

**GANPAT UNIVERSITY**  
**Faculty of Management Studies**  
**B.B.A.+M.B.A. Dual Degree (5 Years Integrated Program)**  
**B.B.A. (Retail Management) Program**  
**Semester-1, Syllabus (Effective from June 2010) CBCS**

<b>Course Code: IA01POM</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>PRINCIPLES OF MANAGEMENT</b>		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Management.

<b>Unit 1 Overview</b>		20	12	0.8
Nature and Scope, Process, Levels and Skills. Approaches to the Study of Management: Scientific Management, Classical School, Behavioural School, System Approach, and Contingency Approach. Organisational Environment.				
<b>Unit 2 Planning</b>		20	12	0.8
Nature, scope and objectives of planning; Types of plans; Planning process; Business forecasting; MBO; Concept, types, process and techniques of decision-making.				
<b>Unit 3 Organising</b>		25	15	1.0
Concept, nature, process and significance; Principles of an organization; Span of Control; Departmentation; Types of an organization; Authority-Responsibility; Delegation and Decentralization.				
<b>Unit 4 Staffing</b>		10	06	0.4
Meaning, nature and purpose. Concepts of Selection, Training and Performance Appraisal: Objectives, Process and Importance.				
<b>Unit 5 Motivating and Leading</b>		15	09	0.6
Nature and Importance of motivation; Types of motivation; Theories of motivation- Maslow, Herzberg, X, Y and Z; Leadership - meaning and importance; Traits of a leader; Leadership Styles.				
<b>Unit 6 Controlling</b>		10	06	0.4
Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System.				

**Reference Books:**

Principles of Management - L. M. Prasad, Sultan Chand & Sons.  
Principles of Management - P. C. Tripathi & P. N. Reddy, Tata McGraw.  
Principles of Management: Theory, Practices & Techniques - Nirmal Shah, Deep & Deep Publications Pvt. Ltd.  
Management Concepts and Strategies - J. S. Chandan, Vikas Publishing House.  
Management Concepts and Practices - Gupta, C.B. Sultan Chand and Sons, New Delhi.  
Principles of Management – R. K. Sharma and S. K. Gupta, Kalyani publications.

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<b>Course Code: IA02BUO</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>BUSINESS ORGANISATION</b>		100	60	04

The course aims to provide basic concepts and knowledge with regard to a Business Organisation and its various functional areas.

<b>Unit 1 Nature and Scope of Business</b>	10	06	0.4
Meaning, Understanding and objectives of Business, Industry and Commerce, Branches of Business, Importance of Business, Industry, Commerce and Profession.			
<b>Unit 2 Forms of Business Organisation</b>	15	09	0.6
Meaning, Features, Formation, Merits and Demerits of Sole Proprietorship, Partnership, Joint Stock Company, Co-operative Society. Meaning and characteristics of Public Sector, Private sector and Multinational Corporations.			
<b>Unit 3 Company Formation</b>	20	12	0.8
Meaning and structure of Memorandum of Association, Article of Association and Prospectus, Conversion of Private Ltd. Co. into Public Ltd.			
<b>Unit 4 Share Capital</b>	20	12	0.8
Meaning of Shares, Stock and Debentures, Classification of Share Capital, Calls on Share, Forfeiture of Shares, Transfer and Transmission of shares. Stock Exchange: Importance and Functions and Role of SEBI.			
<b>Unit 5 Company Management and Operations</b>	20	12	0.8
Director, Managing Director, Company Secretary: - Position, Appointment, Powers, Duties and Responsibilities.			
<b>Unit 6 Company Meeting: Types and Procedure</b>	15	09	0.6
Equity Shareholders' Meetings: Statutory General Meeting, Annual General Meeting, Extra Ordinary General Meeting. Meeting of Board of Directors.			

**Reference Books:**

- Business Organization and Management - Jallo, Tata McGraw Hill
- Business Organization and Management - Dr. C. B. Gupta, Publisher Sultan Chand & Co.
- Modern Business Organization - Gupta, C.B., Mayoor Paper Works, 2001.
- Business Organisation - T.N. Chabra, Dhanpat Rai & Sons.
- Modern Business Administration - Robert, McMillan India, 1999.
- Business Organization and Management - Basu, C. R., Tata McGraw Hill, New Delhi, 1998.
- Business Organisation and Management - Y. K. Bhushan, Sultan Chand & Sons, New Delhi.
- Business Organisation and Management- D. P. Jain, Vrinda Publications.

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<b>Course Code: IA03FOA</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>FUNDAMENTALS OF ACCOUNTING</b>		100	60	04

The course aims to familiarize the students with the basic concepts of Accounting and their application in business.

<b>Unit 1 Nature of Accounting</b>	15	09	0.6
Definition, Characteristics, Objectives, advantages of accounting, branches of accounting; Technical terms in double entry book keeping system; Distinction between trade discount and cash discount; Accounting concepts; Types of transaction; Rules of debit and credit.			
<b>Unit 2 Journal, Ledger and Trial Balance</b>	15	09	0.6
Introduction to Journal, Ledger and preparation of trial balance. Characteristics of Journal, Ledger. Difference between Journal and Ledger. Examples based on Journal, Ledger and Trial Balance.			
<b>Unit 3 Subsidiary Books</b>	15	09	0.6
Introduction to various Subsidiary Books, Advantages of Subsidiary Books, Difference between Debit note and Credit note, Examples based on purchase book, sales book, return book, cash book, petty cash book.			
<b>Unit 4 Final Accounts of Sole Proprietorship Firm</b>	20	12	0.8
Specimen of Trading Account, Profit and Loss account, and Balance Sheet of Sole Proprietorship firm, Examples based on final accounts with simple adjustments.			
<b>Unit 5 Depreciation</b>	15	09	0.6
Meaning and Objectives for providing depreciation, Causes of depreciation. Factors determining the rate of depreciation. Examples only on Straight Line Method, Written Down Value Method.			
<b>Unit 6 Issue Forfeiture and Reissue of share</b>	20	12	0.8
Provision relating to issue of share at Par, at Premium and at Discount, calls in arrears and calls in advance, forfeiture and reissue of shares, pro-rata allotment. Examples based on accounting entries (Excluding pro-rata calculation forfeiture and reissue of shares)			

**Reference Books:**

Principles & Practice of Accountancy - R.L.Gupta and V.K.Gupta, Sultan Chand & Sons.  
Fundamentals of Accounting - Dr. S.N. Maheshwari, Vikas Publishing House Pvt. Ltd.  
An Introduction to Financial Accounting - Monga, J.R., Mayoor Paperbooks, 2005.  
Financial Accounting - Monga, J.R. & Ahuja, Girish, Mayoor Paperbooks, 2003.  
Fundamentals of Accounting & Financial Analysis - Anil Chowdhry, Pearson Education.  
Accounting Made Easy - Rajesh Agarwal & R Srinivasan, Tata McGraw –Hill.

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<b>Course Code: IA04BAS</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>BASIC STATISTICS</b>		100	60	04

The objective of the course is to familiarize students with the basic concept and tools in statistics to help the decision making.

<b>Unit 1 Introduction</b>	10	06	0.4
Statistics: Definition, Importance & Limitation. Collection of data, Classification of data, Class interval, Types of Classes, Class frequency, Class mark, Class Boundaries, Width of a class, Frequency density, Relative frequency, Percentage frequency, Cumulative frequency, and formation of frequency distribution.			
<b>Unit 2 Measures of Central Tendency</b>	15	09	0.6
Introduction, Arithmetic Mean, Median and Mode, Quartiles - Properties, Merits & Demerits.			
<b>Unit 3 Measures of Dispersion</b>	20	12	0.8
Introduction, Range, Coefficient of range, , Quartile deviation, Coefficient of quartile deviation, Mean deviation and coefficient of mean deviation, Variance and Standard Deviation for all types of frequency distribution, Coefficient of Dispersion, Coefficient of variation.			
<b>Unit 4 Correlation Analysis</b>	20	12	0.8
Introduction, Definition of Correlation, Types of Correlation, Scatter Diagram Method, Karl Person's Correlation Coefficients, Correlation Coefficients for Bivariate frequency distribution, Probable error for Correlation Coefficients, Properties of Correlation Co-efficient.			
<b>Unit 5 Regression Analysis</b>	20	12	0.8
Introduction, Definition of Regression, Regression lines, Regression Coefficients, Properties of regression Coefficients, and Fitting of regression lines and estimation for Bivariate Regression.			
<b>Unit 6 Time Series Analysis</b>	15	09	0.6
Meaning of time series, Utility of study of time series, Analysis of time series, components of time series: Trend, Seasonal variations, Cyclical variations, Irregular variations, Methods of determining Trend: Graphical method, Method of moving averages, Least squares method			

**Reference Books:**

- Statistics – D C Sancheti, V K Kapoor (SultanChand and Sons)
- Statistics for Management - Levin Rubin (Prentice Hall India)
- Business Statistics-G V Shenoy, U K Shrivastava & S C Sharma (New Age International P. Ltd)
- Mathematical Statistics - Saxena and Kapoor.
- Statistics for management - Rubin & Levin (Prentice-Hall-India Pvt Ltd)
- Gupta, S.P., "Statistical Methods," Sultan Chand & Sons, 2004.
- Business Mathematics - Sancheti and Kapoor, SultanChand & Sons.

