

# TUMKUR



# UNIVERSITY

*First Year*

Programme Structure and Syllabus

**BACHELOR OF COMMERCE**

**B.Com. (Retail Operations)**

*Apprenticeship Embedded Degree Programme (AEDP)*

(with effect from 2025-26)

As per

**STATE EDUCATION POLICY (SEP)**

(CBCS-Scheme 2024-25 onwards)



**Department of Studies & Research in Commerce**

**Dr. Sadananda Maiya School of Commerce & Management**

**B.H.Road, Tumakuru, Karnataka - 572103**

# FIRST YEAR PROGRAMME STRUCTURE

## B. Com: Retail Operations Management (B.Com-ROM)

### First Semester

Part	Course Code/ Category	Title of the Course	Category of Courses	Instruction hrs/ Week	Duration of Exam (Hrs.)	Marks			Credits
						IA	Univ. Exam (SEE)	Total	
Part -1	L1-1	Language-1 Kannada/ Hindi/ Sanskrit/ Urdu/ Additional English	LC	4	3	20	80	100	3
	L2-1	Language – II English	LC	4	3	20	80	100	3
Part 2	B.Com. ROM: 1.1	Introduction to Retail Operations & Team Work	DSE-101	4	3	20	80	100	4
	B.Com. ROM: 1.2	In Store Cashiering & Merchandising Operations and Workplace Health & Safety	DSE-102	4	3	20	80	100	4
	B.Com. ROM: 1.3	Business Communication & Basic Office IT Applications	DSC-103	4	3	20	80	100	4
	B.Com. ROM: 1.4	Financial Accounting	DSC-104	4	3	20	80	100	4
Part 3	CC 1.5	Constitutional Values	CC	2	1.5	10	40	50	2
<b>Total</b>						<b>130</b>	<b>520</b>	<b>650</b>	<b>24</b>

### Second Semester

Part	Course Code/ Category	Title of the Course	Category of Courses	Instruction hrs/ Week	Duration of Exam (Hrs.)	Marks			Credits
						IA	Univ. Exam (SEE)	Total	
Part -1	L1-1	Language-1 Kannada/Hindi/ Sanskrit/Urdu/ Additional English	LC	4	3	20	80	100	3
	L2-1	Language – II English	LC	4	3	20	80	100	3
Part 2	B.Com. ROM: 2.1	Customer Relationship Management	DSE-201	4	3	20	80	100	4
	B.Com. ROM: 2.2	FMCG//FMCD Sales & Distribution and Business Environment	DSE-202	4	3	20	80	100	4
	B.Com. ROM: 2.3	Principles of Marketing	DSC-203	4	3	20	80	100	4
	B.Com. ROM: 2.4	Customer Loyalty & Retention and Social Media Marketing & Advertising	SEC-204	4	3	20	80	100	4
Part 3	CC 2.5	Environmental Science	CC	2	1.5	10	40	50	2
<b>Total</b>						<b>130</b>	<b>520</b>	<b>650</b>	<b>24</b>

**Note: ROM:** Retail and Operations Management

**DSE:** Discipline Specific Elective

**SEC:** Skill Enhancement Course

**IA:** Internal Assessment

**DSC:** Discipline Specific Course

**CC:** Compulsory Course

**SEE:** Semester End Examination

## First Semester Course Matrix

Part	Course Code/ Category	Title of the Course	Category of Courses	Instruction hrs/ Week	Duration of Exam (Hrs.)	Marks			Credits
						IA	Univ. Exam (SEE)	Total	
Part -1	L1-1	Language-1 Kannada/ Hindi/ Sanskrit/ Urdu/ Additional English	LC	4	3	20	80	100	3
	L2-1	Language – II English	LC	4	3	20	80	100	3
Part 2	B.Com. ROM:1.1	Introduction to Retail Operations & Team Work	DSE-101	4	3	20	80	100	4
	B.Com. ROM:1.2	In Store Cashiering & Merchandising Operations and Workplace Health & Safety	DSE-102	4	3	20	80	100	4
	B.Com. ROM:1.3	Business Communication & Basic Office IT Applications	DSC-103	4	3	20	80	100	4
	B.Com. ROM:1.4	Financial Accounting	DSC-104	4	3	20	80	100	4
Part 3	CC 1.5	Constitutional Values	CC	2	1.5	10	40	50	2
<b>Total</b>						<b>130</b>	<b>520</b>	<b>650</b>	<b>24</b>

**Note:** **ROM:** Retail and Operations Management  
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**DSE:** Discipline Specific Elective  
**CC:** Compulsory Course  
**SEE:** Semester End Examination

