

Proposal for grant of approval for Starting Masters Degree Programme in Business Administration (MBA).

At

Govt. Degree College Sopore

Programmes To Be Offered:

**Masters Degree Programme in Business
Administration (MBA)**

Proposal Submitting Institution:

Government Degree College (Boys) Sopore, Baramulla, J&K
India – 193201, Phone: 01954- 222262
[www. gdcsopore.com](http://www.gdcsopore.com)

Courses to be Offered: Masters Degree Programme in Business Administration (MBA) (To be introduced from 2020 admissions, Intake Capacity 30 + 5 Seats)

Institution Details:

1. Details of the College:

1.	Name of the University / College: (As given in list u/s 12(B) of UGC Act)	Government Degree College (Boys Sopore)
2.	Full Postal Address:	Govt. Degree College Sopore, District: Baramulla Pin : 193201, P: 01954- 222262
3.	Name of the Affiliating University	University of Kashmir
4.	Whether covered under Section 2(f) and 12(B) of the UGC Act, 1956	Yes
5.	Whether Autonomous	No
6.	Whether recognized as College with Potential for Excellence / University with Potential for Excellence	No
7.	NAAC / NBA Accreditation details. (Date, Grade, CGPA, validity)	B Grade
8.	Whether the institution is aided and receiving General Development Assistance from UGC or self financing?	No
9.	Name, designation and contact details (Telephone/fax/mobile/email) of Head of the Institution and Nodal Officer.	Principal, Govt. Degree College Sopore, District: Baramulla, O: 01954-222262, soporecollege@gmail.com
10.	Website URL of the College / University	www. gdc Sopore.com
11.	Any other relevant information (Maximum 100 words) College	The institution has been established in Sept. 1951 and was established as premier hub for rendering education. The College is governed by the state government so far as its administration is concerned and academically it is governed by the University of Kashmir. At the college level Principal manages the college with the help of different committees, heads

Achievements @ Govt. Degree College Sopore:

Projects / Activities Undertaken at Govt. Degree College Sopore (Boys)
2017 -18 & 2018-19

S.No.	Projects Undertaken	Achievement	Remarks
1.	Submitted Proposal to UGC for Start of Skill Course in the College, Got Approval of Four Skill Courses in Retail Management, International Business, Tourism & Hospitality & Information Technology of Rs. 50.0 Lakhs of funding Per Course Per Year. Only College Selected in J&K for Skill Programme.	Four Courses Approved <ul style="list-style-type: none"> ➤ Retail Management ➤ International Business ➤ Tourism & Hospitality ➤ Information Technology 	Total Funding to be received Rs. 92.0 Lakhs as 1 st Installment Rs. 1.08 Crore Awaited as 2 nd Installment
2.	Submitted Proposal for conducting activities / programmes under the aegis of National Science & technology Entrepreneurship Development Board (NSTEDB) to Deptt. of Science & Technology GOI.	Two Entrepreneurship Awareness Camp (EAC) Sanctioned by Entrepreneurship Dev. Institute of India	Sanction Letter Received. Programme to be conducted in first and second week of December 2019.
3.	Submitted Proposal to Ministry of Human Resource Development GOI for Empanelment of our College as Implementing Agency for UNANAT BHARAT ABHIYAN. Approval Granted our College Selected as Implementing Agency.	Approval given and eight Villages Identified in District Baramulla for promoting Rural Livelihood Activities.	Data Submitted Funding Awaited
4.	Submitted Proposal to Ministry of Minority Affairs GOI for Conduct of Career Counseling & Awareness Workshop about Schemes implemented by Ministry. Approval Granted for Rs. 5.0 Lakhs for conduct of Workshop/ Conference in April 2019	Approval of proposal given Vide their Letter No. F.No. 9-15/2017-Res. & Eva, Dt. 01.01.2019	Rs. 5.0 Lakhs Sanctioned, funds to awaited

5.	Submitted Proposal to Ministry of Skill & Entrepreneurship GOI for empanelment of our College as SMART Accredited NSDC Training Provider. Approval Granted from NSDC along with Permission for setting up of Skill Training Centre Granted	Training ID Code 21433 Given, Training ID of Deptt of Commerce & Management also generated	Funding under PMKY to be received for imparting skill development training.
6.	Submitted proposal to Ministry of Medium Small Micro Enterprises (MSME) GOI for empanelment of our College as Knowledge Centre for Schemes Implemented by the Ministry. Approval Granted by Ministry.	College Shortlisted as Knowledge Partner	Funding from MSME & Empanelment Under Process
7.	Submitted Proposal to ARIIA for Institutional Innovation Awareness, Proposal Accepted. Visit to be conducted by Experts for 2019 for Funding Purposes.	Intuition Innovation Index Report Submitted to MHRD	Funding awaited for developing innovation ecosystem in the College
8.	Submitted Proposal to Ministry of Food Processing GOI for imparting Skill Development Courses in College.	Proposal under Consideration by said Ministry.	Likely to be accepted for funding purposes.
9.	Submitted Proposal to Ministry of Textiles GOI for imparting Skill Development Courses in College.	Proposal under Consideration by said Ministry.	Likely to be accepted for funding purposes.
10.	Proposal submitted for setting up of 200 Seat BPO Training Centre in the College	College Shortlisted	DPR Submitted for Funding Purposes.

