

B. K. BIRLA COLLEGE (AUTONOMOUS), KALYAN

Conducted by Kalyan Citizens' Education Society

Affiliated to University of Mumbai

'College of Excellence' status by UGC (2015 - 2020)

Reaccredited by **NAAC (3rd Cycle)** with **'A' Grade (CGPA 3.58)** (2014 - 2021)

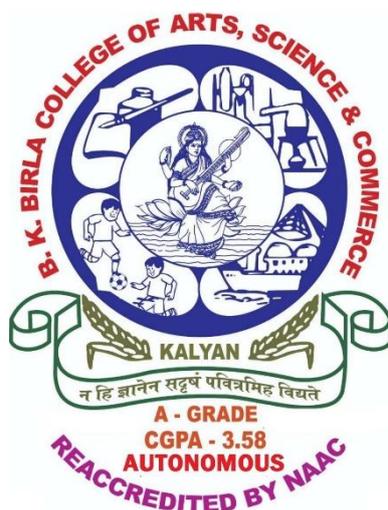
'Performance Excellence Trophy – 2011 in **Education'** by IMC RBNQA Trust

'Best College Award' by University of Mumbai (2009)

DBT 'Star Status' (Department of Botany, Chemistry, Microbiology, Physics and Zoology)

DBT 'Star Scheme' (Department of Mathematics, I.T. & C.S.)

ISO 9001: 2015 Certified



B.M.S. (Retail Management)

Three Year Integrated Programme- Six Semesters

Course Structure

Under Choice based Credit Grading Semester System

Faculty of Management

Course Structure

Courses of Bachelor of Management Studies (B.M.S.) Retail Management Programme Semester I

Course	College Code	Title of the Course	Lectures/ Tutorials	Credit
Elective Courses (EC)				
1	BUCMSPOM101	Principles of Management	60	04
2	BUCMSFOR102	Fundamentals of Retailing	60	04
3	BUCMSPOMKT103	Principles of Marketing	60	04
4	BUCMSBC104	Business Communication	45	03
5	BUCMSCAB105	Computer Application in Business	45	03
6	BUCMSBAT106	Basic Automobile Technology	90	06

Semester II

Course	College Code	Title of the Course	Lectures/ Tutorials	Credit
1	BUCMSEM201	Environmental Management	60	04
2	BUCMSGBS202	Grooming and Behavioural Skills	60	04
3	BUCMSFAR203	Financial aspects of Retail Business	60	04
4	BUCMSLAR204	Legal Aspects of Retail Business	45	03
5	BUCMSOBH205	Organisational Behaviour and Human Resource Management	45	03
6	BUCMSMPS206	Maruti Products & Services	90	06

Semester III

Course	College Code	Title of the Course	Lectures/ Tutorials	Credit
1	BUCMSCB301	Consumer Behaviour	45	03
2	BUCMSRO302	Retail Store Operations	45	03
3	BUCMSAF303	Auto Finance (OJT)	60	04
4	BUCMSAI304	Auto Insurance (OJT)	60	04
5	BUCMSAPW305	Project Work – I	60	04

Semester IV

Course	College Code	Title of the Course	Lectures/ Tutorials	Credit
1	BUCMSCRM401	Customer Relationship Management	45	03
2	BUCMSTQM402	Total Quality Management	45	03
3	BUCMSAS403	Accessories Sales – I (OJT)	60	04
4	BUCMSAS404	Accessories Sales – II (OJT)	60	04
5	BUCMSPW405	Project Work - II	60	04

Semester V

Course	College Code	Title of the Course	Lectures/ Tutorials	Credit
1	BUCMSRMR501	Retail Market Research	45	03
2	BUCMSEM502	Entrepreneurship Management	45	03
3	BUCMSPVS503	Pre-owned Vehicle Sales - I (OJT)	60	04
4	BUCMSPVS504	Pre-owned Vehicle Sales - II (OJT)	60	04
5	BUCMSPW505	Project Work – III	60	04

Semester VI

Course	College Code	Title of the Course	Lectures/ Tutorials	Credit
1	BUCMSRR601	Rural Retailing	45	03
2	BUCMSER602	E-Retailing	45	03
3	BUCMSSMM603	Social Media Marketing (OJT)	60	04
4	BUCMSDM604	Digital Marketing (OJT)	60	04
5	BUCMSPW605	Project Work – IV	60	04

Semester I

Course	College Code	Title of the Course	Lectures/ Tutorials	Credit
Elective Courses (EC)				
1	BUCMSPOM101	Principles of Management	60	04
2	BUCMSFOR102	Fundamentals of Retailing	60	04
3	BUCMSPOMKT103	Principles of Marketing	60	04
4	BUCMSBC104	Business Communication	45	03
5	BUCMSCAB105	Computer Application in Business	45	03
6	BUCMSBAT106	Basic Automobile Technology	90	06

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester I

Sr. No.	Course Code	Course Name
1	BUCMSPOM101	<i>Principles of Management</i>
Modules at glance		
Module 1	Nature of Management	
Module 2	Planning and Decision Making	
Module 3	Organising	
Module 4	Directing, Leadership, Co-ordination and Controlling	

Sr. No.	Modules	No. of lectures
1	Nature of Management	15
	Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid. Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.	
2	Planning and Decision Making	15
	Planning: Meaning, Importance, Elements, Process, Limitations and MBO. Decision Making: Meaning, Importance, Process, Techniques of Decision Making.	
3	Organizing	15
	Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations. Departmentation: Meaning, Basis and Significance Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs Decentralization Delegation: Authority & Responsibility relationship.	
4	Directing, Leadership, Co-ordination and Controlling	15
	Directing: Meaning and Process Leadership: Meaning, Styles and Qualities of Good Leader Co-ordination as an Essence of Management Controlling: Meaning, Process and Techniques Recent Trends: Green Management & CSR	

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester I

Sr. No.	Course Code	Course Name
2	BUCMSFOR102	<i>Fundamentals of Retailing</i>
Modules at glance		
Module 1	Introduction to Retailing and Retail types	
Module 2	Retail Consumer	
Module 3	Retail Locations	
Module 4	Merchandising	

Sr. No.	Modules	No. of lectures
1	Introduction to Retailing and Retail types	15
	Concept of retailing, Functions of retailing, Terms & Definition, Introduction to Retailing and Retail types, Retailing Channels, Retail Industry in India, Importance of retailing, Changing trends in retailing.	
2	Retail Consumer	15
	Retail consumer behaviour, Factors influencing the Retail consumer, Retail Customer Buying Behaviour, Customer decision making process, Market research for understanding retail consumer, Responding and Targeting Consumers	
3	Retail Locations	15
	Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a Retail Site Location, Measurement of success of location, Store Layout and Design, Merchandising and Assortment Planning	
4	Merchandising	15
	Meaning of Merchandising, Factors influencing Merchandising, Merchandise planning, Merchandise buying, Pricing Decisions, Retail Communication Mix, and International Aspects of Retailing.	