<b>Part-2: Course Code / Category: DSE- 101</b>		
<b>Title of the Course:</b>		
<b>B.Com. ROM: 1.1 INTRODUCTION TO RETAIL OPERATIONS &amp; TEAM WORK</b>		
<b>Course Credits</b>	<b>No. of Hours Per Week</b>	<b>Total No. of Teaching Hours</b>
4	4	60
<b>PEDAGOGY:</b> Classroom lecture, Group Discussion, Presentations, Case Studies, Simulations, Fieldwork, Industrial visit (Where ever is required) etc.,		
<b>Course Objectives</b> <ol style="list-style-type: none"> <li>1. To familiarize with retail store operations</li> <li>2. To evaluate the processes followed for servicing customers at Point of Sale (POS)</li> <li>3. To identify the processes and best practices to ensure security at retail stores</li> <li>4. To understand the principles of teamwork and need to work effectively in a team at the workplace</li> </ol>		
<b>Course Outcomes:</b> The learners will be able to- <ol style="list-style-type: none"> <li>1. Comprehend various functions under store operation processes.</li> <li>2. Explain the processes related to customer service at POS</li> <li>3. Identify the systems &amp; protocols followed to ensure store security.</li> <li>4. Collaboratively work in a team by fostering effective team working skills within diverse team environments.</li> <li>5. Cultivate a culture of ethical integrity and professionalism in team settings, navigating complex challenges with respect, inclusivity, and a commitment to excellence.</li> </ol>		
<b>Unit 1</b>	<b>Introduction to Retail Store Operations</b>	
	Evolution of Retail, Retail -Traditional and Modern Retail in India - Traditional Retail Formats - Modern Retail Formats, organogram of a Modern Retail organisation under all sub-sectors of retail, different departments in retail store and their functions, different roles in store and their roles and responsibilities, Retail Supply Chain, Introduction to store operations: store opening process, post store opening process, day end activities, roles and responsibilities of staff during opening-during the day-day end/ closing, product categories: important product categories(food, apparel & general merchandise), business impact of product categories, Goods receipt and storage process: Receiving goods at the store, unloading, material inward process, storage process, processes to minimizing loss of stock quality and quantity.	
<b>Unit 2</b>	<b>Servicing at Cash Point/ POS (Point of Sale)</b>	
	Cash Points/POS- Purpose of POS- Cash points POS set up-Counterfeit payments-Different types of credit and debit cards that are accepted in the stores - Process of handling credit and debit card transactions -Process of handling other cash equivalents, discounts, refunds, fractions and currency conversions - Procedure of authorizing payments -Cash point security procedures - Process of resolving the problems that can occur in routine cash point operations and transactions -Procedures of handling customers and complaints at the POS. Meaning of age restricted products - Policies and procedures to be followed while selling age restricted products - Policies and procedures for refusing sale of age-restricted products- Documents that can be accepted as proof of age -Impact of not collecting prescribed proof of age - Impact of selling age restricted products to under-aged customer.	

<b>Unit 3</b>	<b>Maintaining Store Security and Sustainability in Retailing</b>
	The various types of security risks at the store - Identify and report the security risks to the concerned higher authorities - appropriate methods to handle the security risks that fall within the purview of self-authority - the impact of not following statutory guidelines with respect to store safety and security. Types of security risk that can arise in your workplace -the authority and responsibility while dealing with security risks, including legal rights and duties - the approved procedure and techniques for protecting personal safety when security risks arise. Electronic Article Surveillance Systems (EAS) other security and safety equipment used in the store – such as soft tags, hard tags, RFID along with its uses and applications. Introduction to Sustainable Retailing, Sustainable sourcing, procurement and transportation practices. Green store design. Eco-friendly product labeling and packaging, Strategies for educating and engaging customers on sustainable consumption.
<b>Unit 4</b>	<b>Principles of Teamwork</b>
	Definition of team, purpose of a team at workplace, Types of teams (cross-functional, virtual, self-directed, etc.), Benefits and challenges of teamwork, Bruce Tuckman’s Team Development Stages, goals and objectives of team, role of - communication skills to build trust, interdependence, mutual respect among team members, teamwork principles and the role of teamwork in the achievement of workplace goals, role of feedback in achievement of team goals.
<b>Unit 5</b>	<b>Effectively Working in a Team</b>
	Collaboration Tools and Techniques: Utilizing technology for collaboration (e.g., project management software, communication tools), Strategies for remote teamwork, Document sharing and version control, communication techniques and use in a team context: open and closed questioning, paraphrasing, effective listening, voice tonality and volume, , techniques for supporting team members in the achievement of workplace outcomes, industry standards and expectations relevant to: teamwork attitudes, teamwork ethics , Integrity and professionalism, respecting special needs, diversity and inclusivity, Handling confidential information responsibly, role of constructive feedback and feedback mechanism.

### Reference Books

1. Retail Trainee Associate by RASCI publication
2. Retail Cashier RASCI publication
3. Gibson Vedamani, Retail Management – Functional Principles & Practices 5<sup>th</sup> edition, Pearson
4. K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill.
5. Michael Levy, Barton Weitz, Ajay Pandit (2017) Retailing Management, Tata McGraw Hill.
6. Patrick M. Lencioni, The Ideal Team Player
7. Jon Gordon, The Power of a Positive Team.
8. Shiv Khera, You Can Win: A Step-by-Step Tool for Top Achievers,
9. Girish Kuber, The Tatas: How a Family Built a Business and a Nation.
10. Dale Carnegie Training India, The Leader in You.
11. Apurva Chamaria and Gaurav Kakkar, You Are the Key: Unlocking Doors Through Social Selling.
12. Radhakrishnan Pillai, Corporate Chanakya on Management.

