decisions;

Learning Outcome

- L01: Enumerate and define various concepts & terms associated with marketing research and formulate research designs for a real-life business research problem
- L02: Explain the various types of measurement scales & attitude scaling techniques and their

application in the context of business research

L03: Design a variety of data collection instruments for contemporary business research issues and apply the principles of sampling to contemporary business research problems.

L04: Analyse and present quantitative data and derive actionable inferences from the same from a decision making perspective.

L05: Construct different types of testable hypotheses and interpret the statistical test outcomes.

Sr. No	Topics	No of Hours
1.	Introduction: Role of Research in Marketing, Retail Marketing Research Industry, Retail Marketing Research Process: An Overview, Research Design: An Overview	12
2.	Scaling: Surveys and Interviews, Measurement, Measurement Scales, Questionnaires and Instruments, Competitive research, Market research tools, Customer targeting tools	12
3.	Data Collection: Clarifying the Research Question through Secondary Data and Exploration, Qualitative Research, Observational Studies, Social Media Monitoring, Consumer Analysis, Sampling and Types of Sampling	12
4.	Data Analysis: Establishing and Maintaining a Retail Image, Financial Merchandise Management, Sampling, Sample Size determination, Ethics in Retail Marketing research, data preparation and description, Data analysis	12
5.	Hypothesis Testing & report Writing: Hypothesis testing, measure of association, Introduction to multivariate statistics, Report writing	12

Recommended Books

1. Exploring Marketing Research, 8th edition, by William G. Zikmund, Thomson/South-Western, latest edition.

2. Marketing Research: An Applied Orientation, Prentice Hall, Naresh K. Malhotra

3. Mail and Internet Surveys: The Tailored Design Method, 2nd edition, by Don A. Dillman, Wiley, Latest Edition.

Web links

https://business.nmsu.edu/~mhyman/m310syl_f06_inclass.htm

RM604 Project: Based on Marketing and Social Media 6 Credits
Total Marks: 150

Factors to be considered while preparing project report

- Sales through digital medium
- Customer feedback management on social networks
- Facebook analytics of targeted marketing
- Email marketing

RM605 ON JOB TRAINING-IV 12 Credits
Total 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.