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<b>Course Code: IB05BCS</b>	<b>Course Type: Common</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>BASIC COMMUNICATION SKILLS</b>		100	60	04

This course aims at developing the Basic Communication skills to enhance the ability of proper self-expression, spoken English and correct pronunciation in routine communication.

<b>Unit 1</b>	<b>Basic Language Components</b>			
	Fundamentals of Grammar: Noun, Verb, Adjective, Adverb, Prepositions and Conjunctions. Vocabulary building. Derivations of words using 'Prefixes' and 'Suffixes', Synonyms Antonyms and Phrases.	10	06	0.4
<b>Unit 2</b>	<b>Basic Communication</b>	20	12	0.8
	Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7 Cs. of Effective Business Communication, Media of Communication, Barriers of Communication. (Developing Reading Skills: Intermediate Level-1)			
<b>Unit 3</b>	<b>Basic Written Communication</b>	20	12	0.8
	Need, Functions and Kinds of letter. Essentials of business letter. Importance of clarity, conciseness, courtesy and correctness in business letter, importance of You -attitude, Layout of letter writing, Basic and optional parts of letter (Developing Writing Skills: Intermediate Level-1)			
<b>Unit 4</b>	<b>Official Correspondence</b>	10	06	0.4
	Meaning, Need and Types: Interview letters, Promotion Letters, Resignation Letters, Office Circulars, Leave application.			
<b>Unit 5</b>	<b>Presentation</b>	20	12	0.8
	How to Make Presentation, Presentation Tools along with Guidelines of Effective Presentation, Boredom Factors in Presentation and How to Overcome them. (Developing Speaking Skills: Intermediate Level-1)			
<b>Unit 6</b>	<b>Business Etiquettes and Manners</b>	20	12	0.8
	Business manners, Self Introduction, Business introduction, Etiquette of Telephonic Talk, Expressing thanks and appreciation, personal behaviour, greetings, conversation. (Developing Listening Skills: Intermediate Level-1)			

**Reference Books:**

- Wren & Martin; English grammar and composition, 2003.
- Sinha, K. K.: Business Communication, Galgotia Publishers, 2003.
- Robinson, David; Business Etiquette, Kogan Page.
- Hand Book of Practical Communication Skills-Chrissie Wrought, Jaico Publishing House.
- Kaul, Asha; Business Communication, 1998, Prentice-Hall of India Ltd, New Delhi
- Essentials of Business Communication - Rajendra Paul, Sultan Chand & Sons Publisher.
- Business Communication - D.D.Sehgal, V.K.Mittal and N.C.Garg, Ramesh Book Depot.
- Communication Today: Understanding Creating Skills - Reuben Ray, Himalaya Pub.House.
- Basic Managerial Skills for All - E H McGraw, S J, Fourth Edition, P H I Pvt. Ltd.
- Improve Your Communication Skills - Barker, Alan, 2007, Kagan Page (I) Pvt. Ltd.
- The Handbook of interviewing - Taylor, Poul J & O'Driscoll Michael P.,2001, Infinity Books.
- Technical Communication - Raman, Meenakshi & Sharma Sangeeta, 2006, OUP, New Delhi
- How to Write First Class Letters - Baugh, Sue, 1998, Viva Books Pvt. Ltd, New Delhi
- Business Communication - Lesikar, Raymond V & Pettit John D, 1999, AIIBS Publishers, New Delhi.
- Rai Urmila, English Language Communication Skills, Himalaya Publishing House.
- Business Communication, Varinder Bhatia, Khanna Books Publishing Co. Pvt. Ltd, New Delhi, 2000.
- Business Communication, R C Bhatia, Ane Book India, New Delhi, 2006.
- Successful Presentation Skills, Andrew Bradbury, Kogan Page India Pvt Ltd, New Delhi, 2006.

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**Semester–2, Syllabus (Effective from December 2010) CBCS**

<b>Course Code: IIA01ORB</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>ORGANISATIONAL BEHAVIOUR</b>		100	60	04

The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario.

<b>Unit 1 Introduction</b>	15	09	0.6
Concept of Organisational Behaviour (OB); Understanding of OB - Definition, Goals; Various schools of thought – Classical, Neoclassical & Modern, Approaches of OB – Supportive, Contingency, Productivity & System; Contributing discipline to OB.			
<b>Unit 2 Values, Attitudes and Job Satisfaction</b>	15	09	0.6
<u>Values</u> : Importance of Values, Types of Values, Values, Loyalty and Ethical Behavior. <u>Attitudes</u> : Types of Attitudes, Cognitive Dissonance Theory <u>Job Satisfaction</u> : What determine Job Satisfaction, The Effect of Job Satisfaction on Employee Performance			
<b>Unit 3 Understanding Work Team</b>	15	09	0.6
Why have team become so popular, Team Vs Group: What the Difference? Types of team, Turning Individuals into Team Players, Contemporary Issues in Managing Teams.			
<b>Unit 4 Perception and Individual Decision Making</b>	15	09	0.6
What is perception? Factors Influencing Perception, Personal Perception: Making Judgment about Others (Attribution Theory, Frequently used shortcuts in judging others), How should decisions be Made? How are decisions actually made in Organizations?			
<b>Unit 5 Organizational Culture and Conflict Management</b>	20	12	0.8
Concept, Functions, Socialization, Creating & Sustaining culture, Managing Conflict: Sources, Types, Process & Resolution of Conflict			
<b>Unit 6 Power And Politics</b>	20	12	0.8
Definition of Power, Contrasting Leadership & Power, Bases of Power, Dependency: The key of Power. Politics: Power in Action, Definition, Factors contributing to Political Behavior, How do people respond to organizational politics? The Ethics of Behaving Politically.			

**Reference Books:**

- Organizational Behaviour - Prasad, L.M., Sultan Chand & Sons, 2003.
- Organizational Behaviour - Stephen P., Robbins;P H I Pvt. Ltd.", New Delhi, 2003.
- Organizational Behaviour - Luthans, Fred, Tata McGraw Hill, New Delhi, 2003.
- Organization Behavior - Chabbra,T.N. & Singh,B.P., Sultan Chand & Sons.
- Organizational Behaviour - Khanka, S.S., Sultan Chand and Sons, New Delhi.
- Organization Behaviour and Change - Joseph, Weiss, Vikas Publishing house, 2004.

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<b>Course Code: IIA02POE</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>PRINCIPLES OF ECONOMICS</b>		100	60	04

The course aims to familiarize the students with the basic concepts of Economics and their application in business.

<b>Unit 1 Introduction</b>	15	09	0.6
Definitions of Economics, Nature of Economics and Subject matter of Economics, Basic Concepts: Micro Economics, Macro Economics, Goods, Utility, Value, Price, Wealth, Consumption, Production, Types of Economies, Unemployment, Poverty, Inflation, Deflation, Business Cycle.			
<b>Unit 2 Theory of Demand</b>	15	09	0.6
Meaning of Demand, Factors affecting Demand, Law of Demand, Exceptions to the law of Demand, Extension and Contraction of Demand, Increase and Decrease in Demand.			
<b>Unit 3 Theory of Supply</b>	15	09	0.6
Meaning of Supply, Factors affecting Supply, Law of Supply, Extension and Contraction of Supply, Increase and Decrease in Supply. Determination of Equilibrium Price, Price Determination with the help of Demand & Supply			
<b>Unit 4 National Income</b>	15	09	0.6
Definition of National Income, National Income Concepts, Methods of measuring National Income, Problems in measurement of national income and precautions in estimation of national income. Circular flow of National Income.			
<b>Unit 5 Money and Macro Market Analysis</b>	20	12	0.8
Functions of Money, The Quantity Theories of Money (Fisher's Approach and Cambridge's Approach), Consumption Function, Investment Multiplier, and Accelerator Principle.			
<b>Unit 6 Theories of Interest Rate and International Trade</b>	20	12	0.8
Theories of Interest Rate: Classical theory of Interest Rate, Loanable Fund Theory of Interest rate, Liquidity Preference Theory of Interest Rate. Theories of International Trade: Theory of Absolute Cost Advantage, Theory of Comparative Cost Advantage.			