<b>Part-2: Course Code / Category: DSE- 102</b>		
<b>Title of the Course:</b>		
<b>B.Com. ROM: 1.2 IN STORE CASHIERING &amp; MERCHANDISING OPERATIONS AND WORKPLACE HEALTH &amp; SAFETY</b>		
<b>Course Credits</b>	<b>No. of Hours Per Week</b>	<b>Total No. of Teaching Hours</b>
4	4	60
<b>PEDAGOGY:</b> Classroom lecture, Group Discussion, Presentations, Case Studies, Simulations, Fieldwork, Industrial visit (Where ever is required) etc.,		
<b>Course Objectives</b>		
<ol style="list-style-type: none"> <li>1. To learn the best practices of displaying products for sale and provide basic assistance to customers in the stores.</li> <li>2. To comprehend the processes associated with processing customer orders and exchanges.</li> <li>3. To identify the processes related to processing customer payments and goods return.</li> <li>4. To understand the importance of workplace health and safety in a retail environment and identify common hazards and risks associated with retail operations.</li> </ol>		
<b>Course Outcomes:</b> The learners will be able to-		
<ol style="list-style-type: none"> <li>1. Explain the best practices used to display products for sale.</li> <li>2. Explain the process associated with fulfilling customer orders, processing payments &amp; goods return.</li> <li>3. Conduct a comprehensive risk assessment of their retail store, identifying potential hazards and proposing practical control measures to mitigate risks and ensure a safe working environment for employees and customers.</li> </ol>		
<b>Unit 1</b>	<b>Preparing Products for Sale &amp; Customer Assistance</b>	
	Different Store layouts-Grid, Angular, Racetrack, Free Flow etc., Fixtures Used in Preparing Products for Sale -Maintenance and Usage of Fixtures-Planogram-Putting Products for Sale-Putting Products Together for Sale, Customer Assistance: Qualities Required of a Customer Associate and Various Customer Styles, concepts and principles of visual merchandising, applications of visual merchandising in increasing sale and profits, Customer Complaint Handling Process-Modes and Sources of Customer Complaints, Promoting Loyalty Memberships: Loyalty Scheme Basics-Building Loyalty Memberships.	
<b>Unit 2</b>	<b>Processing Customer Orders and Exchanges</b>	
	Procedures of processing customer orders - Identify and resolve problems while processing customer orders - the importance of protecting confidentiality of the customer information - procedures for validating customer credit limits - Process part exchange of goods/ products for the customers. Processing Part Exchange Sale Transactions: Need for a Customer to Part Exchange the Products Need for a customer to part exchange the products-Terms and conditions of sale for items that the store exchanges -Process of checking ownership of the items produced for part exchange Consequences of not checking the ownership of the items.	
<b>Unit 3</b>	<b>Processing Customer Payments and Goods Return</b>	
	Procedures for processing cash and credit transactions-the impact of statutory guidelines and obligations of a retailer in relation to credits-Resolve customer concerns related to pricing of products-the procedures to accept and record the product/ goods returned by the customers. The need to process cash and credit transactions - the risks to the company of offering credit to customers-company guidelines for setting customer credit limits-the process of checking customer accounts effectively - the process to identify overdue payments and customers who have gone over their credit limits. The reasons customers might have for returning goods-the need to process returned goods-the policies and procedures for replacements and refunds, including proof of purchase-authority of the cashier to agree to replacements and refunds- the charges that apply to the customers if company is not at fault-the steps involved in processing returns of goods-the process to find the replacement goods.	

<b>Unit 4</b>	<b>Introduction to Workplace Health and Safety Hazards in Retail Environment</b>
	<p>Overview of workplace health and safety (WHS) regulations and standards in the retail sector  Importance of WHS in a retail store environment, Responsibilities of employers, managers, and employees regarding WHS. Hazards: Common hazards in retail stores: slips, trips, and falls; manual handling; hazardous substances; electrical safety; etc. Conducting risk assessments in a retail setting, Recognizing potential hazards specific to your store layout and operations. Strategies for preventing slips, trips, and falls, Safe manual handling techniques for lifting and carrying items, Proper use of equipment and machinery, Handling and storing hazardous substances safely, personal protective equipment and their benefits. Emergency Preparedness: Developing emergency procedures for various scenarios (fire, medical emergencies, etc.) Importance of training employees on emergency protocols, including evacuation routes and assembly points, importance of First aid training and maintaining first aid supplies in the store.</p>
<b>Unit 5</b>	<b>Workplace Health Promotion and Monitoring and Continuous Improvement</b>
	<p>Promoting physical and mental well-being among employees, Encouraging healthy lifestyles and stress management techniques, Implementing ergonomic principles to reduce strain and injuries, Establishing systems for regular WHS inspections and audits, Investigating incidents and near misses to identify root causes, Implementing improvements based on feedback and lessons learned.</p> <p>Additional Resources and Practical Exercises: Interactive scenarios or case studies to reinforce learning. Guest speakers or industry experts to provide insights and best practices.  Hands-on demonstrations of safety equipment and procedures.</p>

### Reference Books

1. Introduction of Retail operations, RASCI publication
2. In store cashier and Merchandising, RASCI publication
3. Gibson Vedamani, Retail Management - Functional Principles & Practices, 5th edition Pearson
4. Swati Bhalla & Anuraag Singha, Visual Merchandising
5. Robert Colborne, Visual Merchandising: The Business of Merchandise Presentation
6. Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization

<b>Part-2: Course Code / Category: DSC-103</b>		
<b>Title of the Course:</b>		
<b>B.Com. ROM: 1.3 BUSINESS COMMUNICATION &amp; BASIC IT APPLICATIONS</b>		
<b>Course Credits</b>	<b>No. of Hours Per Week</b>	<b>Total No. of Teaching Hours</b>
4	4	60
<b>PEDAGOGY:</b> Classroom lecture, Group Discussion, Presentations, Case Studies, Simulations, Fieldwork, Industrial visit (Where ever is required) etc.,		
<b>Course Objectives</b>		
<ol style="list-style-type: none"> <li>1. To identify the role of business communication skills to excel in profession and workplace environment.</li> <li>2. To explain various elements and methods of effective business communication.</li> <li>3. To augment business communication skills and IT applications seamlessly at workplace.</li> </ol>		
<b>Course Outcomes</b>		
<ol style="list-style-type: none"> <li>1. The learner will be able to apply business communication skills to achieve proficiency in communication with different stakeholders at workplace.</li> </ol>		
<b>Unit-1</b>	<b>Theory of Communication</b>	
	Definition and purpose of communication, methods of communication (verbal & non - verbal) and when to use them, Principles & characteristics of effective communication, the reasons for barriers in communication- the solutions to typical communication barriers- Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to overcome these, Barriers. Impact of technological advancements on Communication Types- Internet, Blogs, E-mails, Moodle, social media (Facebook, Tweeter &WhatsApp), Advantages and Disadvantages	
<b>Unit 2</b>	<b>Workplace Communication</b>	
	The need for business communication- the methods to practice Business communication skills at workplace. Channels-- Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine Methods: Verbal and Nonverbal. Characteristics of verbal and Non-verbal Communication. <b>Verbal communication:</b> elements of verbal communication- voice, pitch, tone, intonation semantics. <b>Non-verbal:</b> the right usage of body language, expression, eye contact. Importance of effective listening skills- Importance of Listening Skills, Obstacles to listening, cultivating good Listening Skills’’	
<b>Unit 3</b>	<b>Business Correspondence</b>	
	Theory of Business Letter Writing- Parts, Structure, Layouts—Full Block, Modified Block, Semi – Block, Effective Letter Writing, effective Email Writing, Resume & job application writing, email writing, letters of communication to different stakeholders / inter departments, preparing proposals and quotations, raising complaints, replies to complaints, Letter of Acceptance of Job Offer, Letter of Resignation’.	
<b>Unit 4</b>	<b>Meetings &amp; Report Writing</b>	
	Meetings – Plan, Prepare, Organise, Conduct & Report. (Online &Physical meetings) Report writing - business reports, project reports-Reading Skills: -Report Reading - analyze business reports, writing proposals, Presentations, Group Discussion, Practice Sessions: Mock Interviews, Mock Meetings / Conferences, Book Reviews/Summarization, Reading Comprehension, Oral Communication - one to one, one to many, delivering business presentations, listening comprehension.	

<b>Unit 5</b>	<b>Basic IT Applications for Office Management</b>
	<p>Introduction to Basic Computer Skills: Overview of the course objectives and expectation  Introduction to computer hardware and software components, Basic computer operation  Powering on/off, using the mouse and keyboard, navigating the desktop.</p> <p>Introduction to Microsoft Windows: Introduction to the Windows operating system, File management basics: Creating, renaming, moving, and deleting files and folders, Customizing the Windows desktop, and settings.</p> <p>Microsoft Word Basics: Introduction to Microsoft Word, Creating and formatting documents: Text formatting, paragraph formatting, page layout, working with tables and images, Saving, printing and sharing documents.</p> <p>Microsoft Excel Basics: Introduction to Microsoft Excel, Creating and formatting spreadsheet Entering data, formatting cells, using basic formulas, Working with rows, columns, and sheets, Saving, printing, and sharing spreadsheets</p>

### Reference Books

1. Bahl, J.C. and Nagamia, S.M. (1974) *Modern Business Correspondence and Minute Writing*.
2. Balan, K.R. and Rayudu C.S. (1996) *Effective Communication*, Beacon New Delhi.
3. Shwom, B., & Snyder, L. G. (2016). *Business communication: Polishing your professional presence*. (3rd ed.). Boston: Pearson.
4. Benjamin, James (1993) *Business and Professional Communication Concepts and Practices*, Harper.
5. Prakash, *Business Communication*, Raman, Oxford.
6. *Business Communication*, Krizan, Thomson.
7. Adler R, *Understanding Human Communication*, Oxford.

8.

<b>Part-2: Course Code / Category: DSC-104</b>		
<b>Title of the Course:</b>		
<b>B.Com. ROM 1.4 FINANCIAL ACCOUNTING</b>		
<b>Course Credits</b>	<b>No. of Hours Per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4</b>	<b>4</b>	<b>60</b>
<b>PEDAGOGY:</b> Classroom lecture, Group Discussion, Presentations, Case Studies, Simulations, Fieldwork, Industrial visit (Where ever is required) etc.,		
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To help students understand theoretical framework of accounting, preparation of financial statement of sole proprietors.</li> <li>2. Develop ability for conversion of single entry into double entry.</li> <li>3. Develop skill to work out practical problems on consignment and hire purchase system.</li> </ol>		
<b>Learning Outcomes:</b>		
<ol style="list-style-type: none"> <li>1. To understand the theoretical framework of accounting as well as Accounting standards.</li> <li>2. To demonstrate the preparation of financial statement of manufacturing and non- manufacturing entities of sole proprietors.</li> <li>3. To prepare Financial Statements from Incomplete records.</li> <li>4. To work out the accounting treatments for Consignment transactions.</li> <li>5. To learn various methods of Accounting for Hire Purchase transactions.</li> </ol>		
<b>Unit</b>	<b>Topics</b>	
<b>Unit 1</b>	<b>THEORITICAL FRAMEWORK OF ACCOUNTING</b> Introduction-Meaning and Scope of Accounting- Objectives of Accounting Importance of Accounting-Function of Accounting-Terminologies used in accounting- Users of Accounting Information-Accounting Process-Basis of Accounting: Cash basis and Accrual Basis-Branches of Accounting- Principles of Accounting-Concepts and Conventions- Accounting equations. Accounting Standards- Introduction to Accounting standards-International Financial Reporting Standards (IFRS)-Accounting Standard Board (ASB) - International Accounting Standard Board (IASB) and The Institute of Chartered Accountants of India (ICAI). Meaning-Need and Objectives of IND AS- List of IND AS.	
<b>Unit 2</b>	<b>FINANCIAL STATEMENTS OF SOLE PROPRIETORS</b> Introduction- Meaning of sole proprietor-financial statements of non- manufacturing Entities: Trading account- Income statement / Profit and loss account-Balance sheet-Financial statements of manufacturing entities: manufacturing account-trading account-profit and loss account- Balance sheet- Problems.	
<b>Unit 3</b>	<b>CONVERSION OF SINGLE ENTRY IN TO DOUBLE ENTRY SYSTEM</b> Introduction –Meaning- Features- Merits & Demerits-Double Entry System- Meaning-Features-difference- Conversion of Single Entry System into Double Entry System-Need for Conversion- Preparation of Statement of Affairs- Cashbook- Bills Receivable Account -Total Debtors Account - Bills Payable Account -Total Creditors Account-Preparation of Financial Statements: Trading and Profit & Loss and Balance Sheet-Problems.	