Details of the Proposed Programmes:

S.No	Name of the Course	Normal Duration	Proposed Enrolment
1.	Masters Degree Programme in Business Administration (MBA)	Four Semesters	30 – Open 05 – Payment Total: 35 Seats

Available Permanent Faculty at Department of Management Studies:

- 1. Dr. Adil Zahoor MBA, Ph.D NET JRF (Astd. Professor)**
- 2. Dr. Owais Charag – MBA, M.Phil, Ph.D, UGC NET (Astd. Professor)**
- 3. Ajaz Ul Islam – BBA, MBA, Ph.D, NET, SET (Astd. Professor)**
- 4. Perzada Sajad Ahmad – MBA NET (Astd. Professor)**

Infrastructure Available:

- 1. Five Smart Class Rooms fitted with Interactive Touch Board, Projector & All in One Desktop with Internet Connection.**
- 2. 30 Desktop Computers fully functional Computer Lab**
- 3. Management book section at Library.**

Admission and Fee:

- a) The minimum educational qualification for admission under this scheme will be Graduation Degree with 50% Marks or equivalent from any recognized board or university. Course Fee will be as per norms of University of Kashmir.
- b) Equal weightage should be given to vocational subjects at Graduation level while considering the students for admission into MBA Programme.
- c) Reservation to SC, ST, OBC and PwD categories will be available as per the extant National / State policy.
- d) While deciding criteria for admission into any particular subject of study, the institutions will consider students having background in relevant stream at Graduation level.

Required Financial Assistance:

- a) **Start-up assistance:** One-time start-up assistance shall be provided for developing the infrastructure, setting up of laboratories/workshops/ Labs facilities, procurement of teaching and learning materials including courseware, machineries/equipment and renovation of buildings.
- b) **Faculty and Staff:** For the MBA Degree Programme Faculty will consist of existing faculty members available in the College having Masters Degree of

Higher Qualification i.e. M. Phil & Ph.D in Business Management Field with UGC NET. The need based visiting faculty / guest faculty may be invited from industry / other institutions.

c) **Operative / Recurring Training Cost:**

The training / operative cost may be utilized to meet the operational expenditure under the programme on transportation, travel / field visits/industrial visits, curriculum development, preparation of materials, organizing seminars / workshops / faculty training programmes, web creation, honorarium for engagement of guest / visiting faculty / resource persons, hiring services, contractual lab staff, meetings and contingency/consumables, examination and assessment and other miscellaneous expenses.

Basis for choosing the course specialization(s):

- a) Keeping view of Industry Skill requirements, the proposes programmes fulfils the skills requirement of industry;
- b) The College has expertise in the specialisation; and
- c) The College has one or more committed industry partners for design, delivery, internship and placement.

Existing expertise / core competence of the College in the proposed Programme:

	Specialisation	Existing expertise (Which can be leveraged by the institution)
1.	Trained Dedicated Staff	The institution has trained dedicated staff and also have industry experience in the said field. The staff has excellence in research work. Whereas to fulfill the requirements of the course module subject expertise of the available staff will be used. However in the areas where the staff or the skill is unavailable, experts from industry will be engaged and expertise of key institutions working in the line will also be roped in.
2.	ICT Equipment	The institution has dedicated computer labs with more than 100 System installed in each lab. Also the classroom activities has been modernized by using smart class room based system which are available with the different departments of the institution.

3.	Internet Connectivity	The institution has dedicated internet connectivity through JIO based Broadband & BSNL Based Broad Band Services. Also the connectivity can be improved if required by purchasing more bandwidth from ISP's to strengthen the internet backbone in the institution.
4.	Library	The institution has modern library available with over 30000 books on different subject taught. The library also has book, journals, reports available on business management, financial management and also on other professional areas.

Availability of Faculty

S.No.	Name of the Programme	Number of Faculty				Remarks
		Required	Available with Host Institution	Guest Faculty to be hired	Guest faculty to be provided by Industry Partner	
1.	MBA (Specialization in HR / Finance /IT/ Marketing)	4	4	-	-	Lectures will be arranged from Visiting Faculty, Industry Experts & Resource Persons

Physical infrastructure for programmes to be offered:

S.No.	Name of the Programme	Availability of physical infrastructure		
		Infrastructure	Available in the Host College/ University	To be provided by Industry
1.	MBA (Specialization in HR / Finance /IT/ Marketing)	Classroom	4	
		Lab	2	
		Workshop	To be setup if required	
		Library	1	
		ICT Facility	4	
		Others		

Proposed Eligibility for Admission

Admission to MBA Degree programme shall be open to the following candidates.

- (A) Those who have passed the Graduate or equivalent examination recognised by this university with book-keeping and Accountancy and any two of the following subjects, viz (1) Commerce (2) Commercial correspondence and Commercial Geography (3) Economics (4) Life insurance with Salesman ship (5) Banking with Secretarial Practices (6) Business Studies (7) Mathematic (8) Computer Science/Computer Applications (9) Informatics Practice and Management, (19) Informatics Practice (11) Management (12) Accountancy as Optional under part III of the Examination, OR
- (B) Those who have passed Graduation or equivalent examination recognised by this university with other subjects under part III optional subjects provided they have secured 50% of the aggregate marks.

For SC/ST applicants only a pass minimum is required and for SEBC and OEC applicants 3% and 5% relaxation of marks respectively are allowed.

Proposed Curriculum

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

Proposed Duration

The duration of the MBA Degree Programme shall be two year course consisting of four semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester.