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester I

Sr. No.	Course Code	Course Name
3	BUCMSPOMKT103	<i>Principles of Marketing</i>
Modules at glance		
Module 1	Introduction to Marketing	
Module 2	Marketing Environment, Research and Consumer Behaviour	
Module 3	Marketing Mix	
Module 4	Segmentation, Targeting and Positioning and Trends in Marketing	

Sr. No.	Modules	No. of lectures
1	Introduction to Marketing	15
	Introduction to Marketing: Definition, features, advantages and marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function. Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.	
2	Marketing Environment, Research and Consumer Behaviour	15
	The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. Macro environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis) Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research, MIS: Meaning, features and Importance Consumer Behavior: Meaning, feature, importance, factors affecting Consumer Behavior	
3	Marketing Mix	15
	Marketing mix: Meaning –elements of Marketing Mix. Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product. Branding –Packing and packaging – role and importance Pricing – objectives- factors influencing pricing policy and Pricing strategy. Physical distribution – meaning – factor affecting channel selection-types of marketing channels. Promotion – meaning and significance of promotion. Promotion tools (brief)	
4	Segmentation, Targeting and Positioning and Trends In Marketing	15
	Segmentation – meaning, importance, basis. Targeting – meaning, types. Positioning – meaning – strategies. New trends in marketing – E-marketing, Internet marketing and marketing using Social network Social marketing/ Relationship marketing	

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester I

Sr. No.	Course Code	Course Name
4	BUCMSBC104	Business Communication
Modules at glance		
Module 1	Basics of Communication:	
Module 2	Presentation Skills	
Module 3	Multicultural World and Communication	
Module 4	Written Communication	
Module 5	Communication in Practice	

Sr. No.	Modules	No. of lectures
1	Basics of Communication:	10
	Meaning, Process and Types of Communication; Principles of Effective Communication; Verbal and Non- verbal Communication; Process and types of listening, deterrents to listening process, essentials of good listening.	
2	Presentation Skills	10
	Prerequisites of effective presentation, format of presentation; team presentations, social media, technology and presentation; Conversations and negotiations: Negotiations-types, structures and basics of negotiations; Assertive behavior.	
3	Multicultural World and Communication	10
	Business Communication in a globalized and multicultural world; understanding cultural diversity and developing cultural competency and inter-cultural business communication skills; Barriers to cross-cultural communication and strategies to overcome them;	
4	Written Communication	10
	Mechanics of writing, report writing, circulars, notices, memos, agenda and minutes; business correspondence – business letter format, style of letter arrangement, types of letters, electronic mail; Resume Writing	
5	Communication in Practice	05
	Preparing for interviews- types of interviews, process of interview and group discussion; effective ways of performing well in interviews; Social media and Networking, Social media profiles, Editing and Posting on social media;	

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester I

Sr. No.	Course Code	Course Name
5	BUCMSCAB105	<i>Computer Application in Business</i>
Modules at glance		
Module 1	Introduction to IT Support in Management	
Module 2	Office Automation using MS-Office	
Module 3	Email, Internet and its Applications	
Module 4	E-Security	

Sr. No.	Modules	No. of lectures
1	Introduction to IT Support in Management	08
	<ul style="list-style-type: none"> Information Technology concepts: Concept of Data, Information and Knowledge, Concept of Database Introduction to Information Systems and its major components.: Types and Levels of Information systems. Main types of IT Support systems . Computer based Information Systems (CBIS), Types of CBIS - brief descriptions and their interrelationships/hierarchies, Office Automation System(OAS), Transaction Processing System(TPS), Management Information System(MIS), Decision Support Systems (DSS), Executive Information System(EIS), Knowledge based system, Expert system, Success and Failure of Information Technology. Failures of Nike and AT&T ,IT Development Trends., Major areas of IT Applications in Management, Concept of Digital Economy and Digital Organization. IT Resources, Open Source Software - Concept and Applications., Study of Different Operating Systems. (Windows / Linux/ DOS), 	
2	Office Automation using MS Office	15
	Learn Word:, Creating/Saving of Document, Editing and Formatting Features, Designing a title page, Preparing Index,, Use of SmartArt, Cross Reference, Bookmark and Hyperlink., Mail Merge Feature., Spreadsheet application (e.g. MS-Excel/openoffice.org), Creating/Saving and editing spreadsheets, Drawing charts. Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical Using Advanced Functions : Use of VLookup/HLookup, Data analysis – sorting data, filtering data (AutoFilter , Advanced Filter), data, validation, what-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver, Presentation Software, Creating a presentation with	

	minimum 20 slides with a script. Presenting in different views, Inserting Pictures, Videos, Creating animation effects on them Slide Transitions, Timed Presentations Rehearsal of presentation	
3	Email, Internet and its Applications	15
	Introduction to Email, Writing professional emails, Creating digitally signed documents. Use of Outlook : Configuring Outlook, Creating and Managing profile in outlook, Sending and Receiving Emails through outlook, Emailing the merged documents. Introduction to Bulk Email software, Internet, Understanding Internet Technology, Concepts of Internet, Intranet, Extranet, Networking Basics, Different types of networks. Concepts (Hubs, Bridges, Routers, IP addresses), Study of LAN, MAN, WAN, DNS Basics. Domain Name Registration, Hosting Basics. Emergence of E-commerce and M-Commerce, Concept of E-commerce and M-Commerce, Definition of E-commerce and M-Commerce, Business models of e-commerce: models based on transaction party (B2B, B2C, B2G, C2B, C2C, E-Governance), Models based on revenue models, Electronics Funds Transfer, Electronic Data, Interchange.	
4	E-Security Systems	07
	Threats to Computer systems and control measures., Types of threats- , Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism), Threat Management, IT Risk, Definition, Measuring IT Risk, Risk Mitigation and Management, Information Systems Security, Security on the internet, Network and website security risks, Website Hacking and Issues therein. Security and Email, E-Business Risk Management Issues, Firewall concept and component, Benefits of Firewall, Understanding and defining Enterprise wide security framework, Information Security Environment in India with respect to real Time Application in Business, Types of Real Time Systems, Distinction between Real Time, On – line and Batch, Processing System. Real Time Applications viz. Railway / Airway / Hotel, Reservation System, ATMs, EDI Transactions - definition, advantages, examples; E-Cash, Security requirements for Safe E-Payments, Security measures in International and Cross Border financial transactions, Threat Hunting Software	