**Reference Books:**

- Elementary Economic Theory - K.K. Dewett and J.D.Varma
- Modern Economic Theory - H.L.Ahuja, S. Chand & Co. Ltd
- Advanced Economic Theory - H.L.Ahuja, S. Chand & Co. Ltd
- Principles of Economics - H.K.Trivedi and R.C.Joshi:
- Business Economics - Chaturvedi, D.D. and Gupta,S.L., Brijwasi Publishers.
- Modern Micro Economics - Koutsoyiannis, A., Macmillan Press Ltd.
- Macro Economics - Dwivedi D. N., Tata McGraw Hill, 2005.
- Modern Macro Economics Theory - Mishra S. K. & Puri V.K., Himalaya Publishing House, 2003.
- Macro Economics Analysis - Edward Shapiro, Tata McGraw Hill, 2003.
- Introduction to Macro Economics - H. L. Ahuja, S. Chand Publication, 2008
- Macro Economics: Theory & Policy - H. L. Ahuja, S. Chand Publication, 2004
- Monetary Economics - Gupta S. B., S. Chand and Company, 1994

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<b>Course Code: IIA03AIB</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>ACCOUNTS IN BUSINESS</b>		100	60	04

The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

<b>Unit 1</b>	<b>Bank Reconciliation Statement</b>	10	06	0.4
	Need for bank reconciliation, Causes of difference, Advantages of bank reconciliation statement, Examples based on preparation of bank reconciliation statement.			
<b>Unit 2</b>	<b>Rectification of Errors</b>	15	09	0.6
	Types of errors, Errors affecting the trial balance, Errors not affecting the trial balance, Why suspense account is created?, Examples based on rectification of errors.			
<b>Unit 3</b>	<b>Partnership – Admission of New Partners</b>	25	15	1.0
	Reasons for admitting new partners in partnership firm, New profit sharing ratio and sacrificing ratio, Treatment of goodwill – 1. Premium method & 2. Revaluation method, Revaluation of assets and liabilities, Adjustment for reserves and accumulated profits / losses, Adjustment of capital.			
<b>Unit 4</b>	<b>Partnership – Retirement / Death of Partner</b>	25	15	1.0
	Calculation of ratios, Revaluation of assets and liabilities, Disposal of accumulated profits and losses, Valuation of goodwill, Calculation of outgoing partner's share in profits earned by the firm from the date of previous balance sheet to the date of retirement / death, Payment to the outgoing partners, Payment to the outgoing partners in equal installments.			
<b>Unit 5</b>	<b>Ratio Analysis</b>	15	09	0.6
	Meaning, Importance and Limitation of ratio Analysis, DuPont chart, Examples based on calculation of different ratios – Liquidity, Profitability, Turnover & Leverage Ratio.			
<b>Unit 6</b>	<b>Accounting in Computerized Environment</b>	10	06	0.4
	Meaning and features of computerized accounting, Difference between computerized and manual accounting, Computerization – Scope and experiences in banking, Tally – Meaning, Features, Advantages and Disadvantages, Mechanism. (Theory Only)			

**Reference Books:**

Principles & practice of accountancy - R. L. Gupta & V. K. Gupta, Sultan Chand & Sons  
 Cost Accounting - P. C. Tulsian, Tata Mcgraw-Hill Publications  
 Fundamentals of Accounting - Dr. S.N. Maheshwari, Vikas Publishing House Pvt. Ltd.  
 Fundamentals of Accounting & Financial Analysis - Anil Chowdhry, Pearson Education.  
 Financial Accounting - Jane Reimers, Pearson Education  
 Accounting Made Easy - Rajesh Agarwal & R Srinivasan, Tata McGraw –Hill  
 Financial Accounting For Management - Amrish Gupta, Pearson Education  
 Financial Accounting For Management - Dr. S. N. Maheshwari, Vikas Publishing House.

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<b>Course Code: IIA04BUS</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>BUSINESS STATISTICS</b>		100	60	04

The objective of the course is to familiarize students with the basic concept and tools in statistics to help the business decision making.

<b>Unit 1 Probability Theory</b>	20	12	0.8
Introduction, Random Experiment, Sample Space, Events, Complementary Events, Union and Intersection of Two Events, Difference Events, Exhaustive Events, Mutually Exclusive Events, Equally Likely Events, Independent Events, Mathematical & Statistical definition of Probability, Axiomatic definition of probability, Addition Theorem, Multiplication Theorem, Theorems of Probability, Conditional Probability			
<b>Unit 2 Mathematical Expectation</b>	10	06	0.4
Variable, Discrete and Continuous random variable, Probability distribution of a random variables, Mathematical Expectation of random variables, Variance of a random variables			
<b>Unit 3 Probability Distributions</b>	20	12	0.8
<u>Binomial Distribution</u> : Introduction, Probability mass function of Binomial distribution, Mean and Variance of Binomial distribution, Properties of Binomial Distribution, Uses of Binomial Distribution. <u>Poisson Distribution</u> : Introduction, Probability mass function of Poisson distribution, Mean and Variance of Poisson distribution, Properties of Poisson Distribution, Applications of Poisson Distribution. <u>Normal Distribution</u> : Introduction, Probability density function of Normal distribution, Properties of Normal distribution, Importance of Normal Distribution.			
<b>Unit 4 Sampling Methods</b>	15	09	0.6
Population survey and sample survey, Characteristics of good sample, Advantages of sampling, Size of a sample, Difference between population study and sample study, Sampling methods: Simple random sampling, Stratified random sampling.			
<b>Unit 5 Statistical Quality Control</b>	20	12	0.8
Quality and quality control, Variations in quality, Theory of control charts, Theory of runs, Specification Limits, Process Limits and Revised Limits, Uses of SQC, Charts for variable and attributes: $\bar{x}$ bar chart, $R$ chart, $p$ and $np$ chart, $C$ chart, Constructions of all these charts, conclusions from all these charts, Uses of all these charts.			
<b>Unit 6 Test of Hypothesis (Large Sample Test)</b>	15	09	0.6
Hypothesis, Test of significance of mean, Test of significance of difference between two means, Test of significance of difference between two standard deviations, Test of significance of proportion of successes, Test of significance of a sample proportion, Test of significance of difference between two proportions			

**Reference Books:**

Statistics – D C Sancheti, V K Kapoor (SultanChand and Sons)  
 Statistics for Management - Levin Rubin (Prentice Hall India)  
 Business Statistics-G V Shenoy, U K Shrivastava & S C Sharma (New Age International P. Ltd)  
 Mathematical Statistics - Saxena and Kapoor.  
 Statistics for management - Rubin & Levin (Prentice-Hall-India Pvt Ltd)  
 Gupta, S.P., "Statistical Methods," Sultan Chand & Sons, 2004.

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<b>Course Code: IIB05BUC</b>	<b>Course Type: Common</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>BUSINESS COMMUNICATION</b>		100	60	04

This course aims at developing the written and oral Business Communication skills to enhance the ability to act with confidence, develop the overall personality of the student and its application in real business situation.

<b>Unit 1</b>	<b>Usage of Grammar</b>			
	Types of Sentences: Sentence structure, negative and interrogative sentences formation, Tense, Sentence error.	10	06	0.4
<b>Unit 2</b>	<b>Business Letter writing</b>	20	12	0.8
	Need, Functions and Kinds. Types of Business Letters - Inquiry Letters, Reply to Inquiry, Complaint & Adjustment. Invitation of Quotation, Cancellation and Acknowledgement of an order, Sales Promotion. (Developing Writing Skills: Intermediate Level-2)			
<b>Unit 3</b>	<b>Business Report Writing</b>	20	12	0.8
	How to Write an Effective Report, Basics of Project Report Writing, Characteristics of good report, Committee report and Business report. (Developing Reading Skills: Intermediate Level-2)			
<b>Unit 4</b>	<b>Meetings</b>	20	12	0.8
	Types of Meetings, Purpose of Meeting, Planning and conducting meeting. Checklist for meeting arrangement. Writing Notice, Agenda and Minutes of meeting. (Developing Listening Skills: Intermediate Level-2)			
<b>Unit 5</b>	<b>Resume Writing and Interview</b>	10	06	0.4
	Drafting of Job Application. Guidelines for Writing an Impressive Resume, How to face an Interview Board, Proper Body Posture, Importance of Gestures and Steps to Succeed in Interviews, Self introduction – highlighting positive and negative traits and Face to Face Communication.			
<b>Unit 6</b>	<b>Interpersonal Skills</b>	20	12	0.8
	Quality of a Leader, Knowing Your Skills and Abilities. Introduction to Group Discussion on Current Topics related to Economy, Education System, Environment, Politics etc. Delivery of Public Speech, Debate and Elocution techniques to increase self confidence and professionalism. (Developing Speaking Skills: Intermediate Level-2)			

**Reference Books:**

- Barker, Alan, Improve Your Communication Skills, 2007, Kagan Page (I) Pvt. Ltd. New Delhi  
 Baugh, Sue, How to Write First Class Letters, 1998, Viva Books Pvt. Ltd, New Delhi  
 D.D.Sehgal, V.K.Mittal and N.C.Garg, 'Business Communication' Ramesh Book Depot.  
 E. H. McGraw, S. J.; Basic Managerial Skills for All. Fourth Edition, Prentice Hall of India Pvt. Ltd. Lesikar, Raymond V & Pettit John D, Business Communication, 1999, AIBS Publishers & Distributors, New Delhi  
 Raman, Meenakshi & Sharma Sangeeta, Technical Communication, 2006, OUP, New Delhi  
 Rajendra Paul, 'Essentials of Business Communication', Sultan Chand & Sons Publisher.  
 Reuben, Ray; 'Communication today – understanding creating skills', Himalaya Publishing House.  
 Rogets Thesaurus  
 Stephen R. Covey; The seven habits of highly effective people.  
 Taylor, Poul J & O'Driscoll Michael P., The Handbook of interviewing, 2001, Infinity Books.  
 Wren & Martin; English grammar and composition, 2003.  
 Business Communication, Varinder Bhatia, Khanna Books Publishing Co. Pvt. Ltd, New Delhi, 2000.  
 R C Sharma, Krishnamohan, Business Correspondance and report writing, Tata Mcgraw Hill Pub. Co. Ltd.  
 Subhash Jagota, Succeeding in Interviews, Excel Books, 2001, New Delhi.  
 Rai Urmila, English Language Communication Skills, Himalaya Publishing House.