Programme Structure

Semester	Code	Subject	Credit	Cont. Assessment	Term End Exam	Min. Pass Marks
1 st Sem	MBA18101CR	Management and Organizational Behavior	4	20	80	40%
1 st Sem	MBA18102CR	Accounting for Managers	4	20	80	40%
1 st Sem	MBA18103CR	Quantitative Methods	4	20	80	40%
1 st Sem	MBA18104CR	Managerial Economics	4	20	80	40%
1 st Sem	MBA18106DCE	Computer Applications in Management	3	15	60	40%

1st Sem	MBA18107DCE	Business Communication	3	15	60	40%
1st Sem	MBA18108DCE	Business Law	3	15	60	40%
1st Sem	MBA18001GE	Financial Appraisal of Projects	2	-	50	40%
1st Sem	MBA18001OE	Manpower Development	2	-	50	40%
2nd Sem	<i>MBA18201CR</i>	Human Resources Management	4	20	80	40%
2nd Sem	<i>MBA18202CR</i>	Marketing Management	4	20	80	40%
2nd Sem	<i>MBA18203CR</i>	Managerial Finance	4	20	80	40%
2nd Sem	<i>MBA18204CR</i>	Productions and Operations Management	3	20	80	40%
2nd Sem	<i>MBA18206DCE</i>	Research Methodology	3	15	60	40%
2nd Sem	<i>MBA18207DCE</i>	Public Administration	3	15	60	40%
2nd Sem	<i>MBA18208DCE</i>	Entrepreneurship Development	3	15	60	40%
2nd Sem	<i>MBA18002GE</i>	Managing Across Cultures	2	-	50	40%
3rd Sem	<i>MBA18301CR</i>	Strategic Management	4	20	80	40%
3rd Sem	<i>MBA18303CR</i>	Marketing of Services	4	20	80	40%
3rd Sem	<i>MBA18304DCE</i>	International Marketing	3	15	60	40%
3rd Sem	<i>MBA18305DCE</i>	Business Marketing	3	15	60	40%
3rd Sem	<i>MBA18306DCE</i>	Brand Management	3	15	60	40%
3rd Sem	<i>MBA18307DCE</i>	Advertising Management	3	15	60	40%
3rd Sem	<i>MBA18308CR</i>	Security Analysis & Portfolio Management	4	20	80	40%
3rd Sem	<i>MBA18309DCE</i>	Working Capital Management	3	15	60	40%
3rd Sem	<i>MBA18310DCE</i>	Indian Financial System	3	15	60	40%
3rd Sem	<i>MBA18311DCE</i>	Management Control System	3	15	60	40%
3rd Sem	<i>MBA18312DCE</i>	Behavioral Finance	3	15	60	40%

3rd Sem	<i>MBA18313CR</i>	Human Resources Development: Strategies and Systems	4	20	80	40%
3rd Sem	<i>MBA18314DCE</i>	Management of Training and Development	3	15	60	40%
3rd Sem	<i>MBA18315DCE</i>	Organizational Development	3	15	60	40%
3rd Sem	<i>MBA18316DCE</i>	Managing Interpersonal and Group Process	3	15	60	40%
3rd Sem	<i>MBA18317DCE</i>	Labour Welfare and Legislations	3	15	60	40%
3rd Sem	<i>MBA18318CR</i>	Production Planning and Control	4	20	80	40%
3rd Sem	<i>MBA18319DCE</i>	Service Operations Management	3	15	60	40%
3rd Sem	<i>MBA18320DCE</i>	Purchasing and Materials Management	3	15	60	40%
3rd Sem	<i>MBA18321DCE</i>	Applied Operations Research	3	15	60	40%
3rd Sem	<i>MBA18322DCE</i>	Goal Programming in Management	3	15	60	40%
3rd Sem	<i>MBA18323CR</i>	Knowledge Management	4	20	80	40%
3rd Sem	<i>MBA18324DCE</i>	Data Warehousing and Data Mining	3	15	60	40%
3rd Sem	<i>MBA18325DCE</i>	Machine Learning Systems	3	15	60	40%
3rd Sem	<i>MBA18326DCE</i>	Enterprise Resource Planning	3	15	60	40%
3rd Sem	<i>MBA18327DCE</i>	Geographical Information Systems	3	15	60	40%
3rd Sem	<i>MBA18003GE</i>	Conflict Management and Negotiation Skills	2	-	50	40%
3rd Sem	<i>MBA18002OE</i>	Managerial Skill Development	2	-	50	40%
4th Sem	<i>MBA18401CR</i>	Internship and Training Project	4	-	100	40%

4 th Sem	<i>MBA18402DCE</i>	Business Ethics and Corporate Governance	2	10	50	40%
4 th Sem	<i>MBA18403CR</i>	Strategic Marketing	4	20	80	40%
4 th Sem	<i>MBA18404DCE</i>	Sales and Distribution Management	3	15	60	40%
4 th Sem	<i>MBA18405DCE</i>	Consumer Behavior	3	15	60	40%
4 th Sem	<i>MBA18406DCE</i>	E-Commerce	3	15	60	40%
4 th Sem	<i>MBA18407DCE</i>	Retail Management	3	15	60	40%
4 th Sem	<i>MBA18408CR</i>	Project Appraisal , Finance and Management	4	20	80	40%
4 th Sem	<i>MBA18409DCE</i>	Financial Risk Management	3	15	60	40%
4 th Sem	<i>MBA18410DCE</i>	Corporate Tax Planning and Management	3	15	60	40%
4 th Sem	<i>MBA18411DCE</i>	Micro Finance	3	15	60	40%
4 th Sem	<i>MBA18412DCE</i>	Islamic Banking and Finance	3	15	60	40%
4 th Sem	<i>MBA18413CR</i>	Management of Industrial Relations	4	20	80	40%
4 th Sem	<i>MBA18414DCE</i>	Organizational Change and Development	3	15	60	40%
4 th Sem	<i>MBA18415DCE</i>	International Human Resources Management	3	15	60	40%
4 th Sem	<i>MBA18416DCE</i>	Management Development	3	15	60	40%
4 th Sem	<i>MBA18417DCE</i>	Human Resources Planning and Development	3	15	60	40%
4 th Sem	<i>MBA18418CR</i>	Total Quality Management	4	20	80	40%
4 th Sem	<i>MBA18419DCE</i>	Logistics Management	3	15	60	40%
4 th Sem	<i>MBA18420DCE</i>	Supply Chain Management	3	15	60	40%
4 th Sem	<i>MBA18421DCE</i>	Transportation Management	3	15	60	40%

