

SARDAR PATEL UNIVERSITY

Programme: - Bachelor of Vocation (Retail Management)

Semester: V

Title of the Paper - I: - Project Management

Course Code - UR05BVSC01

Unit	Description in Detail	Weightage(%)
1	Project Definition – Project Life Cycle – Project objectives – purpose of Project Management – Project Management Maturity – Project Selection and Choice – Types of Project – Selection Models – Analysis under Uncertainty and Risk – Project Portfolio Process. Functional Manager vs. Project Manager – Project Responsibilities – Demands on the Project Manager – Project Manager Selection – Culture and the Project impact of Institutional Environments – Need for Multi-cultural Communications.	50%
2	Project Organization – Pure Project Organization – Matrix – Mixed Organizational Systems – choosing a Firm – Risk Management – Project Management Office – The Project Team – Human Factors and the Project Team – Sources of Conflict. Project Planning and Coordination – Systems Integration – Action Plan – Work Breakdown Structure – Partnering - Chartering – Categories of Conflict – Principles of Negotiation – Top Down and Bottom Up Budgeting – Activity vs. Program Budgeting. Network Techniques PERT and CPM – Project Management Information Systems (PMIS). Project Control – Purposes, Types – Three Types of Control Processes – Post Control – critical Ratio and Control Charts – Balance in Control System	50%

References:

- ✓ Project Management, A Managerial Approach - Jack.R Moxdith and Samuel J.Mantel Jr
- ✓ Project Management : S.Choudhury
- ✓ Project Management : Denis Lock

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)
Semester: V
Title of the Paper - II Retail Brand Management and Selling
Course Code - UR05BVSC02

Unit	Description in Detail	Weightage(%)
1	Introduction Definition & Role of Brand Brand Loyalty Positioning of a Brand Personality of a Brand Consumer's Concept of 'Self-Image' Brand Proposition Brand Name & Brand Awareness	50%
2	Managing Brand over their Life Cycle Brand updating & Brand Extension Own Brand and Counter Feting of Copycat Brands Corporate Branding Retail Selling: Approaches Making the Sale	50%

Reference Books:-

Text Book Recommended:

- Retail Management by S.L. Gupta
- Retail Marketing Management by David Gilbert

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)
Semester: V
Title of the Paper – III Business Law for Retail Industry
Course Code - UR05BVSC03

Unit	Description in Detail	Weightage(%)
1	<p>LAW OF SALE OF GOODS Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Sale and bailment - Capacity to buy and sell - Subject matter of contract of sale – Effect of destruction of goods - Documents of title to goods - conditions and warranties – Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.</p> <p>Central Sales Tax Its features, terms, definitions, Principles of Central Sales Tax, Registration of dealers, procedure of assessment, Goods of Special Importance, sales tax authorities- its powers and functions, Appeals, Offences & Penalties, Value Added Tax</p>	50%
2	<p>Central Excise Act, 1944 Meaning, Levy & Collection, Classification of Goods, Definitions, Valuations, Registration, Assessment, Appeals & Penalties.</p> <p>Negotiable Instruments Act 1881 Negotiable Instruments-Characteristics-cheque- Essentials requirements- Endorsements-kinds-crossing-types-Demand draft-Bills of Exchange.</p> <p>Consumer Protection Act 1986.</p>	50%

Practical: Filing of forms for registration, returns and assessment.

References:

- ✓ Elements of Mercantile Law - N.D. Kapoor
- ✓ A Manual of Mercantile Law - Shukla M.C.
- ✓ Hand Book of Mercantile Law - Venkatesan
- ✓ Mercantile Law - Pandia R. H.
- ✓ Banking Law & Practice - K.P.Kandasami

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)
Semester: V
Title of the Paper - V: - International Retailing
Course Code - UR05BVSC04

Unit	Description in Detail	Weightage(%)
1	Introduction, Process of Internalization pattern of international expansion, Challenges in internalization, Determinants of internationalization Environment – Socio-Cultural, Economic, Political, Legal, Technological Market Selection Market entry methods, flagship stores, organic growth, merger & acquisitions, joint ventures, franchising concession, exporting and wholesellung	50%
2	Selection of Retail Market, Study and Analysis of Retailing in Global Setting, Competing in Foreign Market, Multi-country competition and Global Competition, Competitive Advantages in Foreign Market, Cross Market subsidization, Retail Structure, Global Structure.	50%

Practical: Evaluation of Indian versus International Market.