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<b>Course Code: IIIA01MAM</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>MARKETING MANAGEMENT</b>		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories, essential elements and practices in the field of Marketing Management.

<b>Unit 1 Conceptual Foundation</b>	20	12	0.8
What is marketing? - Core concepts of marketing – markets, marketing management – production concept, product concept, selling concept, marketing concept – difference between selling and marketing – consumerism – causes of consumerism – consumer movements.			
<b>Unit 2 Buying Behavior</b>	20	12	0.8
7 O's model of consumer behavior, major factors influencing buying behavior, buying process, business markets Vs consumer markets, systems buying and selling, major factors influencing business buying – purchase process.			
<b>Unit 3 Target Marketing</b>	15	09	0.6
Levels of market segmentation – bases for segmenting consumer markets – base for segmenting business markets – requirements for effective segmentation.			
<b>Unit 4 Marketing Mix I</b>	15	09	0.6
<u>Product:</u> Concept of product, Product item, Product line and Product mix, Concept of Product Life Cycle, stages of PLC and Marketing strategy, Meaning of Brand & Brand equity. <u>Pricing:</u> Objectives, Factors affecting pricing decision, Orientation (methods)-cost, demand and competition, Discriminatory pricing.			
<b>Unit 5 Marketing Mix II</b>	15	09	0.6
<u>Place:</u> Functions of Channels of Distribution, Levels of Channels of Distribution, Factors affecting choice of Channels of distribution, Retailing & Whole selling. <u>Promotion:</u> Definition, consumer promotions, trade promotions, business promotions – purpose of sales promotion – major decisions in sales promotion – pitfalls of sales promotion.			
<b>Unit 6 Personal Selling</b>	15	09	0.6
Approaches in sales training – major steps in personal selling – factors contributing to the growth of direct marketing in India – products more suitable for direct marketing – strategies for direct marketing – determining sales targets.			

**Reference Books:**

Marketing Management, By : Philip Kotler (Prentice Hall)  
 Modern Marketing Management, By: K.C.Nair, Paul and others (Himalaya)  
 Modern Marketing Management , By : R.S.N.Bhagavati and Pillai (S.Chand)  
 Marketing Management, By : Varshney & Gupta, (Sultan Chand & Sons)

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<b>Course Code: IIIA02MAE</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>MANAGERIAL ECONOMICS</b>		100	60	04

The course aims to familiarize the students with the basic concepts of Managerial Economics and their application in business.

<b>Unit 1 Introduction</b>	15	09	0.6
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Meaning, Nature and Scope of Managerial Economics, Relationship between Managerial Economics Forward Planning and Decision-making.

<b>Unit 2 Demand Forecasting</b>	20	12	0.8
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Meaning of Demand Forecasting. Objectives of Short Run and Long Run Forecasting. Criteria of good forecasting technique.  
Demand Forecasting Methods: Survey Methods, Experts' Opinion (Simple and Delphi), Consumer Interaction (Complete Enumeration, Sample Survey Method), Statistical Methods (Trend Analysis, Regression).

<b>Unit 3 Production Analysis</b>	15	09	0.6
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Production Function, Long Run and Short Run Production Functions. Concepts and properties of Isoquants and Iso cost lines. Law of variable proportion. Return to scale with Iso-quanta and Iso cost lines. Maximization of output, given cost constraints. Minimization of cost, given the output. Expansion path (long run and short run).

<b>Unit 4 Cost Concepts and Relationships</b>	20	12	0.8
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Cost Concepts: Accounting cost, Economics cost, Opportunity cost, Incremental cost, Sunk cost, Implicit cost, Explicit cost, Fixed Cost, Variable cost, Total cost, Average fixed cost, Average variable cost, Average cost, Marginal cost. Relationship between Average fixed cost, Average variable cost, Average cost, Marginal cost curves. Shapes of various cost curves in short run and long run.

<b>Unit 5 Market Structure 1</b>	15	09	0.6
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Concepts: Total Revenue, Average Revenue, Marginal Revenue and their relationship.  
Perfect Competition: Determination of equilibrium price and output in short run and long run.  
Monopoly: Determination of equilibrium price and output in short run and long run.

<b>Unit 6 Market Structure 2</b>	15	09	0.6
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Monopolistic Competition: Duopoly and Oligopoly Models for Determination of equilibrium price and output. Baumal's Sales Revenue Maximization Model.

**Reference Books:**

- Managerial Economics, By Dwivedi, D N (Vikas Publishing House)
- Advanced Economic Theory, By H L Ahuja (S. Chand & Co. Ltd)
- Business Economics, By Chaturvedi D D and Gupta, S L (Brijwasi Publishers)
- Managerial Economics, By Mehta P L (Sultan Chand & Sons)
- Modern Micro Economics, By Koutsoyiannis A (Macmillan Press Ltd)
- Managerial Economics, By Salvator Dominick (McGraw-Hill Book Company)

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<b>Course Code: IIIA03REM</b>	<b>Course Type:</b>	<b>Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
	<b>RETAIL MANAGEMENT</b>		100	60	04

The objective of this paper is to develop student's familiarity with the basic concept retail management.

<b>Unit 1 Introduction to Retailing</b>	15	09	0.6
Introduction, Place of retail in a distribution channel, Importance of Retailing in the company, Functions of Retailers.			
<b>Unit 2 Retailing Concepts</b>	15	09	0.6
Retail Mix – place, product, price and promotion, Theories of retail change.			
<b>Unit 3 Retailers and Retail Formats</b>	20	12	0.8
Classification of Retailers, Types of Retailers based on merchandise and pricing, Types of Retailers based on operational structure, Non store retailing, Comparison of different types of general merchandise retailers service retailing.			
<b>Unit 4 Customer Behavior</b>	15	09	0.6
Major factors influencing buying behavior, Purchase decisions, Customers buying behavior, The buying decision process.			
<b>Unit 5 Retail Strategy</b>	20	12	0.8
Objective and mission statement, Store image and target customers, Sustainable competitive advantage, Market segmentation, Growth strategies, Establishing retail mix, Retail mix scales.			
<b>Unit 6 Trade Area Analyses</b>	15	09	0.6
Selection of location, Methods of trade area analysis, Analyzing the trading area, Analysis of competitive situation, Index of retail saturation, Other relevant trading area consideration, Financial planning for new ventures.			

**Reference Books:**

- Arif Sheikh and Kaneez Fatima [Retail management]  
 Gibson G Vedamani: Retail Management: Functional Principles and Practice, Jaico Publishing House, 2<sup>nd</sup> Ed. 2004.  
 Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill, 2004  
 Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, PHI, 8th Ed., 2002.  
 Chetan Bajaj And Ranjith – Retail Management – Oxford University Press, 2nd Ed. 2005  
 Gillespie. Hecht and Lebowitz – Retail Business Management, McGraw Hill Book company, Third edition 2002  
 James R. Ogden. Denise T. Ogden – Integrated Retail Management, Wiley Pvt Ltd, 2005

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<b>Course Code: IIIA04ROS</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>RETAIL OPERATIONS SYSTEMS</b>		100	60	04

The course aims to acquaint the student with a basic and elementary knowledge of the operations related to retail business sector.

<b>Unit 1 Operation Management</b>	15	09	0.6
Operating a retail business, operation blue print, store maintenance, energy management and renovation			
<b>Unit 2 Store Administration</b>	15	09	0.6
Floor space management – Plano gram – Managing store inventories – Quick response inventory Planning – Managing displays – Cashiering process – Managing in store promotions and events			
<b>Unit 3 Trade Area Analysis</b>	20	12	0.8
Introduction, selection of location, methods of trade area analysis, Analyzing the trading area, analysis of competitive situation			
<b>Unit 4 Retail Location</b>	15	09	0.6
Retail Location - Introduction, types, decisions process, Choosing a store location, importance of location to retailer, – Factors affecting retail location decision			
<b>Unit 5 Site Selection</b>	15	09	0.6
concepts – Factors affecting site selection – Steps in selecting site – site assessment techniques			
<b>Unit 6 Store Layout and Design</b>	20	12	0.8
Introduction, store layout – key consideration, factors of design decision, store layout, importance of layout, steps for designing layout			

**Reference Books:**

- Arif Sheikh and Kaneez Fatima [Retail management]  
 Gibson G Vedamani: Retail Management: Functional Principles and Prectice, Jaico Publishing House, 2<sup>nd</sup> Ed. 2004.  
 Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill, 2004  
 Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, PHI, 8th Ed., 2002.  
 Chetan Bajaj And Ranjith – Retail Management – Oxford University Press, 2nd Ed. 2005  
 Gillespie. Hecht and Lebowitz – Retail Business Management, McGraw Hill Book company, Third edition 2002  
 James R. Ogden, Denise T.Ogden – Integrated Retail Management, Wiley Pvt Ltd, 2005

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<b>Course Code: IIIIB05CAM</b>	<b>Course Type: Common</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>COMPUTER APPLICATIONS IN MANAGEMENT</b>		100	60	04

The course aims to familiarize the students with the basics of computer and its applications in the relevant fields.