<p><b>Unit 4</b></p>	<p><b>CONSIGNMENT ACCOUNTS</b>  Introduction – Meaning – Consignor – Consignee – consignment v/s sales- proforma invoice- account sales-types of commission-Accounting for consignment transactions and events- Goods Sent at Cost Price – Goods Sent at Invoice Price – Normal Loss – Abnormal Loss – Valuation of Stock – Stock Reserve – Journal Entries – Ledger Accounts in the books of Consignor- problems.</p>
<p><b>Unit 5</b></p>	<p><b>HIRE PURCHASE SYSTEM</b>  Introduction-Meaning of hire purchase agreement- Hire purchaser, Hire seller -hire purchase price- cash price-Calculation of interest-when cash price and the rate of interest are given- when cash price is given but rate of interest is not given- when cash price is not given but rate of interest is given- when Interest excluding from Installments - Calculation of cash price and installment amount-Calculation of Depreciation under straight line method and Reducing balance method- Journal entries and ledger accounts in the books of hire purchaser (asset accrual method only) (excluding default and repossession).</p>

**Text and Reference Books**

1. B.S. Raman (2008), Financial Accounting, Vol. I & II, United Publishers & Distributors
2. Charles T. Horngren and Donna Philbrick, (2013) Introduction to Financial Accounting, Pearson Education, 11th Edition.
3. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India.
4. S. Anil Kumar, V. Rajesh Kumar and B. Mariyappa (2023)–Financial Accounting, HPH.
5. J.R. Monga, Financial Accounting: Concepts and Applications. Mayur Paper Backs, New Delhi, 32nd Edition.
6. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House.
7. SP Iyengar (2005), Advanced Accounting, Sultan Chand & Sons, Vol. 1

Note: Latest edition of textbooks and reference Books may be use

## Second Semester Course Matrix

Part	Course Code/ Category	Title of the Course	Category of Courses	Instru- tion hrs/ Week	Dura- tion of Exam (Hrs.)	Marks			Credits
						IA	Univ. Exam (SEE)	Total	
Part -1	L1-1	Language-1 Kannada/Hindi/ Sanskrit/Urdu/ Additional English	LC	4	3	20	80	100	3
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Part 2	B.Com. ROM: 2.1	Customer Relationship Management	DSE-201	4	3	20	80	100	4
	B.Com. ROM: 2.2	FMCG//FMCD Sales & Distribution and Business Environment	DSE-202	4	3	20	80	100	4
	B.Com. ROM: 2.3	Principles of Marketing	DSC-203	4	3	20	80	100	4
	B.Com. ROM: 2.4	Customer Loyalty & Retention and Social Media Marketing & Advertising	SEC-204	4	3	20	80	100	4
Part 3	CC 2.5	Environmental Science	CC	2	1.5	10	40	50	2
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**DSC:** Discipline Specific Course

**CC:** Compulsory Course

**SEE:** Semester End Examination

<b>Part-2: Course Code / Category: DSE-201</b>		
<b>Title of the Course:</b>		
<b>B.Com. ROM: 2.1 CUSTOMER RELATIONSHIP MANAGEMENT</b>		
<b>Course Credits</b>	<b>No. of Hours Per Week</b>	<b>Total No. of Teaching Hours</b>
4	4	60
<b>PEDAGOGY:</b> Classroom lecture, Group Discussion, Presentations, Case Studies, Simulations, Fieldwork, Industrial visit (Where ever is required) etc.,		
<b>Course Objectives</b>		
<ol style="list-style-type: none"> <li>1. To understand the concepts of consumer behaviour and hence need for customer relationship management.</li> <li>2. To identify the elements and their uses in managing customer relationship.</li> <li>3. To understand the standard process and practices of providing services to the customers.</li> </ol>		
<b>Course Outcomes:</b> The learners will be able to-		
<ol style="list-style-type: none"> <li>1. Explain the relationship between the consumer behaviour and customer relationship management.</li> <li>2. Describe the elements of CRM.</li> <li>3. Apply the customer relationship management processes to service and retain customer loyalty.</li> </ol>		
<b>Unit 1</b>	<b>Overview of Consumer Behaviour</b>	
	Retail market segmentation – Criteria for segmentation – Approach for Segmentation – Composite segmentation approach. Consumer Behaviour – Definition and Scope – Need for studying Consumer Behaviour - Consumer Behaviour and Decision Making – Consumer value, satisfaction and retention.	
<b>Unit 2</b>	<b>Introduction to CRM</b>	
	Characteristics of customer touch points at the retail store and their significance with reference to Sales and Customer Service, customer need identification process, process for identifying buying behavior, benefits of Customer Relationship Management (CRM) and its implication on providing solutions to the customers and Business, Components of CRM, Role of CRM in marketing and sales, Principles of CRM, Customer Relationship Management Strategies, Impact of CRM on business revenues.	
<b>Unit 3</b>	<b>Elements of CRM</b>	
	Elements of customer service management: Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous customer service improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses.	
<b>Unit 4</b>	<b>Customer Services</b>	
	Processes and practices of customer engagement, providing customer service in B2C and B2B retail environment, how to handle customer service concerns, best practices followed in resolving customer complaints, decision-making processes in addressing customer service problem, addressing customer grievances, Customer Redressal System & strategies	