4 th Sem	<i>MBA18422DCE</i>	World Class Manufacturing	3	15	60	40%
4 th Sem	<i>MBA18423CR</i>	E-Business	4	20	80	40%
4 th Sem	<i>MBA18424DCE</i>	Advanced Data Base Management Systems	3	15	60	40%
4 th Sem	<i>MBA18425DCE</i>	Multi Media Management	3	15	60	40%
4 th Sem	<i>MBA18426DCE</i>	Telecommunication for Business	3	15	60	40%
4 th Sem	<i>MBA18427DCE</i>	Office Automation Management	3	15	60	40%
4 th Sem	<i>MBA18004GE</i>	Marketing of Services	2	-	50	40%
4 th Sem	<i>MBA18005GE</i>	Global Brand Management	2	-	50	40%

Social Service/ Extension Activities

Students are to participate in Extension/ NSS/ NCC or other specified social service, sports, literary and cultural activities during 3rd/ 4th semester. These activities have to be carried out outside the instructional hours and will fetch the required one credit extra over and above the minimum prescribed 180 credits

Attendance

The minimum number of hours of lectures, tutorials, seminars or practical which a student shall be required to attend for eligibility to appear at the end semester examination shall not be less than 75 per cent of the total number of lectures, tutorials, seminars or practical sessions. Internships, study tours and soft skill and personality development programmes are part of the course and students must attend in these activities to complete a semester.

Evaluation and Grading

The evaluation of each course shall contain two parts:

- (i) Internal or In-Semester Assessment (ISA)
- (ii) External or End-Semester Assessment (ESA)

The ISA and ESA ratio shall be 1:4 for both Courses with or without practical. There shall be a maximum of 80 marks for ESA and maximum of 20 marks for ISA.

Criteria for Grading

For all courses (theory & practical), grades are given on a 07-point scale based on the

total percentage of marks. (ISA+ESA) as given below

Percentage of Marks	Grade	Grade Point
90 and above	A+ - Outstanding	10
80-89	A - Excellent	9
70-79	B - Very Good	8
60-69	C - Good	7
50-59	D - Satisfactory	6
40-49	E - Adequate	5
Below 40	F - Failure	4

Note: Decimal are to be rounded to the next whole number

Grades for the different semesters and overall programme are given based on the corresponding CPA as shown below:

CPA	Grade
Above 9	A+ - Outstanding
Above 8, but below or equal to 9	A – Excellent
Above 7, but below or equal to 8	B -Very Good
Above 6, but below or equal to 7	C – Good
Above 5, but below or equal to 6	D - Satisfactory
Above 4, but below or equal to 5	E – Adequate
4 or below	F – Failure

Note: A separate minimum of 30% marks each for internal and external (for both theory and practical) and aggregate minimum of 40% are required for a pass for a course. For a pass in a programme, a separate minimum of Grade E is required for all the individual courses. If a candidate secures F Grade for any one of the courses offered in a Semester/Programme only F grade will be awarded for that Semester/Programme until he / she improves this to E grade or above within the permitted period. Candidate who secures E grade and above will be eligible for higher studies.

Continuous Evaluation (CE)

All records of Continuous Evaluation shall be kept in the Department and shall be made available for verification by the University, if and when necessary

Attendance (Max.Marks 5):

The allotment of marks for attendance shall be as follows:

Attendance less than 75 %	1 Marks
75 % & less than 80%	2 Marks
80% & less than 85%	3 Marks
85% & less than 90%	4 Marks
90% & above	5 Marks

Marks Distribution for External Examination And Internal Evaluation

The external examination of all semesters shall be conducted by the University at the end of each semester. Internal evaluation is to be done by continuous assessment. Marks distribution for external and internal assessments and the components for internal evaluation with their marks are shown below:

Components of the internal evaluation and their marks are as below.

For all courses without practical

a) Marks of external Examination : 80

b) Marks of internal evaluation : 20

All the three components of the internal assessment are mandatory. For common course English in I Semester, internal oral examination shall be conducted instead of test paper.

Components of Internal Evaluation	MARKS
Attendance	5
Assignment /Seminar/Viva	5
Test paper(s) (1 or 2) (1x10=10; 2x5=10)	10
Total	20

For all courses with practical

a) Marks of theory –External Examination : 60

b) Marks of practical –External Examination : 20

c) Marks of internal evaluation : 20

Assignments

Assignments are to be done from 1st to 6th Semesters. At least one assignment should be done in each semester.

Internal Assessment Test Papers

At least one internal test-paper is to be attended in each semester for each course. The evaluations of all components are to be published and are to be acknowledged by the candidates. All documents of internal assessments are to be kept in the college for two years and shall be made available for verification by the University. The responsibility of evaluating the internal assessment is vested on the teacher(s), who teach the course.

Grievance Redressal Mechanism

Internal assessment shall not be used as a tool for personal or other type of vengeance. A student has all rights to know, how the teacher arrived at the marks. In order to address the grievance of students a three-level Grievance Redressal mechanism is envisaged. A student can approach the upper level only if grievance is not addressed at the lower level.