<b>Unit 1 Introduction to Computers</b>	20	12	0.8
Introduction, Characteristics, History, Generations, Classification, Application, Computer Architecture and Organisation, Personal Computers and Other devices, Hardware and Software, Operating Systems, Networking Concepts, Computer virus, Prevention from virus.			
<b>Unit 2 Windows</b>	10	06	0.4
Windows Basics: Start Menu, Control Menu commands with mouse and keyboard, Control Panel, Managing Multiple Windows, Scroll Bar, Creating New Folder, Logging Off and Shutting down Windows. My computer, Windows Explorer, Recycle Bin, Managing Fonts, Finding Files and Folders, Notepad, Calculator, Using Paint, Taskbar Properties, Creating shortcuts, Display Properties.			
<b>Unit 3 Microsoft Word</b>	20	12	0.8
Introduction to Word, Editing Document, Move and Copy text and Help system, Formatting Text and Paragraph, Finding and Replacing text and Check Spelling, Using Tabs, Enhancing a Document, Columns, Tables and other features, Using Graphics, Templates and Wizards, Mail Merge.			
<b>Unit 4 Microsoft Excel</b>	15	09	0.6
Introduction to worksheet and Excel, Getting started with Excel, Editing cells and using commands and functions, Moving and Copying, Inserting and Deleting Rows and Columns, Getting Help and Formatting Worksheet, Creating Charts, Using Date and Time and Addressing Modes, Naming Ranges, Using Statistical/Mathematical, Database in Worksheet, Additional Formatting commands and Drawing toolbar, Multiple Workbooks, Pivot Table.			
<b>Unit 5 Microsoft PowerPoint</b>	15	09	0.6
Introduction to PowerPoint, Using Auto content Wizard, Creating a presentation, Adding objects, Applying Transitions, Animation Effects, PowerPoint views, Running Slide Show, Setting Slide Timings, Miscellaneous Features of PowerPoint.			
<b>Unit 6 Tally</b>	20	12	0.8
Basics of tally, Creation of Company, creation of ledger, Accounts information, Transaction Entry, Voucher, Receipts, Payment, Drawings, Capital, Cash Transaction, Credit Transaction, Contra Transactions, Profit and loss account, Balance Sheet, Ratio Analysis.			

**Reference Books:**

Computer Application In Management By Riternder Goel  
 PC Software for windows Made Simple By R.K.Taxali  
 Computer Fundamentals By Arora Ashok and Bansal Shefali (Excel Books)  
 Computers for Beginners By Jain V K (Pustak Mahal Publishers)

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**Semester-4, Syllabus (Effective from December 2011) CBCS**

<b>Course Code: IVA01HRM</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>HUMAN RESOURCE MANAGEMENT</b>		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Human Resource Management.

<b>Unit 1 Introduction to HRM</b>	15	09	0.6
Definition and concept of HRM, Importance and scope, Function of HRM, Qualities of personnel manager, Role of HR Executives, Challenges to HR Professionals. Concepts, objectives and steps for HR policy.			
<b>Unit 2 Human Resource Planning, Hiring and Training</b>	25	15	1.0
Human Resource Planning: Definition, Objectives, Concept, Process of HRP. Job analysis, Job Description, Job Specification. Hiring: Concept of Recruitment, Sources of Recruitment, Concept of Selection, Selection Process. Training: Definition, Purpose and Methods of training.			
<b>Unit 3 Performance Appraisal</b>	20	12	0.8
Meaning and Terminology. Objectives, Pitfalls in performance appraisal, Essential of good appraisal system. Limitation of appraisal methods. Performance appraisal methods – Grading Method, Check – List method, Critical Incident method, man-to-man comparison method. Human asset accounting method and 360 degree method.			
<b>Unit 4 Promotion and Transfer</b>	10	06	0.4
Purpose of promotion, promotion policy, Criteria for promotion, Merits vs. Seniority, Demotion.			
<b>Unit 5 Wages and Salary Administration</b>	15	09	0.6
Meaning, nature, purpose, factors influencing wage and salary structure, Minimum, fair and living wage, Type of wages, Job evaluation: Meaning, Definition, importance, step in Job evaluation, Limitations.			
<b>Unit 6 Employee Relation and Trade Union</b>	15	09	0.6
Employee Relation: Importance, Objectives, participation in ER, Trade Union: Concepts, function, Problem of Trade Unions.			

**Reference Books:**

Personal Management – C.B.Mamoria, Himalya Publishing House.  
Human Resource Management- Chhabra, T. N., Dhanpati Rai and Co. Pvt. Ltd, New Delhi.  
Human Resource Management - Gupta, C. B., Sultan Chand and Sons, New Delhi,  
Human Resource Management:Text and Cases - Rao,V S P, Excel Books,2004.  
Human Resource and Personnel Management (Text and Cases), Aswathappa, K., Tata McGraw Hill Publishing Company, New Delhi, 2003.

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<b>Course Code: IVA02FIM</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>FINANCIAL MANAGEMENT</b>		100	60	04

The course aims to familiarize the students with the basic concepts of Financial Management and their application in business.

<b>Unit 1 Introduction</b>	15	09	0.6
<b>Financial Management:</b> Meaning, Scope / Approaches of financial management – Traditional Vs Modern, Objectives / Goals of financial management – Profit Maximisation V/s Wealth Maximization, Organization of finance function, Financial management and other areas of management, <b>Capitalization:</b> Meaning of Over-capitalization & Under-capitalization.			
<b>Unit 2 Capital Budgeting (Theory)</b>	15	09	0.6
Concept of capital budgeting, Significance / Importance of capital budgeting in financial management, Steps involved in the evaluation of capital budgeting decisions.			
<b>Unit 3 Capital Budgeting (Examples)</b>	20	12	0.8
Appraisals methods: Discounted cash flows techniques (NPV, IRR & BCR) and Non-discounted cash flows techniques (PBP & ARR),			
<b>Unit 4 Working Capital Management</b>	20	12	0.8
Working Capital Management: Concept of operating cycle, Types of working capital, Factors affecting working capital, Sources of funds for working capital, Estimation of working capital based on operating cycle approach.			
<b>Unit 5 Cash Management</b>	15	09	0.6
Cash Management: Motives for holding cash, Factors affecting cash needs, Meaning and features of cash budget, Preparation of cash budget			
<b>Unit 6 Management of Receivables</b>	15	09	0.6
Definition and Features of Receivable Management, Cost and Benefits of receivables, Credit Policy Variables, Credit Evaluation, Credit Granting Decisions, Control of Receivables			

**Reference Books:**

- Financial Management, By Prasanna Chandra
- Financial Management, By R.P. Rastogi (Galgotia Pub.)
- Financial Management, By Ravi M. Kishore (Taxmann)
- Financial Management, By Inamdar
- Financial Management: Principles and Practice, By Maheshwari S N (Sultan Chand & Sons)
- Financial Management, Khan, M.Y, Jain, P.K., "", Tata McGraw Hill, 3rd Edition, 2001.
- Pandey I. M., "Financial Management", Vikas Publishing House, Revised Ed., 2003
- Hampton, Joh. J, "Financial Decision Making", Prentice Hall of India, 4th Edition, 1998.
- Van Horne, C. & Wachowich, M., "Fundamentals of Financial Management", PHI, 11th Edition, 2002.

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<b>Course Code: IVA03RAS</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>RETAIL ADVERTISING AND SALES PROMOTION</b>		100	60	04

The course aims to provide basic concepts and knowledge with regard to the practice in Retail Advertising and Sales Promotion.

<b>Unit 1 Introduction</b>	10	06	0.4
Meaning, Definition, scope and importance of advertising, types of advertisement, Functions and classification of advertising, Ethics & Social Responsibility in Advertising			
<b>Unit 2 Advertising Objective And Campaign Planning</b>	15	09	0.6
Objectives, DAGMAR approach, advertising strategy, Advertising campaign-planning process, Message Generation, Evaluation and selection, Execution, and Social Responsibility Review			
<b>Unit 3 Advertising Budget And Advertising Agency</b>	25	15	1.0
Approach and procedures for determining the size of the budget, Administration and control of budget. Advertising Agency: Functions & Structure, Client –Agency Relationship (CAR), Selection of Agency, Functions of the Advertising Department & Advertising Manager			
<b>Unit 4 Media Planning And Scheduling</b>	20	12	0.8
Meaning and Concept of Advertising Media, Meaning of Media planning and scheduling, characteristics of different media, Media Objectives, Factors to be considered in selection of media			
<b>Unit 5 Evaluation Of Advertising Effectiveness</b>	10	06	0.4
Meaning of Advertising effectiveness, Methods of Testing (Pre-testing & Post-testing methods), Importance and Difficulties in measuring advertising effectiveness			
<b>Unit 6 Sales Promotion</b>	20	12	0.8
<u>Introduction to Sales Promotion:</u> Meaning, nature and role of sales promotion, Major objectives and limitations of sales promotion, Major types of sales promotion tools and techniques - Manufacturer vs. Retail store sales promotion, Consumer vs. trade sales promotion. <u>Retail Store Sales Promotion:</u> Objectives, Major retail store sales promotion tools for traffic building, purchase influencing and loyalty building - Sampling, price-off, coupon and money refund offers, premium, consumer contests and sweepstakes, point-of-purchase displays, demonstration, exchange offers, trade fairs and exhibitions.			