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester I

<i>Sr. No.</i>	<i>Course Code</i>	<i>Course Name</i>
6	BUCMSBAT106	<i>Basic Automobile Technology</i>
Modules at glance		
Module 1	Introduction to Automobile	
Module 2	Engine System and Front Axle & Steering System	
Module 3	Suspension system and Transmission & Braking System	
Module 4	Wheels and Tires and Air conditioning fundamentals	
Module 5	Introduction to Emission and Safety Equipment	

Sr. No.	Modules	No. of lectures
1	Introduction to Automobile	15
	Introduction to automobiles, their utility and classification. Main components of an automobile and their functions, Various mechanisms and systems in an automobile, Scheduled and preventive maintenance, servicing of a vehicle, electrical system. Types of chassis layout with reference to power plant locations and drive, Vehicle frames. Load acting on vehicle frame due to different systems.	
2	Engine System and Front Axle & Steering System	20
	Engine System: Automobile engine, its main components, construction and working. Types of engines – two stroke/ four, Introduction to Engine cooling system and lubrication system. Introduction to Concept of Knock & detonation. Front Axle & Steering System: Types of front axles, Front wheel geometry viz. Castor, Camber, King pin inclination, Toe. Wheel Alignment. Steering geometry. Ackerman and Davis steering system.	
3	Suspension system and Transmission & Braking System	20
	Suspension system: Need of suspension system, Types of suspension, Constructional details and characteristics of leaf, coil and torsion bar springs, Independent suspension, Rubber suspension, Pneumatic suspension, Shock absorbers. Transmission & Braking System: Working of single and multi-plate clutches. Construction, function and working of a gearbox. Introduction to Manual shifting and automatic transmission. Function and principles of braking system, working of various brakes (mechanical, hydraulic, pneumatic, ABS System)	
4	Wheels and Tires and Air conditioning fundamentals	20

	<p>Wheels and Tires: Types of wheels (wire spoke, disc solid and split type, alloy type, offset etc), denomination of rim, types of tires, materials, structure, denomination and function of tires, effects of tire pressure on tire performance. Tire wears patterns and their causes.</p> <p>Air conditioning fundamentals: Basics of vehicle air conditioning system, Schematic layout of air conditioning component in a car (like compressor, condenser, fan blower, expansion device expansion valve calibration, evaporator pressure regulator, low- and high-pressure switch).</p>	
5	Introduction to Emission and Safety Equipment	15
	<p>Introduction to Emission: Pollutants, sources, formation of HC and CO in SI engines, NO formation in SI and CI engines, Particulate emission from SI and CI engines, Smoke Emission in CI engines. Emission system and standards (Bharat IV and Bharat VI).</p> <p>Safety Equipment: Seat belt, regulations, automatic seat belt tightener system, air bags, electronic system for activating air bags, ABS with EBD, ESP, bumper design for safety, hill assist control</p>	

Semester II

Course	College Code	Title of the Course	Lectures/ Tutorials	Credit
1	BUCMSEM201	Environmental Management	60	04
2	BUCMSGBS202	Grooming and Behavioural Skills	60	04
3	BUCMSFAR203	Financial aspects of Retail Business	60	04
4	BUCMSLAR204	Legal Aspects of Retail Business	45	03
5	BUCMSOBH205	Organisational Behaviour and Human Resource Management	45	03
6	BUCMSMPS206	Maruti Products & Services	90	06

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester II

<i>Sr. No.</i>	<i>Course Code</i>	<i>Course Name</i>
1	BUCMSEM201	Environmental Management
Modules at glance		
Module 1	Environmental Concepts	
Module 2	Environment degradation	
Module 3	Sustainability and role of business	
Module 4	Innovations in business- an environmental Perspective	

Sr. No.	Modules	No. of lectures
1	Environmental Concepts:	15
	<ul style="list-style-type: none"> Environment: Definition and composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere, Biogeochemical cycles - Concept and water cycle, Ecosystem & Ecology; Food chain, food web & Energy flow pyramid, Resources: Meaning, classification(Renewable & non-renewable), types, & Exploitation of Natural resources in sustainable manner 	
2	Environment degradation	15
	Degradation-Meaning and causes, degradation of land, forest and agricultural land and its remedies, Pollution – meaning, types, causes and remedies (land, air, water and others) Global warming: meaning, causes and effects. Disaster Management: meaning, disaster management cycle. Waste Management: Definition and types -solid waste management anthropogenic waste, e-waste & biomedical waste (consumerism as a cause of waste)	
3	Sustainability and role of business	15
	Sustainability: Definition, importance and Environment Conservation., Environmental clearance for establishing and operating Industries in India. EIA, Environmental auditing, ISO 14001, Salient features of Water Act, Air Act and Wildlife Protection Act. Carbon bank & Kyoto protocol	
4	Innovations in business- an environmental perspective	15
	Non-Conventional energy sources- Wind, Bio-fuel, Solar, Tidal and Nuclear Energy. Innovative Business Models: Eco-tourism, Green marketing, Organic farming, Eco- friendly packaging, Waste management projects for profits ,other business projects for greener future	

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester II

Sr. No.	Course Code	Course Name
2	BUCMSG202	<i>Grooming and Behavioural Skills</i>
Modules at glance		
Module 1	Introduction	
Module 2	Making a great impression	
Module 3	Personality Development	
Module 4	Etiquettes and Dressing	
Module 5	Behavioural and Communication Etiquettes	

Sr. No.	Modules	No. of lectures
1	Introduction	10
	Introduction to Grooming and Behavioral skills, Importance of these skills in corporate world. Developing Your Professional and Personal Image.	
2	Making a great impression	10
	How to present yourself to people, Greetings, How to make proper introductions, Paying & Receiving Compliments, Small Talk & Networking, Managing Different Personalities. Body Language, Poise, and Eye Contact	
3	Personality Development	10
	Time management, Goal setting, Positive attitude, Self- confidence, Leadership skills and Body language	
4	Etiquettes and Dressing	15
	The Do's and Don'ts in dressing, Understand various dress codes for different occasions, Personal Hygiene, Clothes and Corporate Culture	
5	Behavioural and Communication Etiquettes	15
	Email etiquette, Telephone/ Cell phone etiquette, Business card etiquette, The Do's and Don'ts in Conversation, Starting and sustaining conversations that are engaging.	