Level 1:Dept. Level: The department cell chaired by the Head; and Dept. Coordinator and teacher in-charge, as members.

Level 2: College level: A committee with the Principal as Chairman, Dept. Coordinator, HOD of concerned Department and a senior teacher nominated by the College council as members.

Level 3: University Level: A Committee constituted by the Vice-Chancellor as Chairman and Pro- Vice-Chancellor, Convener - Syndicate sub-committee on Students Discipline and Welfare, Chairman- Board of Examinations as members and the Controller of Examination as member- secretary.

External Examination

The external examination of all semesters shall be conducted by the University at the end of each semester. Students having a minimum of 75% average attendance for all the courses only can register for the examination. Condonation of shortage of attendance to a maximum of 10 days or 50 hours in a semester subject to a maximum of 2 times during the whole period of the programme may be granted by the University on valid grounds. This condonation shall not be counted for internal assessment. Benefit of attendance may be granted to students attending University/College union/Co-curricular activities by treating them as present for the days of absence, on production of participation/attendance certificates, within one week, from competent authorities and endorsed by the Head of the institution. This is limited to a maximum of 10 days per semester and this benefit shall

be considered for internal assessment also. Those students who are not eligible even with condonation of shortage of attendance shall repeat the course along with the next batch.

Pattern of Questions

Pattern of questions for external examination for theory paper without practical.

	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
	10	10	1	10
	12	8	2	16
	9	6	4	24
	4	2	15	30
TOTAL	35	26	x	80

Pattern of questions for external examination for theory papers with practical

	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
	8	8	1	8
	10	6	2	12
	6	4	4	16
	4	2	12	24
TOTAL	28	20	X	60

End Semester Evaluation (ESE):

End Semester Evaluation of all the Courses in all the semesters shall be conducted by the University. The results of the ESE shall be arranged to be published according to the Examination Calendar prescribed by the University Level Monitoring Committee (ULMC), which shall not exceed 45 days from the last day of the examination.

Curricular Aspects:

Our institution is basically a government institute, works in the administrative control of the government and academic control of the University. Only those courses are taught which are sanctioned by the government and curricula which are designed by the respective boards of studies constituted by the University. The subjects taught in the institution fall in three broad streams as Science, Arts/Social Science & Commerce & Management. The college does not enjoy autonomy in introduction of a new subject or designing of curriculum. However, University reviews the syllabi and updates it as per the employability of the students. Curricular changes are made on the basis of feedback from students with comments from the board of studies which include college faculty.

Teaching Learning & Evaluation:

Since this institution is a state run institutions as such is taking a liberal policy in granting admissions to the students and gives due importance to all categories of members of society- economically weak, differently abled and socially deprived. Due care is taken to cater to the student needs and remedial classes are conducted for non-creamy students. Since the institution is having a rural background and every care is taken to teach them in local language although the medium of instructions is English. College follows a learner centric teaching methodology & has the distinction of following its academic schedule and all activities are planned meticulously. The course work is completed in time and the pedagogy used by faculty members enhances teaching learning process. The teaching & learning is done using audio-visual aids like LCD projectors in some subjects and newly introduced smart boards. The evaluation of teaching is done by the students and continuous feedback from students, helps to improve the teaching methodology on a regular basis. In addition to the classroom teaching, student knowledge is widened by having access to web based resources through broadband connectivity. Evaluation process includes continuous assessment and mid-term examination, practical examinations and finally annual examinations conducted by the university.

Research, Consultancy & Extension:

Being an undergraduate institutions there are no facilities available for research & consultancy services. As such no funds are allotted by the higher education department on this count. However institution has full-fledged research committee comprising of

faculty members with additional qualification of M.Phil. & Ph.D. & a sound research background. They motivate the faculty to pursue their M.Phil. & Ph.D. studies through faculty improvement programme. As a part of research activity four faculty members Viz. Bashir Ahmad Shiekh (Zoology), Feroz Ahmad (Zoology) & Peer Zahoor Ahmad (Physics) and Rehana Abdullah (English) are pursuing Ph.D. under FIP. The concern is to give flip to the research activities. Besides Mr. Tariq Ahmad Wani has also submitted his requisite papers for registration in the Dept. of Botany, University of Kashmir for pursuit of Ph.D. programme under FIP Scheme of UGC. The research committee also arranges for appointment of substitute teachers in place of faculty members under deputation for FIP Programme. It also recommends subscription for few international/national level journals to the library & to the departments. The committee encourages faculty members & students to participate in national level research paper presentation to do some novel work in their field of interest. In case of minor/major research projects sponsored by UGC, Principal investigator is given full autonomy with regard to space requirement and other logistic facilities. College is conducting training programme for teachers & B.Sc final year students with an aim to inculcate scientific temperament & research culture among them. Besides imparting formal education, the college also conducts consultancy service to the nearby schools in imparting basic science courses, computer skills & spoken English. The institution makes its students to reach the community through NSS in addition to the services rendered through Red Cross and Red Ribbon Club. College organizes blood donation camps invariably and good number of blood bottles is contributed by students to the government hospitals of this region.