**Reference Books:**

- Belch, George and Michael Advertising and Promotion: An Integrated Marketing Communications Perspective, 61st edition, Tata McGraw Hill Co., 2003.  
 Batra, Rajeev, John G. Myers and David A. Aakers, Adverlising Management, 5th edition, Prentice Hall of India, New Delhi, 2003.  
 Chunnawala, S A, Advertising, Sales and Promotion Management, Saujanya Books, Delhi. 2003.  
 Newman, Andrew J. and Peter Cullen, Retailing Environment and Operations, Thomson Learning, India, 2007.  
 Marketing Management, By : Philip Kotler (Prentice Hall)  
 Rosemary V. and Mohammed R, Principles of retail management, Palgrave Macmillan, 2007.

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<b>Course Code: IVA04MEM</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>MERCHANDISE MANAGEMENT</b>		100	60	04

The course aims to provide basic concepts and knowledge with regard to the practice in Merchandise Management.

<b>Unit 1 Basics of Retail Merchandising</b>	20	12	0.8
What is merchandising, The evolution of merchandise, Factors affecting the buying function, The Merchandiser: Role and Responsibility, The Buyer: Role and Responsibility, The concept of Lifestyle merchandising.			
<b>Unit 2 Planning Merchandise Assortment</b>	15	09	0.6
Introduction, Steps in determining the right assortment, Merchandise assortment planning concepts, Tools for merchandising management Stock lists.			
<b>Unit 3 Buying Merchandise</b>	20	12	0.8
Source of merchandise, Negotiating with vendor, The art of successful negotiation, Buying and ordering merchandise, Special buying situation, Ethical and Legal issues in Buying Merchandise			
<b>Unit 4 Pricing the Merchandise</b>	15	09	0.6
Basic terminology, Factor affecting the pricing decision, Pricing strategies, Setting the prices, Price Adjustment, Pricing tactics, Ethical issues in pricing			
<b>Unit 5 Controlling the Merchandise</b>	15	09	0.6
Aims of controlling merchandise, Merchandise turnover, Methods of merchandise control, Book inventory, Periodic Inventory, Perpetual inventory, Need for the Physical inventory, Stock valuation.			
<b>Unit 6 Category Management</b>	15	09	0.6
The concept of category management, The reasons for emergence of category management, The component of category management, The category management business process, The role of the category captain, Drawbacks of category management			

**Reference Books:**

Arif Sheikh and Kaneez Fatima [Retail management]  
 Gibson G Vedamani – Retail Management: Functional Principles and Practice, Jaico Publishing House 2<sup>nd</sup> ed. 2004.  
 Chetan Bajaj And Ranjith – Retail Management – Oxford University Press, 2005  
 Gillespie, Hecht and Lebowitz – Retail Business Management, McGraw Hill, 2002  
 Gibson G Vedamani – Retail Management: Functional Principles and Practices, Jaico Publishing House, 2004  
 James R. Ogden. Denise T.Ogden – Integrated Retail Management, Wiley Pvt Ltd, 2005

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<b>Course Code: IVA05PRO</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>GENERAL PROJECT</b>		100	30	02

The subject aims to acquaint the student with a practical knowledge of the business organisations' operations, practices and management.

**Report Work**

100	30	02
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Prior to the beginning of the Semester End University Examination of the concerned semester, the students (in a group) are required to prepare "A General Project Report" on working of any business organization.

Students are required to select the company for undertaking the study, with the prior consent of the college.

Students are required to visit the concerned organisation for undertaking the project for at least 10 Days in a semester.

After completion of the assigned Project a Project Report in context of the same shall have to be submitted to the college (Project Guide) before the commencement of Semester End University Examination.

**Indicative list of points to be covered in the report**

**General Information:**

1. History and Development of the organization.
2. Size and Form of organization.
3. Manufacturing processes or Operation process and Product or Service.
4. Contribution of the organization to the industry.

**Personnel Management:**

1. Structure of Personnel Department.
2. Recruitment, Selection, Induction, Training, etc.
3. Job Description (Managerial level only).
4. Promotion, Performance Evaluation and Transfer Policy.
5. Wage, Salary, Provident Fund etc structure.

**Marketing Management:**

1. Structure of Marketing Department.
2. Product Planning and Market Segmentation.
3. Pricing Policies and Strategies.
4. Channels of distribution.
5. Sales promotion, Advertising and Marketing research etc.

**Financial Management:**

1. Organization of Finance and accounts department.
2. Financial Planning and Capitalization.
3. Capital Structure-use financial leverage to magnify equity earnings.
4. Management of fixed assets :  
 Capital budgeting, Review of latest capital project with reference to project cost, project financial and its implementation.
6. Management of working capital :  
 Inventories, Receivables, Case and Bank including Case budgeting.
7. Operating leverage analysis.
8. Profitability and dividend distribution in past years etc.

**Evaluation Pattern**

The General Project Subject shall carry 100 marks.

The evaluation pattern will be as follows:

Project Report: 50 Marks

Project Viva: 50 Marks

Note: %=Percentage Weightage, S=No. of Sessions, C=Credit.

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<b>Course Code: IVB06DIM</b>	<b>Course Type: Open</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>DISASTER MANAGEMENT</b>		100	30	02

The course aims to provide basic concepts and knowledge with regard to a Disaster Management and its applications in need based circumstances.

<b>Unit 1 Natural Disaster</b> Introduction, floods, Earthquakes, landslides, cyclones, Tsunami, drought, thunderstorms, cold wave and Extreme cold	20	06	0.4
<b>Unit 2 Man Made Disaster</b> War and terrorism, stampede, Riots and Demonstrations, residential and industrial fires, transportation accidents	20	06	0.4
<b>Unit 3 Help Others</b> Saving victims- First twenty hours, conducting Medical Relief operations, Managing Relief operations, and psychological issues.	15	4.5	0.3
<b>Unit 4 Prepare Yourself for Disaster</b> Plan for disaster, local disaster management cell, prepare business recovery plan, Government response in disaster.	15	4.5	0.3
<b>Unit 5 Survival Skills</b> Introduction, search and research skills, defining search and rescue, precautions, first-aid.	15	4.5	0.3
<b>Unit 6 Alternative Communication Skills</b> Introduction, network, Radio communications and other wireless communication, satellite based communications systems, Ministry of Communications and Transportation.	15	4.5	0.3

**Reference Books:**

Citizen's Guide to Disaster Management: by SATISH MODH  
Disaster management and Preparedness: by Thomas .D.Schneid

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**Semester-5, Syllabus (Effective from June 2012) CBCS**

<b>Course Code: VA01BRM</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>BUSINESS RESEARCH METHODS</b>		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Business Research Methods.

<b>Unit 1 Introduction to Research Methodology</b>	10	06	0.4
Meaning of research, objectives, significance, application of marketing research, limitations of marketing research, types of research, research process, criteria for good research			
<b>Unit 2 Research Design and Hypothesis</b>	15	09	0.6
Meaning, types of research design: exploratory, descriptive, causal research design, null hypothesis, alternative hypothesis, construction of hypothesis.			
<b>Unit 3 Sampling Design</b>	20	12	0.8
Sampling process, sampling methods: simple random sampling method, systematic sampling, stratified sampling, cluster sampling, area sampling, quota sampling, judgement sampling, convenience sampling, snow ball sampling.			
<b>Unit 4 Data Collection Methods</b>	20	12	0.8
Primary data: advantages & disadvantages, primary data collection method: observation, interview, survey, designing of questionnaire, secondary data, sources of secondary data.			
<b>Unit 5 Measurement and Scaling</b>	20	12	0.8
Measurement and research, Measurement scale : nominal scale ,ordinal scale, interval scale, ratio scale, source of error in Measurement, Likert type scale, semantic differential scale.			
<b>Unit 6 Report Writing</b>	15	09	0.6
Significance of report writing, layout of the research report, APA style of references, precaution for writing report.			

**Reference Books:**

Marketing research : by Dr. C. R. Kothari  
 Marketing research :by G. C.Beri, Tata McGraw hill  
 Business research methods :by Cooper & Schindler

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<b>Course Code: VA02CMA</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>COST AND MANAGEMENT ACCOUNTANCY</b>		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Cost and Management Accountancy.