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester II

Sr. No.	Course Code	Course Name
3	BUCMSFAR203	<i>Financial aspects of Retail Business</i>
Modules at glance		
Module 1	Financial management in retailing	
Module 2	Measuring And Evaluating Financial And Operational Performance	
Module 3	Working Capital Management in retailing	
Module 4	Final Accounts of Manufacturing Companies	

Sr. No.	Modules	No. of lectures
1	Financial Management in Retailing	15
	Concept, Role and Sources of Finance For Retailer. Budgeting: Meaning, Types and Budgetary Control, Practical sums on Budgetary Control.	
2	Measuring And Evaluating Financial And Operational Performance	15
	Financial Statement (Trading, Profit & Loss A/C And Balance Sheet), Break Even Analysis. Financial Ratio's With Reference To DIPSTIC Parameters (Customer Transaction, Stock, Space And Staff Productivity): Customer Conversion Ratio. Transaction Per Hour, Sales Per Transaction, Sales Return To Net Sales, Average Stock Investment Period, Sales To Stock Ratio, Return On Stock Investment, Shrinkage To Net Sales, Product Category Ratio, Sales Through Analysis, Sales Per Sq. Feet. Percentage Of Space For Each Department, Sales Per Employee, Space Covered Per Employee And Staff Productivity.	
3	Working Capital Management in retailing	15
	Concept, Estimation, Working capital Cycle. Cash management, Credit management and Inventory Valuation: FIFO, LIFO, Inventory Management: ABC, EOQ Analysis	
4	Final Accounts of Manufacturing Companies	15
	Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet. Preparation and presentation of Final Accounts in horizontal format Introduction to Schedule 6 of Companies Act ,1956.	

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester II

Sr. No.	Course Code	Course Name
4	BUCMSLAR204	<i>Legal Aspects of Retail Business</i>
Modules at glance		
Module 1	Introduction and Salient Features of Act	
Module 2	Important Licenses for Retail	
Module 3	Employee Legislation	

Sr. No.	Modules	No. of lectures
1	Introduction and Salient Features of Acts	15
	A. Development of the law regarding retailing B. General points regarding retailer's protection - like demand of exact purchase price in cash, checks are not legal tender, etc C. Salient Features of Sale of good Act - 1979 - Goods must be of merchantable quality, Goods must be fit for the purpose, Goods must correspond with their description, The supply of goods and services Act 1982, Sales and supply of goods Act 1994, Resale Price Act 1976, Trading Stamps Act 1964, Trade Description Act 1968, Unsolicited Goods and Services Act 1971, Fair trading Act 1973, Competition Act 1980 and 1998, Enterprise Act 2003, Consumer Credit Act 1974 and Consumer Credit Regulation 1989, Unfair Contract Terms Act 1977, Consumer Protection Act, Theft Act 1968, Weights and Measures Act 1985	
2	Important Licenses for Retail	15
	A. Food Licenses B. Mandi Parishad C. Weight & Measurement D. Entertainment Licenses E. Repackaging Licenses F. Contract Licenses G. Shop in Shop Licenses	
3	Employee Legislation	15
	A. Provident Fund Act B. Gratuity Act C. Minimum Wages Act D. Health and Safety at work Act 1974 E. Equal Pay Act 1970 F. Employment Protection Act 1978 G. Employment Rights Act 1996 and Employment Act 2002	

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester II

Sr. No.	Course Code	Course Name
5	BUCMSOBH205	<i>Organisational Behaviour and Human Resource Management</i>
Modules at glance		
Module 1		Organisational Behaviour I
Module 2		Organisational Behaviour II
Module 3		Human Resource Management-I
Module 4		Human Resource Management-II

Sr. No.	Modules	No. of lectures
1	Organisational Behaviour-I	15
	<ul style="list-style-type: none"> • Introduction to Organizational Behaviour-Concept, definitions, Evolution of OB • Importance of Organizational Behaviour-Cross Cultural Dynamics, Creating Ethical Organizational Culture& Climate • Individual and Group Behaviour-OB models–Autocratic, Custodial, Supportive, Collegial & SOBC in context with Indian OB • Human Relations and Organizational Behaviour 	
2	Organisational Behaviour-II	10
	<ul style="list-style-type: none"> • Managing Communication: Conflict management techniques. Time management strategies. • Learning Organization and Organizational Design • Rewards and Punishments-Termination, layoffs, Attrition, Retrenchment, Separations, Downsizing 	
3	Human Resource Management-I	10
	<ul style="list-style-type: none"> • HRM-Meaning, objectives, scope and functions • HRP-Definition, objectives, importance, factors affecting HRP, Process of HRP, Strategies of HRM , Global HR Strategies • HRD-Concept ,meaning, objectives, HRD functions 	
4	Human Resource Management-II	10
	<ul style="list-style-type: none"> • Performance Appraisal: concept, process, methods and problems, KRA'S • Compensation-concept, components of Pay Structure, Wage and salary administration, Incentives and Employee benefits. • Career planning-concept of career Planning, Career stages and carrier planning 	

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester II

<i>Sr. No.</i>	<i>Course Code</i>	<i>Course Name</i>
6	BUCMSMPS206	Maruti Products & Services
<i>Modules at glance</i>		
Module 1	Products	
Module 2	Car Finance & Insurance	
Module 3	Extended Warranty & Loyalty Program	
Module 4	Accessories & Customization	
Module 5	Car Exchange & Driving School	
Module 6	Sales Process	
Module 7	Grooming & Behavioural Skills	