<b>Unit 5</b>	<b>CRM Implementation</b>
	Technological Tools for CRM and Implementation: Data Mining for CRM - Some Relevant Issues; Changing Patterns of e-CRM Solutions in the Future; Structuring a Customer Focused IT Organization to Support CRM; Organizational Framework for Deploying Customer Relationship; measuring profitability CRM implementation –set by step process. Operational issues in implementation of CRM.

### Reference Books

1. Gibson Vedamani, Retail Management – Functional Principles & Practices 5th ed Pearson
2. Retail Sales Associate & Retail Team Leader – RASCI Course Material
3. S Ramesh Kumar, Consumer Behaviour: The Indian Context (Concepts and Cases) | 2nd Ed, Pearson
4. Pradip Sinha, Retailing: Integrated Retail Management, Oxford University Press
5. Barry Berman, Joel R. Evans, and Patrali Chatterjee, Retail Management: A Strategic Approach, Pearson
6. Judith W .Kincaid , Customer Relationship Management Getting it Right, Pearson Education.
7. H.Peeru Mohamed, A Sagadevan, Customer Relationship Management, A Step by Step Approach, Vikas Publishing House.
8. Peter Fader, Customer Centricity –Focus on right customer for strategic advantage, Wharton Digital Press, 2012.
9. Jagdish N Sheth, Parvatiyar Atul, G Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications, 1st Edition, TMH June 2008.

<b>Part-2: Course Code / Category: DSE-202</b>		
<b>Title of the Course:</b>		
<b>B.Com. ROM: 2.2 FMCG//FMCD SALES &amp; DISTRIBUTION AND BUSINESS ENVIRONMENT</b>		
<b>Course Credits</b>	<b>No. of Hours Per Week</b>	<b>Total No. of Teaching Hours</b>
4	4	60
<b>PEDAGOGY:</b> Classroom lecture, Group Discussion, Presentations, Case Studies, Simulations, Fieldwork, Industrial visit (Where ever is required) etc.,		
<b>Course Objectives</b>		
<ol style="list-style-type: none"> <li>1. To equip with the knowledge, skills, and strategic mindset required to effectively manage territories and drive sales within the diverse and dynamic Indian FMCG/FMCD market.</li> <li>2. To understand the dynamic interplay of economic, social, and regulatory factors shaping contemporary business landscapes. To analyze the impact of globalization and technological advancements on business operations and strategic decision-making.</li> <li>3. To evaluate the ethical, legal, and sustainability dimensions of business practices within the context of local and global environments.</li> </ol>		
<b>Course Outcomes:</b> The learners will be able to-		
<ol style="list-style-type: none"> <li>1. Demonstrate the ability to strategically analyze the Indian FMCG/FMCD market, effectively plan and manage territories, optimize distribution channels, forecast sales accurately, and adapt to the evolving dynamics of the industry.</li> <li>2. Demonstrate a comprehensive understanding of key economic, social, and regulatory drivers influencing business environments.</li> <li>3. Assess the implications of globalization and technological advancements on business strategies and operations.</li> <li>4. Evaluate ethical, legal, and sustainability considerations in business decision-making processes across diverse local and global contexts.</li> </ol>		
<b>Unit 1</b>	<b>FMCG,FMCD Distribution</b>	
	<p>Indian consumer market: diversity, preferences, and behaviours, Market trends and growth opportunities in various FMCG/FMCD sectors, Regulatory framework governing FMCG/FMCD sales and distribution in India, Impact of government policies, taxation, and trade regulations on the industry. Product categories in FMCG / FMCD, supply chain system in FMCG /FMCD (Manufacturer, Transportation system, Storage, Distribution C retailing and post-sale services), Overview of distribution channel structures in India: direct, indirect, and hybrid. Selection and evaluation of distribution partners: distributors, wholesalers, retailers. Negotiating and managing agreements with channel partners, including terms and incentives. Addressing channel conflicts such as price undercutting, territory overlaps, and brand dilution. Leveraging technology for efficient channel management and inventory control.</p>	
<b>Unit 2</b>	<b>Territory Planning and Distribution System Mapping</b>	
	<p>Principles of territory management and its importance in sales strategy, Techniques for defining and segmenting territories in the Indian context. Utilizing market research, data analytics, and GIS tools for territory mapping. Developing territory plans aligned with company objectives and market dynamics. Strategies for efficient route planning, covering urban and rural areas effectively. Roles C responsibilities of stakeholders in FMCG distribution system, importance of influencing people through personal effectiveness, best practices followed in distributor and retailer relationship management.</p>	