Infrastructure & Learning Resources:

College has well-furnished class rooms , administrative building , faculty rooms and adequate facilities which include transport, sanitation, water, power supply, medical care, sports facility. The laboratories of the college are well equipped and language lab., computer lab, tourism lab are the special attractions among all the lab. facilities available for all disciplines. Some of the departments have a separate activity rooms with a smart board and LCD Projector facilities to use information & communication technology effectively in the teaching & learning process. A state-of-art auditorium with about three hundred fixed seating arrangement and inbuilt AV System facilitate conduct of seminars, debates & cultural activities. The college also houses a state-of-art Green

House in its botanical garden for growing exotic flora and propagations of medicinal plants, xerophytes & ornamental saplings. A seminar hall fitted with smart board and adequate power backup is used by the departments for purpose of staff meetings & class room presentations. A spacious building with dimensions of about 300X150 feet is upcoming in the college campus and college plans to shift some departments like Biotechnology, Biochemistry, Travel & Tourism to that building. We also have a multimedia hall for students, placement cell and adequate parking facilities. There are indoor & outdoor sports facilities on the campus for carom, chess, volley ball, badminton, table tennis, football, cricket etc. A canteen offers very healthy food for students & staff of the college, health care facilities are also provided to the students. Well-furnished residential facilities are provided to the students who are from distant locations to make them feel at home. College has a library for all its faculties, departments also have their own collection of books in the departmental library. We have more than 35866 books, 10021 reference books, 24 journals/periodicals and magazines etc. It has a facility of automation which helps the students in searching the books and makes it easy to issue/return books. It also has reprography facilities made available to students at reasonable cost. Non-available books are procured immediately by the library staff upon the request of students and faculty.

Student Support & Progression:

Goal of Higher Education is not to award degrees only but to develop the students in a manner that they not only have a satisfying personal life but also become fruitful citizens. Therefore, the institution is conscious to provide all round development of students viz. intellectual, moral, spiritual, development of mind and body to disseminate knowledge, promote skills and develop outlook so as to produce persons who are intellectually alert, physically strong, morally upright, aesthetically sensitive, socially committed and economically weaker sections and provided to them as extra-curricular & co-curricular activities conducted by the college. Awards are given for performance in cultural activities & the services rendered through the National Service Scheme (NSS) and National Cadet Corps (NCC). To nourish and channelize the hidden intellectual and scholastic aptitude students are motivated to express themselves in college magazine. College provides travel assistance to students for participating in academic activities held anywhere in and outside the state. The academic environment at the college is congenial which makes the stay of students in the college comfortable. College has an alumni association and it has a very good strength in terms of the membership. College

is proud of its members & as most of them have excelled in their respective fields. The association is being invited to the college and interaction with the students is being facilitated. The college publishes annual information brochure which enlists information about student services available, subject combinations, policies of admission, fee structure and other features of the college.

Governance and Leadership:

The College is governed by the state government so far as its administration is concerned and academically it is governed by the University of Kashmir. At the college level Principal manages the college with the help of different committees, heads of the departments, coordinator of examination etc. Matters related to finance is decided by the state government. All the requirements in the terms of finance are being discussed in the advisory committee and submitted to the administrative departmental for approval. A grievance redressal cell is in place which looks into the problems of students and staff and recommends measures to redress the grievances. At the beginning of the session an academic calendar is chalked out and followed meticulously. Routine checks are made to monitor the attendance and working of various departments and any dereliction is seriously viewed. To groom leadership among teachers various committees are constituted in staff council and seniors are made convenors in order to work for the up-liftment of the institution. This provides them an opportunity to chisel out the leadership qualities inherent in them. Student class representatives are selected and they act as ambassadors of their respective classes. Leadership qualities in students are also developed through the activities like quiz competitions, class seminars, debate competitions and subject/educational tours. Operational autonomy is given to all the departments to decide their internal affairs without deviating from the regulations of the college.

Innovative Practices:

College is environmentally conscious & in order to ensure college campus is eco-friendly, most of its area has been covered with plantation of perennial avenue trees, ornamental saplings and enrich its aesthetic look. Department of Environmental Science organizes several sensitization programmes on the eve of World Environmental Day. Green March, Painting/on spot essay competitions, campus cleaning activities are organized to sensitize student community about conservation of nature & natural resources. The assessments such as student evaluation based on the feedback given by the students is given due weightage by the Internal

Quality Assurance Cell to ensure quality in the institution. Since the college has three vibrant NSS Units, community social service is being undertaken by them to reach to the needy persons and sensitize them regarding their role in keeping the environment neat and clean.

**B.Voc – Retail Management, B.Voc Information Technology & B.Voc.
Apparel Designing - Woolen**

Detailed Syllabus

Semester 1

1.1 COMMUNICATION SKILLS IN ENGLISH

Module 1

Speech Sounds: Phonemic symbols - Vowels - Consonants - Syllables - Word stress - Stress in polysyllabic words – Stress in words used as different parts of speech - Sentence stress – Weak forms and strong forms – Intonation – Awareness of different accents: American, British and Indian – Influence of the mother tongue

Module 2

Listening: Active listening – Barriers to listening – Listening and note taking– Listening to announcements – Listening to news on the radio and television

Module 3

Speaking: Word stress and rhythm – Pauses and sense groups – Falling and rising tones – Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills and telephone skills

Module 4

Reading: Theory and Practice – Scanning - Surveying a textbook using an index - reading with a purpose – making predictions – Understanding text structure – Locating main points – Making inferences - Reading graphics - reading critically – Reading for research

Core Text

V.Sasikumar, P KiranmaiDutt and GeethaRajeevan, .Communication Skills in English. Cambridge University Press and Mahatma Gandhi University.

Total Marks -100

Internal - 20

External - 80

Semester 1

1.2 - PRINCIPLES OF MANAGEMENT

Module 1

Management: Introduction - Meaning, nature and characteristics of Management - Scope and functional areas of management - Management as a science art or profession - Management & Administration - Principles of management - Social responsibility of management.- Contributions of F.W.Taylor and Henry Fayol.