Sr. No.	Modules	No. of lectures
1	Products	05
	Introduction, Models & Variants, Dimensions, Specifications, Demonstration, Competition Comparison, Role Plays, Activities, Recap and Quizzes.	
2	Car Finance and Insurance	05
	Need, Benefits, Terms, Documents, Approval Process, EMI Calculation, Rejection/Delay, Vehicle Insurance, Terms/Forms, Role Plays, Activities, Recap and Quizzes.	
3	Extended Warranty and Loyalty Program	10
	Extended warranty & Types, Need, Benefits, Objections, Reward Programs & its benefits, Tiers and schemes, Enrolment, Points accumulation & Redemption, Role Plays, Activities, Recap and Quizzes.	
4	Accessories and Customization	15
	Accessories, Need of Accessories, Types of Accessories, Benefits of Accessories, Accessories Products and car customization process, Role Plays, Activities, Recap and Quizzes.	
5	Car Exchange and Driving School	15
	Introduction, Benefits to Sellers, Benefits to buyers, Tools, Car exchange process, Evaluation, Driving Courses & Benefits, Role Plays, Activities, Recap and Quizzes.	
6	Sales Process	25

	Importance of Process, Introduction, Importance of preparation, How to prepare, Importance of Welcome, Probing, Listening, Importance of FABing, Demo, Test drive, Objection handling, Buying signal, Negotiation, Closing techniques, Deal Closure & Finance, Document Collection, Vehicle Delivery, Sales App: Feature and Functionalities and Dos & Don'ts, Role Plays, Activities, Recap and Quizzes, Role Plays, Activities, Recap and Quizzes.	
7	Grooming & Behavioral Skills	15
	Importance of Grooming, Impression, Attitude, Knowledge, Skill, Essentials of grooming, Personal hygiene, dress-up, Behavioural Skill, Communication skill, Types of communication, Aggressive, assertive, passive, Verbal non- verbal, Listening skill, Body language, Email Etiquette, Role Plays, Activities, Recap and Quizzes.	

Semester III

Course	College Code	Title of the Course	Lectures/ Tutorials	Credit
1	BUCMSCB301	Consumer Behaviour	45	03
2	BUCMSRO302	Retail Store Operations	45	03
3	BUCMSAF303	Auto Finance (OJT)	60	04
4	BUCMSAI304	Auto Insurance (OJT)	60	04
5	BUCMSAPW305	Project Work – I	60	04

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester III

<i>Sr. No.</i>	<i>Course Code</i>	<i>Course Name</i>
<i>1</i>	<i>BUCMSCB301</i>	<i>Consumer Behaviour</i>
<i>Modules at glance</i>		
Module 1	Introduction To Consumer Behaviour:	
Module 2	Individual- Determinants of Consumer Behaviour	
Module 3	Environmental Determinants of Consumer Behaviour	
Module 4	Consumer decision making models and New Trends	

<i>Sr. No.</i>	<i>Modules</i>	<i>No. of lectures</i>
1	Introduction to Consumer Behaviour:	10
	<ul style="list-style-type: none"> • Meaning of Consumer Behaviour, Features and Importance • Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour • Profiling the consumer and understanding their needs • Consumer Involvement • Application of Consumer Behaviour knowledge in Marketing • Consumer Decision Making Process and Determinants of Buyer • Behaviour, factors affecting each stage, and Need recognition. 	
2	Individual- Determinants of Consumer Behaviour	10
	<ul style="list-style-type: none"> • Consumer Needs & Motivation (Theories - Maslow, Mc Cleland). • Personality – Concept, Nature of personality, Freudian, non – Freudian and Trait theories, Personality Traits and it's Marketing significance, Product personality and brand personification. • Self Concept – Concept • Consumer Perception • Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude • Formation & Change. • Attitude - Concept of attitude 	
3	Environmental Determinants of Consumer Behaviour	15
	<ul style="list-style-type: none"> • Family Influences on Buyer Behaviour, • Roles of different members, needs perceived and evaluation rules. • Factors affecting the need of the family, family life cycle stage and size. 	

	<ul style="list-style-type: none"> • Social Class and Influences. • Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences In- group versus out-group influences, role of opinion leaders in diffusion of innovation and in purchase process. • Cultural Influences on Consumer Behaviour Understanding cultural and sub- cultural influences on individual, norms and their role, customs, traditions and value system. 	
4	Consumer decision making models and NewTrends	10
	<ul style="list-style-type: none"> • Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making • Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles • E-Buying behaviour The E-buyer vis-a vis the Brick and Mortar buyer, Influences on E-buying 	

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester III

Sr. No.	Course Code	Course Name
2	BUCMSRO302	Retail Store Operations
Modules at glance		
Module 1	Introduction to Stores operations & Type of Retail Store	
Module 2	Store Management and its Operations	
Module 3	Store Layout and Merchandise Management	
Module 4	Visual Merchandising	
Module 5	Atmospherics	

Sr. No.	Modules	No. of lectures
1	Introduction to Stores operations & Type of Retail Store	10
	Introduction; the Logistics Chain; Store Operations; Objectives of the Store Function; Managing the Store. Retail Store Organization; Centralized and Decentralized Retail Stores; Types of Retail Stores; Location of Retail Store; Site Selection of Retail Store; Merchandise Management in Retail Store; Merchandise Handling in Retail Store.	
2	Store Management and its Operations	05
	Store Management and its Operations Retail Store Operation Store Management Responsibilities; Motivating Retail Store Employees; Retail Store Operation Management; Store Format, Size and Space Organization; Retail Store Security; Retail Store Environment and Brand Building	
3	Store Layout and Merchandise Management	10
	Objective of Store Layout Design; Selecting a Layout; Division of Merchandise by Department; Locating Departments Within the Store; Merchandise Management and Principles of Merchandise Management. Space Management, Retail Store; Layout; Layout Planning; Layout as an Indicator of Competitiveness; Layout Types;.	
4	Visual Merchandising	10
	Meaning and Strategy Meaning of Visual Merchandising; Create Your Retail Store for Target Customers; Retail Strategy for Visual Merchandise; Fixtures and Presentation Techniques.	
5	Atmospherics	10
	Lighting; Address the Senses; Housekeeping Standards; Store Windows; Creative Displays; Signage and Graphics ; Color; Music; Scent. Interactive Windows.	