References:

1. Retailing Management – chetan bajaj, rajnish tuli
2. Retail Marketing - Dravid Gilbert
3. Retailing - George H, Lucas Jr., Robert P. Bush, Larry G Greshan
4. The Art of Retailing - A. J. Lamba
5. Retail Management; A Strategic Approach - Barry Berman, Joel R Evans

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation(Retail Management)
Semester: V
Title of the Paper – I E-Commerce
Course Code - UR05BVGE01

Unit	Description in Detail	Weightage(%)
1	<p>Introduction E-Business - Origin and Need of E-Commerce, Factors affecting E - Commerce, Business dimension and technological dimension of E-Commerce, E-Commerce frame work Electronic Commerce Models, Value Chains in Electronic Commerce.</p> <p>Internet and E-Business Introduction to Internet and its application, Intranet and Extranets. World Wide Web, Internet Architectures, Internet Applications, Business Applications on Internet, E - Shopping, Electronic Data Interchange, Components of Electronic Data Interchange, Creating Web Pages using HTML.</p>	50%
2	<p>Electronic Payment System Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards and Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer</p> <p>Emerging trends and technologies in E-Business E-Business and MIS, E-Business and ERP, E-Business and CRM, E-Business and Supply chain management, Benefits of E-Commerce; Drawbacks and limitations of E - Commerce. Management challenges in on -line retailing.</p>	50%

Reference Books:-

1. E-Commerce Strategy, Technologies and Applications, Whitley, David, Tata McGraw Hill.
2. Electronic Commerce. , Schneider Gary P. and Perry, James T ,Thomson Learning.
3. E-Commerce: The Cutting Edge of Business, Bajaj, Kamlesh K & Nag, Debjani , McGraw Hill
4. E-Commerce: Business, Technology, Society, Laudon and Traver, Pearson Education
5. Designing Systems for Internet Commerce, Treese G. Winfield & Stewart C. Lawrance, Addison Wesley.
6. E-Commerce Strategies, Trepper Charles , Prentice Hall of India.
7. Electronic Commerce Opportunity & Challenges, Rehman S.M. & Raisinghania, Idea Group Publishing, USA.
8. E-commerce Real Issues & Cases, Knapp C. Michel, Thomson Learning

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation(Retail Management)
Semester: V
Title of the Paper - II Business Ethics
Course Code - UR05BVGE02

Unit	Description in Detail	Weightage(%)
1	Ethics and Business- Define Business Ethics, Ethical issues in Business- Foundation of Ethical Conflict, Classifications of Ethical Issues, Ethical Issues Related to Participants and Functional Areas of Business, Recognizing an Ethical Issue; Ethics and the market, Shareholder Theory; Social Responsibility- The Economic Dimension, The legal Dimension, The Ethical Dimension, The Philanthropic Dimension; Corporate Social Responsibility: Corporate Culture and Ethical Leadership; Employer/employee rights and duties; Ethical Issues with Consumers- Marketing and Sales, Advertising; Larger Issues- The Environment and Society; Corporate Governance, Accounting and Business	50%
2	An Ethical Decision-Making Framework- Ethical Issue Intensity, Individual Factors, Corporate Culture, Business Ethics Evaluations and Intentions, Using the Ethical Decision-Making Framework to Improve Ethical Decisions; International Business Ethics- Ethical Perceptions and International Business, Culture as a Factor in Business, Adapting Ethical Systems to a Global Framework: Cultural Relativism, The Multinational Corporation, A Universal Set of Ethics, Ethical Issues around the Globe.	50%

Practical: The Role of Business in Society- Case study on Walmart.

Reference:

1. *Business Ethics: Decision-Making for Personal Integrity & Social Responsibility*, Hartman, Laura P. and Joe DesJardins, McGraw-Hill/Irwin
2. *Business Ethics - Concepts, Cases, and Canadian Perspectives*, Kissick, W.P.
3. *Business Ethics: Ethical Decision Making and Cases*, O.C. Ferrell, J. Fraedrick & L. Ferrell

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)
Semester: V
Title of the Paper – III Disaster Management
Course Code - UR05BVGE03

Unit	Description in Detail	Weightage(%)
1	Disaster : Meaning, Concept & Definition, Characteristics & Causes Disaster Management : Meaning, Concept & Definition, Relationship of Disaster Management with other sciences .	50%
2	Definition, Characteristics, Causes, Effects, Strategies of Natural Disasters Earthquake Flood Sea Disturbances Famine Land slides Definition, Characteristics, Causes, Effects of Man-made Disasters Terrorism Epidemics Accidents–Road Accidents Communal Riots	50%

Practical: Calculation of Ratios and preparation of financial statements from ratios, Problems on Capital Structure, Calculation of Cost of Capital, Estimation of Working Capital Requirement and Methods for evaluation of Capital Expenditure decisions.

References:

- ✓ Financial Management - I.M.Pandey
- ✓ Financial Management - Khan & Jain
- ✓ Financial Management - S.M.Inamdar
- ✓ Financial Management - N.M.Vechlekar
- ✓ Financial Management & Policy - R.M.Shrivastava
- ✓ Financial Management - Prasanna Chandra