Bachelor of Vocation - Retail Management & IT course (Semester-3)

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC CORE COURSE – DSC-7 E-Commerce

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
DSC-7 E-Commerce	4	3	1	0	N/A	N/A

Learning Objectives
The course aims to enhance skills for effective and contemporary applications of E-Commerce.

Learning outcomes
By studying this course, students will be able to:
- Describe the challenging needs of the society in the field of E-Commerce.
- Identify various applications in the context of online transactions.
- Explain the steps in designing of website.
- Describe various e-payment systems.
- Analyse security and operational issues in E-Commerce.

SYLLABUS

UNIT – I (12 Hours)

Introduction to E-commerce: Meaning, nature, concepts , advantages, disadvantages and reasons for online transactions online, Electronic commerce, Types of Electronic commerce, Electronic commerce models, Challenges and barriers to E-commerce environment; E-commerce in India: Transition to E-commerce in India, Indian readiness for E-commerce, E-transition challenges for Indian corporate.

UNIT – II (12 Hours)

Electronic Payment system: Digital payment requirements, Electronic payment system, Types of Electronic payment systems, Concept of e-money, infrastructure issues and risks in EPS, Electronic fund transfer.

UNIT – III (12 Hours)

E-commerce Application: E-commerce applications in retail and other industries, Emerging trends in E-commerce, Mobile commerce; Technological and social considerations, Regulatory and ethical considerations in E-commerce

UNIT – IV (9 Hours)

E-Commerce security: Meaning, need and concepts; Electronic commerce security environment, security threats in E-commerce environment, Basics of encryption and decryption.

Essential/recommended readings

1. Arora Shivani, e-Commerce (Taxmann: New Delhi).
2. Awad, Elias M., Electronic Commerce: From Vision To Fulfillment (PHI Learning: New Delhi).

Suggestive readings

1. Bharat Bhaskar, Electronic Commerce- Framework, Technologies and Applicatonc,(Tata McGraw Hill).
2. Chhabra, T.N., Jain, H. C., and Aruna Jain, An Introduction to HTML (Dhanpat Rai & Co.: New Delhi).
3. Gupta, Pralok, ed., E-COMMERCE In India: Economic And Legal Perspectives (Sage Publications: New Delhi). Kenneth C. Laudon, Carol Guercio Traver, E-commerce, Global Edition (Pearson Education).

Note: **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

Bachelor of Vocation - Retail Management & IT course
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DISCIPLINE SPECIFIC CORE COURSE – DSC-8 Sales and Distribution Management

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CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
DSC-8 Sales and Distribution Management	4	3	1	0	N/A	N/A

Learning Objectives

The course aims to enhance an in-depth understanding of sales management and personal selling.

Learning outcomes

By studying this course, students will be able to:

- Understand the compensation and supervision of salesmen besides setting sales territories and targets.

- Develop proficiency in evaluation of sales performance and sales cost analysis.

- Understand the different marketing channels.

- Develop basic understanding of distribution management and evaluation of channel performance.

SYLLABUS

UNIT – I (12 Hours)

Sales Management; Objectives and Functions; Setting and Formulating Personal Selling Objectives; Recruiting and selecting Sales Personnel; Developing and conducting Sales Training Programmes. Sales organization, Sales function & policies, Personal selling - nature, scope & objectives, Formulating Personal selling strategy.

UNIT – II (12 Hours)

Designing and Administering Compensation Plans; Supervision of Salesmen; Standards and Performance; Motivating Sales Personnel; Sales Meetings and Sales contests. Planning the Sales Effort - Sales planning

and Budgeting, Estimating Market Potential and Sales forecasting, Setting the sales territory & quotas, Sales and cost Analysis

UNIT – III (11 Hours)

Marketing Channels, their Structure; Channel Intermediaries-Role and Types; Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organizational Patterns in Marketing Channels: Assessing Performance of Marketing Channels; International Marketing Channels.

UNIT – IV (10 Hours)

Distribution Management - Managing marketing logistics & channels, Channel Integration - VMS, HMS, Channel Management, and Marketing channel Policies & legal issue. Channel Institutions & control, Wholesaling &- Retailing, Channel Information systems, Managing & Evaluating Channel Performance Case & future trends in sales & distribution management.

Essential/recommended readings

1. Gupta, S.L (2005) Sales and Distribution Management: Text and Cases – An Indian Perspective, Excel Books.

2. Havaldar, K. K.& Cavale, V. M. (2007) Sales and Distribution Management: Text & Cases, Tata McGraw-Hill.

Suggestive readings

1. Still, R. R., Cundiff, E. W. & Govoni, N. A. P(1998) Sales Management: Decision Strategies and Cases, Dorling Kindersley.

Note: **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

Bachelor of Vocation - Retail Management & IT course
Undergraduate Curriculum Framework 2022(UGCF)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
DSC-9 Customer Experience Management	4	3	1	0	N/A	N/A

Learning Objectives

This course aims to familiarize the students with the concept and importance of the relationship with customers and techniques to enhance customer experience.

Learning outcomes

By studying this course, students will be able to:

- Demonstrate the management of customer life-cycle, importance of trust, value and commitment in building relationship.
- Analyse the CEM techniques and strategies..
- Describe the applications of CEM tools in the retail sector.

SYLLABUS

UNIT – I (12 Hours)

Introduction to the strategy of CEM and CRM and the interdisciplinary relationship, Customer Experience Innovation, Communicate effectively with stake-holders Develop individual retail service opportunities

UNIT – II (12 Hours)

Business Models and its impact on customer experience: Offline, online, B2C and B2B – social media, platforms and merging offline and online experiences

UNIT – III (12 Hours)

Mapping the customer journey: Process of interaction with a supplier – methods and tools to analyze what's right and what's wrong, Design step-by-step experiences, which enchant customers and at the same time create new opportunities and lead to sustainable competitive advantage

UNIT – IV (9 Hours)

Establish and satisfy customer needs, Monitor and solve customer service problems, Effective Stakeholder communication, Effective after sales service, Customer feedback Management

Essential/recommended readings

1. Sheth, J. N., & Parvatiyar, A. (2013). Handbook of Relationship Marketing. London, UK: Sage Publications Ltd.

2. S. Shanmugasundaram (2008) Customer relationship management, Prentice Hall of India Private Limted, New Delhi

Suggestive readings

1. Sheth, J. N., Parvatiyar, A., & Shainesh, G. (2017). Customer Relationship Management: Emerging Concept, Tools and Applications. India: McGraw Hill.

2. Stone, M., & Woodrock, N. (1995). Relationship Marketing. London: Kogan Page.

3. Rai Kumar Alok (2011) Customer relationship management- Concept and Cases, Prentice Hall of India Private Limted, New Delhi. 2011

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