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester III

Auto Finance and Auto Insurance (OJT)

MSPIN generation Introduction to all Dept. & TL allotment	Grooming session, Telephone etiquettes	Orientation to Accessories Dept., Body Shop, True Value Dept.	Enquiry, Demo, Test Drive, Objection handling for Alto
Orientati to Finanance dept., Maruti Finance - Benefits	Maruti Finance - Introduction to Finance Partners, Basic Finance Terms	Maruti Finance - EMI Calculation, Document Checklist	Enquiry, Demo, Test Drive, Objection handling for Alto
Orientation to Insurance dept., Maruti Insurance - Benefits to Customers & Dealer	Maruti Insurance - Partner Companies, Insurance Terminologies, comparison with market	Enquiry, Demo, Test Drive, Objection handling for S Presso	Enquiry, Demo, Test Drive, Objection handling for Wagon R
Saleztrac App usage, Involvement in Sales of Alto	Understanding Negotiation (practical), Involvement in Sales of S Presso	Rural Retailing/ Involvement in Events, Involvement in Sales of Wagon R	Rural Retailing/ Involvement in Events, Sales of Alto, S Presso & Wagon R
Consumer Behaviour - case studies, Involvement in Events	Involvement in Events, Sales of Alto, S Presso & Wagon R	Customer Care & PSF, Revision of Finance	Customer Care & PSF, Revision of Insurance
Involvement in Events, Sales of Alto, S Presso & Wagon R	Delivery Process	Involvement in Events, Sales of Alto, S Presso & Wagon R	Involvement in Events, Sales of Alto, S Presso & Wagon R

Semester IV

Course	College Code	Title of the Course	Lectures/ Tutorials	Credit
1	BUCMSCRM401	Customer Relationship Management	45	03
2	BUCMSTQM402	Total Quality Management	45	03
3	BUCMSAS403	Accessories Sales – I (OJT)	60	04
4	BUCMSAS404	Accessories Sales – II (OJT)	60	04
5	BUCMSPW405	Project Work - II	60	04

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester IV

Sr. No.	Course Code	Course Name
1	BUCMSCRM401	Customer Relationship Management
Modules at glance		
Module 1	Introduction to Customer Relationship Management	
Module 2	CRM Marketing Initiatives, Customer Service and Data Management	
Module 3	CRM Strategy, Planning, Implementation and Evaluation	
Module 4	CRM New Horizons	

Sr. No.	Modules	No. of lectures
1	Introduction to Customer Relationship Management	10
	<ul style="list-style-type: none"> • Concept, Evolution of Customer Relationships: Customers as strangers, acquaintances, friends and partners • Objectives, Benefits of CRM to Customers and Organisations, Customer Profitability Segments, Components of CRM: Information, Process, Technology and People, Barriers to CRM • Relationship Marketing and CRM: Relationship Development Strategies: Organizational Pervasive Approach, Managing Customer Emotions, Brand Building through Relationship Marketing, Service Level Agreements, Relationship Challenges 	
2	CRM Marketing Initiatives, Customer Service and Data Management	10
	<ul style="list-style-type: none"> • CRM Marketing Initiatives: Cross-Selling and Up-Selling, Customer Retention, Behaviour Prediction, Customer Profitability and Value Modeling, Channel Optimization, Personalization and Event-Based Marketing • CRM and Customer Service: Call Center and Customer Care: Call Routing, Contact Center Sales-Support, Web Based Self Service, Customer Satisfaction Measurement, Call-Scripting, Cyber Agents and Workforce Management • CRM and Data Management: Types of Data: Reference Data, Transactional Data, Warehouse Data and Business View Data, Identifying Data Quality Issues, Planning and Getting Information Quality, Using Tools to Manage Data, Types of Data Analysis: Online Analytical Processing (OLAP), Clickstream Analysis, Personalisation and Collaborative Filtering, Data Reporting 	
3	CRM Strategy, Planning, Implementation and Evaluation	15
	<ul style="list-style-type: none"> • Understanding Customers: Customer Value, Customer Care, Company Profit Chain: Satisfaction, Loyalty, Retention and Profits • Objectives of CRM Strategy, The CRM Strategy Cycle: Acquisition, Retention and Win Back, Complexities of CRM Strategy • Planning and Implementation of CRM: Business to Business CRM, Sales and CRM, Sales Force Automation, Sales Process/ Activity Management, Sales Territory Management, Contact Management, Lead Management, Configuration Support, Knowledge Management • CRM Implementation: Steps- Business Planning, Architecture and Design, Technology Selection, Development, Delivery and Measurement 	

	<ul style="list-style-type: none"> • CRM Evaluation: Basic Measures: Service Quality, Customer Satisfaction and Loyalty, Company 3E Measures: Efficiency, Effectiveness and Employee Change 	
4	CRM New horizons	10
	e-CRM: Concept, Different Levels of E- CRM, Privacy in E-CRM: Software App for Customer Service: Activity Management, Agent Management, Case Assignment, Contract Management, Customer Self Service, Email Response Management, Escalation, Inbound Communication Management, Invoicing, Outbound Communication Management, Queuing and Routing, Scheduling Social Networking and CRM Mobile-CRM CRM Trends, Challenges and Opportunities Ethical Issues in CRM	

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester IV

Sr. No.	Course Code	Course Name
2	BUCMSTQM402	Total Quality Management
Modules at glance		
Module 1	Introduction	
Module 2	Leadership Strategy	
Module 3	Tools	
Module 4	Other Frameworks	

Sr. No.	Modules	No. of lectures
1	Introduction	10
	Introduction - Need for quality - Evolution of quality - Definitions of quality - Dimensions of product and service quality - Basic concepts of TQM - TQM Framework - Contributions of Deming, Juran and Crosby - Barriers to TQM - Quality statements - Customer focus - Customer orientation, Customer satisfaction, Customer complaints, Customer retention - Costs of quality.	
2	Leadership Strategy	10
	Leadership - Strategic quality planning, Quality Councils - Employee involvement - Motivation, Empowerment, Team and Teamwork, Quality circles Recognition and Reward, Leadership – quality council, employee involvement	
3	Tools	15
	The seven traditional tools of quality - New management tools - Six sigma: Concepts, Methodology, applications to manufacturing, service sector including IT - Bench marking - Reason to bench mark, Bench marking process - FMEA - Stages, Types.	
4	Other Frameworks	10
	Ishikawa's Quality Framework; Control Charts - Process Capability - Concepts of Six Sigma - Quality Function Development (QFD) - Taguchi quality loss function - TPM - Concepts, improvement needs - Performance measures. Performance appraisal - 5S, Kaizen - Supplier partnership - Need for ISO 9000 - ISO 9001-2008 Quality System - Elements, Documentation, Quality Auditing - QS 9000 - ISO 14000 - Concepts, Requirements and Benefits - TQM Implementation in manufacturing and service sectors.	