Module 2

Planning-Nature, importance and purpose of planning - Planning process, Objectives - Types of plans MBO-Features-steps.

Module 3

Organising: Nature and purpose of organisation, Principles of organisation - Types of organization Organisation Chart- Organisation manual-Departmentation, Committees Authority-Deligation of Authority -Responsibility and accountability-Centralisation Vs decentralisation of authority –

Module 4

Staffing: Nature and importance of staffing - Process of selection & recruitment.

Module 5

Directing and Controlling: Meaning and nature of directing – Motivation –meaning – importance -Theories of motivation (Maslow's, Herzberg, McGregor s, X & Y theory) - Controlling: Meaning and steps in controlling - Essentials of a sound control system – Methods of establishing control-Control by Exception.

Books Recommended

1. Koontz & O Donnell, Management.
2. Appaniah & Reddy, Essentials of Management.
3. L M Prasad, Principles of management.
4. Rustum & Davan, Principles and practice of Management.
5. Srinivasan & Chunawalla, Management Principles and Practice.
6. S V S Murthy, Essentials of Management.
7. B.S.Moshal, Principles of Management.

Total Marks -100

Internal - 20

External - 80

Semester 1 1.3 - BASICS OF MARKETING

Module 1

Introduction to Marketing: Definition & Functions of Marketing. Core concepts of marketing -

- a) Need, Want, Desire, Benefits, Demand, Value, Exchange,
- b) Goods – Service Continuum, Product, Market
- c) Customer Satisfaction, Customer Delight.

Module 2

Approaches to Marketing: Product – Production – Sales – Marketing – Societal – Relational.

Concept of Marketing Myopia- Selling versus marketing

Holistic Marketing Orientation & Customer Value

Module 3

Consumer Behavior: Concept, Characteristics of consumer and organizational markets, 5 step Buyer decision process.

Module 4

Marketing Environment: Analyzing needs and trends Macro Environment – Political, economic, Socio-cultural and Technical Environment – PEST analysis. Micro Environment – Industry & Competition. Concept of Market Potential & Market Share

Module 5

Market segmentation and Mix: Definition, Need & Benefits. Bases for market segmentation of consumer goods, industrial goods and services. Marketing Mix : Definition of each of the Four P's. Components of each P. Extended 7Ps for services.

Books Recommended

1. Principles of Marketing 12th Edition – Philip Kotler and Gary Armstrong
2. Fundamentals of Marketing – Stanton
3. Marketing Management – Rajansaxena
4. Marketing Management – V.S. Ramaswamy and S. Namakumari
5. Analysis for Marketing Planning – Donald Lehmann & Russell Winer, 6th ed.
6. Case Studies in Marketing – Indian context – R. Srinivas

Total Marks -100

Internal - 20

External - 80

Semester 1 1.4 R - INTRODUCTION TO RETAILING

Module 1

Retailing: Meaning, Nature, Classification, Growing Importance of Retailing, Factors Influencing Retailing,

Module 2

Retail Functions - Functions of Retailing, Retail as a career

Module 3

Retail strategy: Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, The changing Structure of retail, Classification of Retail Units

Module 4

Retail Formats: Corporate chains, Retailer Corporative and Voluntary system, Departmental Stores, Discount Stores, Super Markets, Warehouse Clubs.

Module 5

Retail Models: Variety of Merchandising Mix, Retail Models and Theory of Retail Development, Business Models in Retail, Concept of Life cycle Retail.

Books Recommended

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

Total Marks -100

Internal - 20

External - 80

Semester 1 1.5 R - BASICS OF RETAIL MANAGEMENT

Module 1

Introduction to Retailing: Importance of retailing in economy; Meaning and nature of retailing;

Career options in retailing; Retailing in India: Growth, present size and nature; Technology induction in retailing - UPC, POS terminals, RFIO, etc. Future of retailing.

Module 2

Types of Retailing: Stores classified by owners; Stores classified by merchandising categories;

Wheel of retailing; Traditional retail formats vs. modern retail formats in India; Store and non-store based formats; Cash and carry business - Meaning, nature and scope;

Module 3

Retailing models – Franchiser franchisee, directly owned; Co-operation and conflict with other retailers; Vertical marketing systems.

Module 4

Retailing Regulations and Laws: Regulation of retail institutions in India: Shop and Establishment Act, Labour Laws - Factories Act, Workmen Compensation Act;

Module 5

Management of Retailing Operations: Retailing management and "the total performance model; Functions of retail management; Strategic retail management process: An overview; Retail planning Retail planning - importance and process; Developing retailing strategies, objectives and action plans.

Books Recommended

1. Newman, Andrew J. and Peter Cullen, Retailing Environment and Operations, Thomson Learning, India, 2007.
2. Larson, Carl M., Robert E. Wegand and John S. Wright, Basic Retailing, Prentice Hall, New Jersey, 1982.
3. Davidson, William R., Alton F. Doody and Daniel J. Sweeney, Retailing Management, The Ronald Press Company, New York, 4th edition, 1975.
4. Cox, Roger, Retailing: An Introduction, Pearson Education, 2007.
5. Gilbert, David, Retail Marketing Management, 2M edition, Pearson Education, 2003.
6. Cox, Roger and Paul Brittain, Retailing: An Introduction, Pearson Education Ltd., 2004.
7. Gilbert, David, Retail Marketing Management, Pearson Education, New Delhi, 2003.