Unit	Topic	%	S	C
<b>Unit 1</b>	<b>Introduction</b> Meaning scope & Limitation of Cost Accountancy and management Accountancy – Distinction V/S Financial Accountancy and Management Accountancy and Cost Accountancy. Essential of Cost Accountancy: element of cost -Fixed & variable expenses- Classification of Overheads.	20	12	0.8
<b>Unit 2</b>	<b>Standard Costing</b> Theory: Meaning & Significance - Types of variances -Setting up standards. Examples: Materials cost variance, Sales variances only.	20	12	0.8
<b>Unit 3</b>	<b>Reporting to Management</b> Meaning objects- significance of good report types of Report Special & Routine Report- Report to the different level of management, Managing Director, Factory and Sales Manager.	10	06	0.4
<b>Unit 4</b>	<b>Budgetary Control</b> Meaning & Significance of Budgetary control - Function of Budgetary control, key factors- Responsibility Centers Zero base Budgeting. Examples : 1. Production Raw Material Consumption & Raw Material purchase Budget. 2. Cash Budget (receipt and payment method only) 2. Flexible Budget.	20	12	0.8
<b>Unit 5</b>	<b>Cost - Volume Profit Analysis</b> Meaning, significance and Limitation Break- even analysis: Contribution- Break-even Point-Margin of Safety, Profit volume ratio- Break even chart. Example : Find out Breakeven point, P/V ratio, margin of safety, Application of marginal costing in profitability planning- special offer (export order) Levels of activity Pricing Policies..	20	12	0.8
<b>Unit 6</b>	<b>Decision making</b> Differential cost, Relevant cost-Application of Differential cost analysis Decisions: Make or Buy decision - Determination of Product mix, Dropping a Product Line.	10	06	0.4

Note: Theory (30%): Unit 1, 3. Theory and Examples (70%): Unit 2, 4, 5, 6.

**Reference Books:**

Cost and Management Accountancy- B S Shah  
 Advance Cost Accounting – S N Maheshwari  
 Cost and Management Accountancy – R L Gupta

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**Semester–5, Syllabus (Effective from June 2012) CBCS**

<b>Course Code: VA03STR</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>STRATEGIC RETAILING</b>		100	60	04

The course aims at providing fundamental knowledge, tools and applications of Strategic Retailing.

<b>Unit 1 Retail Strategy</b>	15	09	0.6
Strategy - Introduction, concept, The retail perspective, retail strategy formulation process, international Expansion – A Growth Strategy, Building sustainable competitive advantage, Growth Strategies			
<b>Unit 2 Promotional Strategies: Advertising, Sales Promotion &amp; Publicity</b>	30	18	1.2
Introduction, stages of models of communication, Advertising – developing plans for advertising, when to advertise, when, what, which type, how, where to advertise. Sales Promotion – how to plan promotional events, vendor originated sales promotions, retailer – originated sales promotions, limitations of promotional events, non price promotion, benefits of promotional events Publicity – some Do's for effective publicity.			
<b>Unit 3 Promotional Strategies: Store Atmosphere &amp; Personal Selling</b>	10	06	0.4
Introduction, display as promotional tool, take a new look at your store through your customers' eyes, personal selling, idea selling			
<b>Unit 4 Retail Location Strategy</b>	15	09	0.6
Introduction, importance of location decision, levels of location decision and its determining factors, types of retail location, types of consumer goods and location decision, trading area, site selection analysis, how to make traffic count, retail location theories, location assessment procedures			
<b>Unit 5 Retail Pricing Strategy</b>	15	09	0.6
Introduction, external influences on retail pricing strategy, developments in retail prices, retail pricing objectives, retail pricing – approaches and strategies, consumer response to prices			
<b>Unit 6 Human Resource Management</b>	15	09	0.6
Gaining competitive advantage through Human Resource Management, designing the organization structure for a retail firm, retail organization structures, retail organization design issues, motivating retail employees, building employee commitment, trends in retail human resource management			

**Reference Books:**

- Retailing Management – Swapna Pradhan, 3<sup>rd</sup> edition TaTa McGraw-Hill
- Retailing Management – Levy & Weitz, TaTa McGraw-Hill
- Retailing Management – Bajaj, Tuli and Srivastava, oxford university press
- Retailing Management – Arif Sheikh & Kaneez Fatima, Himalaya Publishing House

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<b>Course Code: VA041NM</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>INVENTORY MANAGEMENT</b>		100	60	04

The course aims at providing fundamental knowledge, tools of Inventory Management and its applications in Business.

<b>Unit 1 Stock and Inventories</b>	15	09	0.6
Introduction, Stocks of material, Reason for holding stocks, Stocks in the supply chain, Trends affecting stock, Changes to aggregate stock.			
<b>Unit 2 Stocks within an Organisation</b>	15	09	0.6
Inventory management and logistics, Setting the aims of inventory management, Strategic role of stock, Cost of holding stock, Approaches to inventory control.			
<b>Unit 3 Economic Order Quantity</b>	20	12	0.8
Defining the economic order quantity, Adjusting the economic order quantity, Uncertainty in demand and costs, Adding a finite lead time.			
<b>Unit 4 Models for Known Demand</b>	15	09	0.6
Price discounts from suppliers, Finite replacement rate, Planned shortage with back orders, Lost sales, Constraints on stock, Discrete, variable demand.			
<b>Unit 5 Material Requirements Planning</b>	20	12	0.8
Limitations of independent demand methods, Approaches to material requirement planning, Benefits and problems with MRP, Adjusting the MRP schedules, Extensions to MRP.			
<b>Unit 6 Just In Time</b>	15	09	0.6
Principles of just in time, Main features for stocks, Achieving just in time operations Other effects of JIT, Benefits and disadvantages of JIT, Extending JIT along the supply chain, Comparisons with other methods of Inventory Management.			

**Reference Books:**

Donald Waters: Inventory control and management.  
 Foundations of Inventory Management – Zipkin, McGraw Hill. Orliky's MRP – Plossl  
 Production Planning And Inventory Control - Seetharama L Narsimhan, Dennis W McLeavy, Peter J Billington, Prentice Hall Of India Pvt Ltd,  
 Introduction To Materials Management, - J. R. Tony Arnold, Stephen N. Chapman - Prentice Hall  
 Principles of Inventory and Materials Management - Richard J. Tersine, Prentice Hall PTR  
 Essentials of Inventory Management - Max Muller, AMACOM/American Management Association  
 Production And Inventory Control - J H Greene, Homewood III: Richard D Irwin  
 Materials Management – A.R.Palit

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<b>Course Code: VA05PRM</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>PROJECT (RETAIL MANAGEMENT)</b>		100	30	02

The subject aims to acquaint the student with a practical knowledge of the business organisations' operations, practices and management.

**Report Work**

100	30	02
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Prior to the beginning of the Semester End University Examination of the concerned semester, the students (in a group) are required to prepare "A Project Report" on any of the department of any business organization approved by project Guide.

Students are required to select the company for undertaking the study, with the prior consent of the college.

Students are required to visit the concerned organisation for undertaking the project for at least 10 Days in a semester.

After completion of the assigned Project a Project Report in context of the same shall have to be submitted to the college (Project Guide) before the commencement of Semester End University Examination.

**Indicative list of Departments that can be studied**

Sales Department

Human Resource Department

Marketing Department

Finance Department

Inventory Department

Any Other Department

**Evaluation Pattern**

The General Project Subject shall carry 100 marks.

The evaluation pattern will be as follows:

Project Report: 50 Marks

Project Viva: 50 Marks

Note: %=Percentage Weightage, S=No. of Sessions, C=Credit.

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<b>Course Code: VB06INE</b>	<b>Course Type: Open</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>INDIAN ECONOMY</b>		100	30	02

The course aims at providing fundamental knowledge and exposure to the concepts, theories and issues in the Indian Economy.

<b>Unit 1</b>	<b>Nature of Indian Economy</b> India- An Underdeveloped Economy, India- A Developing Economy, India- A Mixed Economy	10	03	0.2
<b>Unit 2</b>	<b>Agriculture in India</b> Role of agriculture in Indian Economy, Cropping patten in India, Agricultural production and productivity, National Agriculture Policy, National Policy for Farmers.	20	06	0.4
<b>Unit 3</b>	<b>Poverty in India</b> The concept of poverty line, Incidence of poverty in India, Human poverty, Rural Poverty, Poverty elevation programs, strategies for poverty elevation.	20	06	0.4
<b>Unit 4</b>	<b>Industrial development in India</b> Trends in Industrial Production and Productivity, changes in industrial pattern during plans, issues in industrial development in India.	10	03	0.2
<b>Unit 5</b>	<b>Price Trends and Inflation in India</b> Price movement during planning period, Money supply and Inflation in India, Demand side factors affecting prices, supply side factors affecting prices, consequences of inflation, anti-inflationary measures.	20	06	0.4
<b>Unit 6</b>	<b>Foreign Trade and India's Balance of Payment</b> Exports and Imports in India since 1991, Composition of foreign trade, direction of foreign trade, Balance of Payment-Meaning and situation since 1991, management of Balance of payment.	20	06	0.4

**Reference Books:**

Indian Economy (2006), Ruddra Dutt & K P M Sundaram, S. Chand.  
 Indian economy (2009), Mishra and Puri, Himalaya Publishing House.  
 Indian Economy (2003), I C Dhingra, Sultan Chand  
 Indian Economy (2003), Aggarwal, A.N. Vishwa Prakashan.

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<b>Course Code: VIA01PPE</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>PROJECT PLANNING AND EVALUATION</b>		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the Project Planning and Evaluation.