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester IV

Accessories Sales (OJT)

Accessories Sales, Institutional Sales	Customer objection handling	Involvement in Events, Sales of Alto, S Presso & Wagon R	Enquiry, Demo, Test Drive, Objection handling for Celerio
Finance & Closing, Test Drive, Negotiation, Delivery Process	Enquiry, Demo, Test Drive, Objection handling for Celerio X	Enquiry, Demo, Test Drive, Objection handling for Celerio	Enquiry, Demo, Test Drive, Objection handling for Swift
Introduction to On Road Services	Involvement in Events, Sales of Celerio X	Involvement in Events, Sales of Swift	Involvement in Events, Sales of Dzire
Involvement in Events, Sales of Alto, S Presso & Wagon R	Involvement in Events, Sales of Celerio & Celerio X	Involvement in Events, Sales of Alto, S Presso & Wagon R	Involvement in Events, Sales of Swift & Dzire
Involvement in Events, Sales of Alto, S Presso & Wagon R	Revision of Accessories Sales & Institutional Sales	Involvement in Events, Sales of Ecco	Involvement in Events, Sales of Alto & S Presso
Involvement in Events, Sales of Swift & Ecco	Accessories Sales	Involvement in Events, Sales of Alto, S Presso & Wagon R	Involvement in Events, Sales of Celerio, Celerio X, Swift & Dzire

Semester V

Course	College Code	Title of the Course	Lectures/ Tutorials	Credit
1	BUCMSRMR501	Retail Market Research	45	03
2	BUCMSEM502	Entrepreneurship Management	45	03
3	BUCMSPVS503	Pre-owned Vehicle Sales - I (OJT)	60	04
4	BUCMSPVS504	Pre-owned Vehicle Sales - II (OJT)	60	04
5	BUCMSPW505	Project Work – III	60	04

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester V

Sr. No.	Course Code	Course Name
1	BUCMSRMR501	<i>Retail Market Research</i>
Modules at glance		
Module 1	Introduction	
Module 2	Scaling	
Module 3	Data Collection	
Module 4	Data Analysis	
Module 5	Hypothesis testing and report writing	

Sr. No.	Modules	No. of lectures
1	Introduction	05
	Introduction: Role of Research in Marketing, Retail Marketing Research Industry, Retail Marketing Research Process: An Overview, Research Design: An Overview	
2	Scaling	10
	Scaling: Surveys and Interviews, Measurement, Measurement Scales, Questionnaires and Instruments, Competitive research, Market research tools, Customer targeting tools	
3	Data Collection	10
	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	
4	Data Analysis	10
	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	
5	Hypothesis testing and report writing	10
	Hypothesis Testing & report Writing: Hypothesis testing, measure of association, Introduction to multivariate statistics, Report writing	

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester V

<i>Sr. No.</i>	<i>Course Code</i>	<i>Course Name</i>
2	BUCMSEM502	<i>Entrepreneurship Management</i>
<i>Modules at glance</i>		
Module 1	Introduction	
Module 2	Business Risk and Competitive Analysis	
Module 3	Creative thinking and decision making	
Module 4	Costs in Entrepreneurship, Funding & Statutory Rules	

Sr. No.	Modules	No. of lectures
1	Introduction	05
	Introduction to Entrepreneurship, , Entrepreneurial Mindset, Characteristic of an Entrepreneur, Advantages and disadvantages of Entrepreneurship, Purpose of all businesses, Types of Entrepreneurial organizations, Types of Enterprises, Business Plan and its elements, Application of Business Plan, Entrepreneurs, types of Entrepreneurs, Roles and Responsibilities of Entrepreneurs, Qualities of an Entrepreneur, Success and Failure Stories of Famous Entrepreneurs	
2	Business Risk and Competitive Analysis	10
	Competition Analysis, Factors affecting competition strategies, Prerequisites of successful enterprise Business Risk, Types of Business Risks, Risk Identification, Risk Mitigation, Vision, Mission and Goals, Business ethics, SMART goals, entrepreneurial work ethics	
3	Creative thinking and decision making	10
	Critical Thinking, Applying critical thinking, REASON Model of Critical Thinking Creative thinking, Importance and benefits of Creative thinking, Creative thinking in problem solving Decision making, Effective decision making process.	
4	Applicable Sources of funding and Regulatory and Statutory rules	10
	Regulatory and statutory rules for an Entrepreneur, Business Loans for startups and MSMEs by Indian Government, Identify various skills and characteristics o be an entrepreneur, Effective Ways to Build Entrepreneurial Skills, Develop or Improve your Entrepreneurial Skills , Intellectual Property Rights, patents, trademarks, copyrights, trade secrets, licensing, franchising	

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester V

Pre-owned Vehicles (OJT)

Pre-owned Vehicles Sales	Involvement in Events, Sales of Vitara Brezza	Involvement in Events, Sales of Swift & Dzire	Involvement in Events, Sales of Vitara Brezza
Involvement in Events, Sales of Vitara Brezza	Involvement in Events, Sales of Dzire	Involvement in Events, Sales of Swift	Involvement in Events, Sales of Ertiga
Involvement in Events, Sales of Alto	Involvement in Events, Sales of Wagon R	Involvement in Events, Sales of Celerio	Involvement in Events, Sales of Celerio X
Home Visits to Customers, Sales of Alto & Wagon R	Involvement in On Road Service, Sales of Ecco	Involvement in Events, Sales of S Presso	Involvement in Events, Sales of Alto, S Presso & Wagon R
Involvement in Events, Sales of Celerio, Celerio X, Swift & Dzire	Demo of Celerio and Celerio X	Involvement in Events, Sales of Vitara Brezza	Pre-owned Vehicles Sales
Involvement in Events, Sales of Ertiga	Involvement in Events, Sales of Ecco	Involvement in Sales of all MSIL products	Involvement in Sales of all MSIL products

