Bachelor of Vocation - Retail Management & IT course (Semester-6)

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC CORE COURSE –DSC-16 Retail Planning and Legal Framework

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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-16 Retail Planning and Legal Framework	4	3	1	0	N/A	N/A

Learning Objectives

The course aims to provide fundamental understanding of strategic management of retail in India.

Learning outcomes
By studying this course, students will be able to:

1. Get holistic knowledge of retail operations.
2. Develop ability to manage the various aspects of human resources involved in retailing.
3. Develop proficiency in legal framework documentation involved in retailing.
4. Have comprehensive knowledge of mall management.

SYLLABUS

UNIT – I (10 Hours)
Introduction to Strategic Management : Retailing, Role, Relevance & Trends, Retail Customer, Retail Market Segmentation & franchising, Relationship marketing in Retailing.

UNIT – II (10 Hours)

Social Marketing in Retail Management Strategic Management, Retail in India, Services Marketing and Management, Brand Management, International / Strategies, Pricing, Advertising & sales promotion.

UNIT – III (12 Hours)

Operations in Retailing: Retails location strategy, Product and Merchandise Management, TQM, EDP / MIS Logistics & SCM Security Measures, Footfalls / computerized methods non-computerized methods, Visual / Display methods, Merchandising & Management.

UNIT – IV (13Hours)

Legal framework for Retailing: License, Contracts & Recovery, Legal Process, PF/ESIC & Exemptions, PPF, IR Law: Shops & establishments, IPR Patents, Copy right & Trademarks, Procedural Compliance for Establishing an Retail Store, Customer Rights, Consumer Protection Acts, Unfair Trade Practices, Holding of Contests and Schemes, The Standards of Weights and Measures Act, Procedures applicable for a Retail Store.

Essential/recommended readings

1. Mathur U.C. (2010) Retail Management, I.K. International Publishing House Pvt. Ltd. New Delhi.
2. Nair Suja (2006) Retail Management, Himalya Publishing House, New Delhi.
3. Pradhan Swapna (2009) Retailing Management, Tata McGraw-Hill, New Delhi.

Suggestive readings

1. Varley Rosemary (2001) Retail Product Management, Routledge, New York.
2. V.S.Ramaswamy and S.Namakumari (2017) Marketing Management, Macmillan• Publishers India Ltd. New Delhi.

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

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> **DISCIPLINE SPECIFIC CORE COURSE –DSC-17 Enterprise Resource Management**

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-17 Enterprise Resource Management	4	3	1	0	N/A	N/A

Learning Objectives

The course aims to provide an overview of enterprise resource planning (ERP).

Learning outcomes
By studying this course, students will be able to:

1. Get the knowledge of selection and implementation of ERP and business process re-engineering
2. Develop basic understanding of ERP packages and framework
3. Develop the knowledge of technical architecture of ERP systems
4. Get understanding of ERP, supply chain management and SAP

SYLLABUS

UNIT – I (12 Hours)
Enterprise Resource Planning: Evolution of ERP, difference between integrated and traditional information systems, early and new ERP packages, overview of ERP packages, ERP products and markets, players and characteristics, benefits of ERP implementations, critical success factors, pitfalls.
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UNIT – II (12 Hours)

Opportunities and problems in ERP selection and implementation, ERP implementation, identifying ERP benefits, team formation-consultant intervention, Business Process Reengineering (BPR) concepts: emergence of reengineering, business process, rethinking of processes, identification of reengineering

UNIT – III (12 Hours)

Retailing organizations, Formulation and evaluation of strategic options within retailing organizations, Mergers, Acquisition and strategic alliances involving retailers, Analysis of organization structure and design among retail organizations.

UNIT – IV (9 Hours)

Technical Architecture of ERP Systems: Communication and networking facilities, distributed computing, client server systems, concepts of business objects, distributed object, computing architecture, support for data mining and warehousing, EDI, internet and related technologies, Net technologies.

Essential/recommended readings

1. Jyothindra Zaveri (2012) Enterprise Resource Planning Himalaya Publishing House Pvt. Ltd.
2. Motiwalla F. Luvai (2011) Enterprise Systems for Management 2 edition, Pearson.

Suggestive readings

1. Ptak, Carol A. & Eli Schragenheim (2000) Enterprise Systems for Management, St. Lucie Press NY.
2. D.P. Goyal, Enterprise Resource Planning.

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Bachelor of Vocation - Retail Management & IT course
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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-18 Crisis Management in Retail	4	3	1	0	N/A	N/A

Learning Objectives

To provide students with the ability to understand the principles, strategies and techniques for incident response and crisis management.

Learning outcomes
By studying this course, students will be able to:

1. Develop the knowledge and skills necessary for implementing an effective structure and processes for responding to and managing incidents and crises.
2. Get the knowledge of different types of crisis in retail.
3. Get the understanding of disaster management in retail.
4. Develop proficiency in designing crisis management strategies.

SYLLABUS

UNIT – I (10 Hours)
Introduction to Crisis Management and Incident Management- Different Types of Crisis in retail, Crisis Leadership and Team Building, Crisis Management Centres - design and operation
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UNIT – II (10 Hours)

Information Management - situational awareness & decision making under pressure, Media and Crisis Communications, Media Interview Training, Using Social Media in a Crisis

UNIT – III (12 Hours)

Exercise Excellence - design, delivery, review, Preparing for Epidemics, Pandemics and Disasters in the Workplace, Supporting People after Traumatic Incidents.

UNIT – IV (13 Hours)

Disaster Management **-** Basics of disaster management and Mass casualties**,** Components of disaster plan- pre and post, Disaster alertness, Disaster management planning and implementation, Severity of illness amongst disaster victims and risk assessment **,** Mock exercise on disaster management in Retail.

Essential/recommended readings

1. Marchesani Ph D V J, "The Fundamental of Crisis Management", Page Publishing, Inc.
2. Yunus D Saleh, "Crisis Management", Mill City Press Inc**.**

Suggestive readings

1. Bernstein Jonathan, "Manager's Guide to Crisis Management", Briefcase Books Series.

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