<b>Unit 3</b>	<b>Sales Forecasting and Performance Evaluation</b>
	Demand patterns in the Indian market. Methods for sales forecasting: qualitative, quantitative, and hybrid approaches. Setting realistic sales targets and quotas based on territory potential and historical data. Roles and responsibilities of a FMCG salesperson (Territory, day to day planning, route C beat plans, target achievement, outlet categories, productivity metrics, merchandising C branding, stock management, order booking), objection handling and negotiation with retailers, process of effective sales calls. Monitoring and analyzing key performance indicators (KPIs) such as sales volume, market share, and distribution coverage. Performance evaluation techniques, including variance analysis and sales force effectiveness metrics.
<b>Unit 4</b>	<b>Introduction to Business Environment and Political Environment</b>
	Business: Nature & Scope, Types of Business Organizations. Business Environment: Characteristics, Scope and Significance, Components of Business Environment, Micro and Macro Environment: Analysis of Business Environment, SWOT Analysis. Micro-Environment: components of Internal Environment. Components of External Environment. Macro Components. Retail Business Environment. Contribution of retail to Indian economy. Political Framework: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India. Economic environment: economic system and economic policies. Impact of business. Contribution of the retail sector to the Indian economy. Legal Framework for Retail Businesses: Business laws relevant to retail operations (e.g., contract law, consumer protection laws) Intellectual property rights and their significance in retail management, Compliance requirements for retail businesses in India.
<b>Unit 5</b>	<b>Social and Cultural Environment</b>
	Nature, significance, Impact of (foreign culture) on Business (retail management), and shaping consumer behavior. Retail trends in India. Demographic, Religious and Festive Influences as drivers of retail demand in India. Retail promotional strategies for leveraging festive seasons and cultural events. Regional Diversity and Market Preferences: Overview and its implications for retail market preferences, Localization strategies for retail businesses to cater to regional tastes and preferences.  Technological environment: Features, impact of technology on Business. Competitive Environment: Michael Porter's Five Forces Analysis. Globalization: Features, stages of Globalization, Foreign Market entry strategies, LPG model. MNCs: merits, demerits, MNCs in India. FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India, FDI in retail sector.

### Reference Books

1. Distributor Salesman – RASCI Courseware
2. Pingali Venugopal, Sales and Distribution Management in the Indian Context,
3. Francis Cherunilam, Indian Business Environment, HPH.
4. K. Aswathappa, Business Environment, HPH.
5. Ramesh Singh, Indian Economy.
6. Abhishek Kumar, Business Environment and Law.
7. S. K. Misra and V. K. Puri, Business Environment and Policy.
8. H. L. Ahuja, Indian Business Environment: Globalization, Competitiveness, and Challenges.
9. Newman, A. & Cullen, P., Retailing: Environment and Operations, 9th Indian Reprint 2011, Cengage Learning.
10. S. L. Gupta & Arun Mittal, International Retailing

<b>Part-2: Course Code / Category: DSC-203</b>		
<b>Title of the Course:</b>		
<b>B.Com. ROM: 2.3 PRINCIPLES OF MARKETING</b>		
<b>Course Credits</b>	<b>No. of Hours Per Week</b>	<b>Total No. of Teaching Hours</b>
4	4	60
<b>PEDAGOGY:</b> Classroom lecture, Group Discussion, Presentations, Case Studies, Simulations, Fieldwork, Industrial visit (Where ever is required) etc.,		
<b>Course Objectives</b>		
1. To understand the basic concepts, principles, tools and techniques of marketing.		
<b>Course Outcomes</b>		
1. The learners will be able to know the concepts and principles of marketing and align them in the value chain along with the various marketing strategies.		
<b>Unit 1</b>	<b>Introduction to Marketing</b>	
	Marketing: Definition, Marketing Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing, Selling vs. Marketing, Marketing Information System: Concept, Components, Marketing Environment: Micro and Macro, Marketing Research - Concept, Features, Process. Market Segmentation: Concept, Benefits, Bases of market segmentation, Customer Relationship Management- Concept, Techniques, Market Targeting - Concept, Five patterns of Target market Selection, Complaint Management	
<b>Unit 2</b>	<b>Marketing Essentials</b>	
	Marketing Mix: 7P's of mix, Concept, Product- Product Decision Areas, Product Life Cycle- Concept, managing stages of PLC Branding - Concept, Components, Brand Equity- Concept, Factors influencing Brand Equity, Packaging- Concept, Essentials of a good package, Product/Service Positioning- Concept, Strategies of Positioning, Challenges. Pricing - Concept, Objectives, Factors influencing Pricing, Pricing Strategies	
<b>Unit 3</b>	<b>Marketing and Integrated Marketing Communication (IMC)</b>	
	Physical Distribution- Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) Supply Chain Management-Concept, Components of SCM. Integrated Marketing Communication (IMC)- Concepts and elements Importance, Digital Marketing-Concept, trends in Digital Marketing, Experiential Marketing, Contextual Marketing, Sales Management- Concept, Components, USP- concept, importance Emerging trends in selling Personal Selling- Concept, Process of personal selling, Skill Sets required for Effective Selling.	

<b>Unit 4</b>	<b>Promotion in marketing</b>
	Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics. Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism.
<b>Unit 5</b>	<b>International Retailing</b>
	International retailing: scope, evolution, Importance of international retailing in the global economy. Trends and challenges in international retailing, Cultural, economic, and legal factors impacting international retailing, Understanding consumer behavior in different international markets, Regulatory frameworks and compliance issues in international retailing, Product adaptation and standardization in international retailing, Pricing strategies for international markets, Promotional strategies and advertising in diverse cultural contexts, Retail branding and positioning in the global marketplace.