Semester VI

Course	College Code	Title of the Course	Lectures/ Tutorials	Credit
1	BUCMSRR601	Rural Retailing	45	03
2	BUCMSER602	E-Retailing	45	03
3	BUCMSSMM603	Social Media Marketing (OJT)	60	04
4	BUCMSDM604	Digital Marketing (OJT)	60	04
5	BUCMSPW605	Project Work – IV	60	04

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester VI

<i>Sr. No.</i>	<i>Course Code</i>	<i>Course Name</i>
1	BUCMSRR601	Rural Retailing
Modules at glance		
Module 1	Introduction to Rural marketing	
Module 2	Introduction to Rural retailing	
Module 3	Retailers in Rural India	
Module 4	Strategies of Rural Retail Marketing	

Sr. No.	Modules	No. of lectures
1	Introduction to Rural marketing	10
	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	
2	Introduction to Rural retailing	05
	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	
3	Retailers in Rural India	10
	Retailers in Rural India: Concept, objectives and functions of major rural retailers in India: Rural Mall ITC -E-choupalSagar, DCM Shriram Hariyali Kisaan Bazaar, Tata Chemicals limited- Tata KisanSansar, 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- ShubhLabh	
4	Strategies of Rural Retail Marketing	10
	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	

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester VI

Sr. No.	Course Code	Course Name
2	BUCMSER602	E-retailing
Modules at glance		
Module 1	Foundation & Application domain of e-retailing	
Module 2	E- Commerce Procedures and Methods:	
Module 3	e- retailing Marketing Mix:	
Module 4	e-CRM, ERP and e-retailing	
Module 5	e-fulfilment	

Sr. No.	Modules	No. of lectures
1	Foundation & Application domain of e-retailing	10
	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.	
2	E- Commerce Procedures and Methods:	05
	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.	
3	e- retailing Marketing Mix:	10
	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.	
4	e-CRM, ERP and e-retailing	10
	Customer Loyalty in the Age of e-retailing; Role of e-CRM; Third Party Assurance in e-retailing; Element of Trust in e-retailing. Design and Implementation; Challenges in Successful Implementation of ERP in e-retailing;	
5	e-fulfilment and Computer Networking in e-retailing:	10
	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.	

Syllabus of Bachelor of Management Studies (B.M.S.) Retail Management Programme at Semester VI

Social Media and Digital Marketing (OJT)

Involvement in Sales of all MSIL products	Involvement in PSF	Involvement in Sales of all MSIL products	Involvement in Sales of all MSIL products
Enquiry Generation through Digital Marketing, Google Ratings & Reviews	Involvement in Sales of all MSIL products	Involvement in PSF	Involvement in Sales of all MSIL products
Involvement in Sales of all MSIL products	Involvement in Sales of all MSIL products	Involvement in Sales of all MSIL products	Involvement in Sales of all MSIL products
Involvement in Sales of all MSIL products	Involvement in Sales of all MSIL products	Google Ratings & Reviews	Involvement in Sales of all MSIL products
Involvement in Sales of all MSIL products	Involvement in Sales of all MSIL products	Involvement in Sales of all MSIL products	Involvement in Sales of all MSIL products
Involvement in Sales of all MSIL products	Involvement in Sales of all MSIL products	Involvement in Sales of all MSIL products	Involvement in Sales of all MSIL products

Guidelines on Project Work

Inclusion of project work in the course curriculum of the B.M.S. (Retail Management) program is one of the ambitious aspects in the program structure. The main objective of inclusion of project work is to inculcate the element of research analyze and scientific temperament challenging the potential of learner as regards to his/ her eager to enquire and ability to interpret particular aspect of the study. It is expected that the guiding teacher should undertake the counselling sessions and make the awareness among the learners about the methodology of formulation, preparation and evaluation pattern of the project work.

- There are two modes of preparation of project work:
 1. Project work based on research methodology in the study area
 2. Project work based on internship in the study area

Title of the Project

A Project Submitted to

**University of Mumbai for partial completion of the degree of
Bachelor in Management Studies (B.M.S.) Retail Management**

Under the Faculty of Commerce

By

Name of the Learner

Roll No.



Under the Guidance of

Name of the Guiding Teacher

B. K. Birla College of Arts, Science and Commerce (Autonomous), Kalyan

(20 - 20)

B. K. Birla College of Arts, Science and Commerce (Autonomous), Kalyan
B.K. Birla College Road, Kalyan (West)

Certificate

This is to certify that Ms/Mr _____ has worked and duly completed her/his project for the degree of Bachelor in Management Studies under the Faculty of Management and her/his project is entitled, “ _____ ” under my Supervision.

Name and Signature of Guiding Teacher



Date of submission:

Declaration by Student

I, the undersigned Miss / Mr _____ *Name of the student* _____ hereby,

declare that the work embodied in this project work titled “_____

_____ *Title of the Project*

_____”, forms my own contribution to the research

work carried out under the guidance of

_____ *Name of the guiding teacher* _____ is a result of my own research work and has not

been previously submitted to any other University for any other Degree/ Diploma to

this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

Name and Signature of the learner

Certified by

Name and signature of the Guiding Teacher

Acknowledgment

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the **University of Mumbai** for giving me chance to do this project.

I would like to thank our Director (Education) and Principal for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our **Coordinator**, for his moral support and guidance.

I would also like to express my sincere gratitude towards my project guide _____ whose guidance and care made the project successful.

I would like to thank my **College Library**, for having provided various reference books and magazines related to my project.

Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially **my Parents and Peers** who supported me throughout my project.

Index-I

Chapter No	Content	Page No
1	Introduction	
	<ul style="list-style-type: none">▪ Topic▪ Statement of problem and Need of the study▪ Rational of study	
2	Research Methodology	
	<ul style="list-style-type: none">▪ Objective▪ Hypothesis▪ Scope of the study▪ Limitations▪ R.M	
3	Review of Literature	
4	Data Analysis, Interpretation and Presentation	
5	Conclusion and Suggestions	
	❖ References	
	❖ Appendices	
	<ul style="list-style-type: none">▪ Questions▪ Abbreviations	