<b>Unit 1 Overview</b>	15	09	0.6
Capital investment: Importance and difficulties, Types of capital investment, Phases of capital budgeting, Levels of decision making, Facts of project analysis, Feasibility study.			
<b>Unit 2 Strategy and Capital Allocation</b>	20	12	0.8
Concept of strategy, Grand strategy, Diversification Debate, Portfolio strategy, Business level strategies, Strategic planning and capital budgeting.			
<b>Unit 3 Generation and Screening of Project Ideas</b>	20	12	0.8
Generation of ideas, Monitoring the environment, Corporate appraisal, Tolls for identifying investment opportunity, Preliminary screening, Project rating index, Sources of positive NPV, On being an Entrepreneur.			
<b>Unit 4 Market and Demand Analysis</b>	15	09	0.6
Situational analysis, Collecting of secondary information, Conduct of Market survey, Characterization of market, Demand forecasting, Market planning.			
<b>Unit 5 Technical Analysis</b>	15	09	0.6
Manufacturing Process/ Technology, Technical arrangement, Material input and utilities, Product mix , Plant capacity, Location and site, Machineries and equipment, Structure and civil works, Project chart and layout, Scheduled of project implementation.			
<b>Unit 6 Financial Estimates and Projections</b>	15	09	0.6
Cost of project, Means of finance, Estimates of sales and production, Cost of production, Working capital requirement and its financing, Profitability projections, Projected cash flow statement, Projected balance sheet, Multi year projections.			

**Reference Books:**

Prasanna Chandra [Project Management]  
K. Nagarajan [Project Management]  
Vasant Desai [Project Management]

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<b>Course Code: VIA02RSA</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>RETAIL SECTOR ANALYSIS</b>		100	60	04

The objective of course is to familiarize student with the basic knowledge of retail sector, its operations and recent trends.

<b>Unit 1</b>	<b>Indian Retail Industry</b> Introduction, Overview, Structure of Indian retail industry, Contribution, Drivers of growth, Key challenges & Opportunities, SWOT analysis – Modern retail, Future Trends of Retail In India.	25	15	1.0
<b>Unit 2</b>	<b>Retailing in Other Countries</b> Introduction, Retailing: the global scenario, Retailing in the US, Retailing in ASIA, European retailing.	10	06	0.4
<b>Unit 3</b>	<b>The Retail Environment: A Situation Analysis</b> Introduction, Company analysis, Segment analysis, Product history and analysis, Types of retail institutions – classification by ownership, classification by strategy, classification by channel.	20	12	0.8
<b>Unit 4</b>	<b>The Retail Environment: A Competitive Analysis</b> Introduction, Types of competitors, Competitive Models.	10	06	0.4
<b>Unit 5</b>	<b>Global Developments in Retailing</b> Introduction, Organizing retailing and expansion of global retailers, FDI in retailing and its impact, Market entry strategies of foreign players, Barriers to international expansion.	20	12	0.8
<b>Unit 6</b>	<b>Profile of the Major Players</b> Pantaloon Retail, RPG Retail, Shoppers Stop, Trent (Tata), Subiksha, Reliance Retail, Big Bazar.	15	09	0.6

**Reference Books:**

Managing Retailing – Sinha & Uniyal, oxford university press  
 Integrated retail management – Ogden & Ogden, biztantra  
 FDI in Retail Sector INDIA – Mukherjee & Patel, Acedemic Foundation  
 Retailing Management – Arif Sheikh & Kaneez Fatima, Himalaya Publishing House

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<b>Course Code: VIA03RSM</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>RETAIL SUPPLY CHAIN MANAGEMENT</b>		100	60	04

The basic objective of this course is to acquaint the students about the supply chain management in retail business. It will also develop an understanding among the students regarding recent developments in retail supply chain management.

<b>Unit 1 Supply Chain Management</b>	10	06	0.4
Introduction, nature and concept, value chain, functions of supply chain management and its contribution, supply chain linkages.			
<b>Unit 2 Warehousing</b>	15	09	0.6
Introduction, concept of warehousing, types of warehousing: private, public and on the basis of service, functions of warehousing, warehouse site selection, warehousing in India			
<b>Unit 3 Transportation</b>	20	12	0.8
Introduction, objectives, principles of transportation, participants in transportation decision, elements of transportation costs, modes of transportation, transportation decision (Pricing and Rate)			
<b>Unit 4 Inventory Management</b>	20	12	0.8
Introduction, concept, types of inventory, elements of inventory cost, inventory control: economy order quantity, ABC analysis, just-in-time system			
<b>Unit 5 Order Processing</b>	20	12	0.8
Introduction, concept, functions of order processing, elements of order processing costs, significance			
<b>Unit 6 Logistic Information</b>	15	09	0.6
Introduction, position of information in logistic and supply chain management, logistic information system (LIS), application of IT solution: electronic data interchange (EDI), barcode system (BCS), enterprise resource planning.			

**Reference Books:**

Text books of logistics and supply chain management-D.K AGRAWAL-, McMillan Indi  
 Logistic Management-V.V.SOPLE- PEARSON.  
 Logistic Management –BY SATISH C AILAWADI & RAKESH SINGH.  
 Business logistic / supply chain Management - BY RONALD H BALLON & SAMIR K SRIVASTAVA

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<b>Course Code: VIA04MLM</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>MALL MANAGEMENT</b>		100	60	04

The objective of course is to familiarize student with the basic concepts of Malls and understands commercial lease terms and components, HRM planning for malls, aspects of security issues and assess the risk components in retail environment.

<b>Unit 1 Introduction</b>	20	12	0.8
Introduction, new mall Breed life style centers – key success factors- market scenario- risks and reward.			
<b>Unit 2 Mall Design Process</b>	15	09	0.6
Introduction- current planning frame work- design issues for shopping centers			
<b>Unit 3 Leasing and Administration</b>	15	09	0.6
Tenant mix- leasing- finding tenant for your space – leasing tools – leasing administration.			
<b>Unit 4 Marketing</b>	15	09	0.6
Definition- marketing plan- marketing budget- promotional event- positioning- advance market research.			
<b>Unit 5 Shopping Mall Management</b>	15	09	0.6
Introduction- housekeeping service – security service – fire management – parking management- bomb threat management.			
<b>Unit 6 Issues of Mall Management in the Indian Retail Market</b>	20	12	0.8
Lack of Feasibility, Market Research Prior to the Development of a Mall, Design Issues, Few Promotional Activities, Facility Management ,Parking etc.			

**Reference Books:**

Mall Management by Arif I. Sheikh and Dr. Kaneez Fatima.  
Mall Management by Abhijit Das

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<b>Course Code: VIA05PRM</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>PROJECT (RETAIL MANAGEMENT)</b>		100	30	02

The subject aims to acquaint the student with a practical knowledge of the business organisations' operations, practices and management.

**Report Work**

100	30	02
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Prior to the beginning of the Semester End University Examination of the concerned semester, the students (in a group) are required to prepare "A Research Project Report" on any of the topic related to any business organization approved by project Guide.

Students are required to select the company for undertaking the study, with the prior consent of the college.

Students are required to visit the concerned organisation and undertake the field work (market survey, etc) for the project.

After completion of the assigned Project a Project Report in context of the same shall have to be submitted to the college (Project Guide) before the commencement of Semester End University Examination.

**Indicative list of Topics:**

Students can opt for any of the topic for the project with the approval of the project guide.

**Evaluation Pattern**

The General Project Subject shall carry 100 marks.

The evaluation pattern will be as follows:

Project Report: 50 Marks

Project Viva: 50 Marks

Note: %=Percentage Weightage, S=No. of Sessions, C=Credit.

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<b>Course Code: VIB06DES</b>	<b>Course Type: Open</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>DEMOGRAPHY AND ENVIRONMENTAL STUDIES</b>		100	30	02

The objective of course is to familiarize student with the basic concepts, theories and issues related to demography and environment.

**Unit 1 Introduction to Demography** 10 03 0.2

Meaning and definition of Demography, Need of demographic Studies for Business.  
 Theory of Demographic Transition, Theory of optimum population.

**Unit 2 Nature of Indian Population** 20 06 0.4

Size and growth of Indian Population, Gender composition and age composition of Indian Population, Density of population, Quality of Indian population.

**Unit 3 Demographic Issues** 20 06 0.4

Causes of rapid growth of Indian population, Population growth and Economic development, Remedies for population explosion, Rural-Urban Migration in India, Population Projection, Population Policy of India.

**Unit 4 Introduction to Environment** 10 03 0.2

Meaning and definition of Environment, Need of environmental studies for Business.  
 Natural resources and economic development. Global warming.

**Unit 5 Land and Forest Resources** 20 06 0.4

Characteristics of Land resource in India, Issues/Problems pertaining to land resources in India. Characteristics of Forest resource in India, Issues/Problems pertaining to forest resources in India.

**Unit 6 Water and Mineral Resources** 20 06 0.4

Water resource in India, Issues/Problems pertaining to water resource in India.  
 Mineral resource in India, Issues/Problems pertaining to mineral resource in India.

**Reference Books:**

- Indian Economy (2006), Rudra Dutt & K P M Sundaram, S. Chand.
- Indian economy (2009), Mishra and Puri, Himalaya Publishing House.
- Indian Economy (2003), I C Dhingra, Sultan Chand
- Indian Economy (2003), Aggarwal, A.N. Vishwa Prakashan.

Note: %=Percentage Weightage, S=No. of Sessions, C=Credit.