### Reference Books

1. Sherleker and Pany, Marketing Principles and Management, Himalaya Publishing House.
2. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ahsan, Principles of Marketing. 13 Ed. Pearson Education
3. Bajaj, Kaur, Principles of Marketing, Kalyani Publishers, New Delhi
4. R. Krishnamoorthy, Marketing Management – Concepts and Cases, HPH.
5. Vijay Prakash Anand, Marketing Management, An Indian Perspective', Second Edition (2015), Biztantra
6. S. L. Gupta & Arun Mittal, International Retailing

<b>Part-2: Course Code / Category: SEC-204</b>		
<b>Title of the Course:</b>		
B.Com. ROM: 2.4 <b>CUSTOMER LOYALTY &amp; RETENTION AND SOCIAL MEDIA MARKETING &amp; ADVERTISING</b>		
<b>Course Credits</b>	<b>No. of Hours Per Week</b>	<b>Total No. of Teaching Hours</b>
4	4	60
<b>PEDAGOGY:</b> Classroom lecture, Group Discussion, Presentations, Case Studies, Simulations, Fieldwork, Industrial visit (Where ever is required) etc.,		
<b>Course Objectives</b>		
<ol style="list-style-type: none"> <li>1. To understand key concepts related to marketing, customer behavior, and relationship management impacting customer loyalty and retention.</li> <li>2. To provide practical insights and recommendations for enhancing customer loyalty and retention, ultimately contributing to the long-term success of the chosen business or organization.</li> <li>3. To understand the principles and practices of social media marketing and advertising</li> <li>4. To create marketing and advertising campaigns on social media platforms</li> </ol>		
<b>Course Outcomes:</b> The Learners will be able-		
<ol style="list-style-type: none"> <li>1. To explain the impact of marketing, customer behaviour and relationship management on customer retention and loyalty.</li> <li>2. To analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships.</li> <li>3. To acquire proficiency in utilizing social media advertising tools and techniques to create targeted campaigns,</li> </ol>		
<b>Unit 1</b>	<b>Introduction to Customer Loyalty and Retention Strategies and Tactics</b>	
	Definition of customer loyalty and retention, Customer Lifetime Value (CLV): concept of CLV, impact of CLV on profits, Customer Segmentation: need for division of customers based on demographics, behavior, needs, or preferences to devise loyalty and retention strategies, Customer Satisfaction and Loyalty Models: SERVQUAL model or the Kano model, Customer Journey Mapping: correlation between touch points and interactions a customer has with a business throughout their lifecycle , loyalty & retention. Loyalty programs, personalized communication, superior customer service, and post-purchase engagement, Net Promoter Score (NPS): NPS methods NPS and its significance in assessing and improving customer loyalty, Customer Feedback and Listening: gathering, analyzing, and acting upon customer feedback, ethical considerations in customer relationships, such as privacy, transparency, fairness, and trust-building and their impact on retention	
<b>Unit 2</b>	<b>Practical/ OJT</b>	
	Analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships by carrying out. Background Research; Customer Data Analysis; Customer Feedback Collection; Competitor Analysis; Strategy Development; Implementation Plan; Testing and Optimization; Measurement and Evaluation; Communication and Engagement; Documentation and Reporting.	

<b>Unit 3</b>	<b>Digital Marketing Foundations&amp; Content Marketing</b>
	Digital Marketing Strategy - Exploring Digital Marketing - Starting with the Website - Foundations of Analytics - Search Engine Optimization - Search and Display Marketing - Social Media Marketing - Video Marketing. Email marketing tools and setup - Email marketing segmentation, personalization and mobile friendly design Content marketing foundations - Blogs for content marketing - Content marketing for staying relevant - Newsletters for content marketing - Mobile marketing foundations. Introduction to social media advertising platforms (Facebook Ads Manager, Instagram Ads, Twitter Ads, etc.) Overview of advertising formats (carousel ads, video ads, sponsored posts, etc.)
<b>Unit 4</b>	<b>Social Media Strategy for Marketing and Advertising</b>
	Social media tools and platforms for marketing, segmenting audience for each different tool and platform, considerations for selecting social media tool/ platform. Types of promotional campaigns on social networking sites, reasons to use promotional campaigns on social networking sites, Definition of digital vouchers, potential uses of digital vouchers, disadvantages of digital vouchers, overcoming the barriers of using digital vouchers for acquisition and retention of customer, methods of managing a digital voucher system, measuring the effectiveness of a digital voucher campaign. factors to consider when creating social networking site adverts, importance of identifying the required outcomes from the social networking advertising campaigns, advantages of running more than one advertising campaign in parallel on the same social networking site, reasons for failure of social networking advertising campaign might fail. Methods of monitoring social networking site advertising campaigns, changes that might be required for a social networking advertising campaign based on monitoring results.
<b>Unit 5</b>	<b>Creating Social Media Marketing and Advertising Campaigns</b>
	Identifying target customer base, social media guidelines, policies and procedures required to be followed with respect to- Promotional content, providing service to customer, Resolving customer complaints and privacy. Policies and procedures for publishing images and any content of others, characteristics of amenable and appealing, principles of positive and professional online communications, approaches to deal negativity, complaints, and conflicts on social media. <b>Practical Exercise on:</b> Uploading types of files (pdf, images, videos etc), Insert formatted text, Monitoring activities and comments of prospects/ customers, using alerts and responding to alerts, Responding to comments of customers.

### Reference Books

1. Shweta Singh, Customer Loyalty: Exploring Its Various Dimensions.
2. Girish V. S, Customer Relationship Management: A Strategic Approach.
3. Gibson Vedamani, Retail Management – Functional Principles & Practices 5th edition, Pearson.
4. Anmol Madan, Social Media Marketing: Principles and Strategies.
5. Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media" Laxmi Publications
6. Social Media Marketing: Concepts and Applications, SAGE Publications India Pvt Ltd

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