Total Marks -100

Internal - 20

External - 80

Semester 2
2.1 INFORMATION TECHNOLOGY FOR BUSINESS

Module 1

Introduction to Information Technology: Information and Communication Technology (ICT)
Information systems E-World- Computer Architecture: Input Hardware- Processing & Memory
Hardware Storage Hardware Output Hardware Communication Hardware-

Module 2

Operating Systems: Concept of operating system WINDOWS, UNIX & LINUX - versions;
Windows XP: Managing files & folders Windows Explorer - Understanding your computer
customization configuring screen, mouse, Printer - System Tools- Customizing windows –
Protecting computer

Module 3

Communications : Protocols in Computer communications- Wired & Wireless communication
Future of communications - Satellite Based systems - Beyond 3G to 4G-

Module 4

Network: Networks-Benefits of networks-types of networks: WANs. MANs, LANs, WLANs
Types of LANs Intranet, Extranet- Virtual Networks Sharing data and hardware in a LAN
environment- work group computing & groupware Telecommuting & Virtual offices Network
security Firewalls

Module 5

HTML & Webpage: Introduction to HTML- Essentials Static & Dynamic Web pages Structure
of a Web Page-Designing web pages - HTML Tags Text Formats-working with text presenting and
arranging text Paragraphs- Tables in HTML- working with Links, lists, Images, Audio & Video
Forms & Frames- Website Management.

1. Designing a web page for your department
2. Designing a web page for a Retail marketing firm.
3. File Management in Windows (Operations with files & folders)

Books Recommended

1. Information Technology for Business, Antony Thomas, Pratibha Publications
 2. Using Information Technology (6th Edition): Williams & Sawyer Tata McGraw Hill
Company
 3. Operating System Concepts (Windows XP update): AviSilberschatz, Peter Galvin & Greg
Gagne Willey
- HTML Black Book: Stephen Holzner Dreamtech Press

Total Marks -100

Internal - 20

External – 80 (Theory 60 + Practical 20)

<p style="text-align: center;">Semester 2</p> <p style="text-align: center;">2.2 E-COMMERCE AND GENERAL INFORMATICS</p>

Module 1

Overview of Electronic Commerce- Introduction to E-commerce Concepts, features and functions Operation of e-commerce Infrastructure for Ecommerce Application of E-Commerce in Direct Marketing and Selling, Value Chain Integration, Supply Chain Management, Corporate Purchasing, Financial and Information Services

Module 2

E-Commerce Models and Strategies -Types of E-commerce: B2B, B2C, C2C C2B- Business Models for E-Commerce- Brokerage Model, Agregator Model, Info-mediary model, Community Model, Value chain model, Manufacturer model, Advertising Model, Subscription model.

Module 3

E-Commerce Strategies: Electronic Data Interchange Mobile Commerce and Web Commerce - Introduction to ERP-Components.

Module 4

Electronic Payment Systems -Overview of Electronic Payment Systems, Cybercash (Customer to Merchant Payments, Peer to Peer Payments, Security).Smart Card (Card Types, Closed or Open Security, Privacy, Card Costs, Non Card Costs), Electronic Banking, Electronic Fund Transfers.

Module 5

E-Commerce Security-Introduction to Security Passwords Viruses Firewalls - Encryption (PGP, SHTTP, SSL) - digital signature digital certificate - other security measures

Books Recommended

1. E-commerce and General Informatics, Antony Thomas, Pratibha Publications
2. E-Commerce: An Indian Perspective, P.T.Joseph, S.J., PHI.
3. Web Commerce Technology handbook: Daniel Minoli and Emma Minoli, TMH
4. Business on the net: An Introduction to the whats and hows of e-commerce: Agarwala and Lal, Macmillan India Ltd.
5. E-Commerce, the Cutting Edge of Business: Kamallesh K Bajaj and Debjani Nag, TMH

Total Marks -100

Internal - 20

External - 80

Semester 2
2.3 – BASIC BUSINESS COMMUNICATION SKILLS

Module 1

Communication-Need-Process-Types-Oral-written-Verbal-Nonverbal-Internal, External-

Module 2

Non-verbal communication-Body language-Kinesics, Proxemics-Para language-Channels-
Barriers-Principles of effective communication

Module 3

Job application letters-Resume-CV-Reference and recommendation letters- Employment
letters-Online application-Soft skill

Module 4

Business letters-Parts and layout of business letters-Business enquiry lettersoffers and
quotation- Orders and execution-grievances and redressals. Sales letters-Follow-up letters-
Circular letters-Status enquiry-Collection letters-Preparation of partnership deed-power of
attorney.

Module 5

Impact of IT on communication-Role of computers-Internet-E-mail-Telephone voice mail-
SMS- Video conferencing- Teleconferencing.

Books Recommended

1. Antony Thomas, Business Communication and MIS, Pratibha Publications
2. Bhatia R.C, Business Communication.
3. SaliniAgarwal Essential communication skill.
4. Reddy P.N, and Apopannia, Essentials of Business Communication.
5. Sharma R.C, KRISHNA Mohan, Business Communication and Report writing.
6. Leod, M.C., Management Information System.
7. Jerome Reuter-Management Information system.

Total Marks -100

Internal - 20

External - 80

Semester 2
2.4 R - RETAIL INSTITUTIONAL FRAMEWORK

Module 1

Retail Institution: Meaning, Characteristics by Ownership: Independent, Chain, Franchising, Leased, Department, Vertical Marketing System, Consumer-Cooperatives,

Module 2

Store Based Strategy-Mix Retail-I: Considerations in Planning. A Retail Strategy-Mix; Wheel of Retailing Theory, Scrambled-Merchandising, Strategies of Evolving Retail-institutions (Mergers, Diversification, Downsizing).

Module 3

Store Based Strategy-Mix Retail-II: Cost Containment Approach, Food-Oriented Retailers and Their formats; Convenience Store, Conventional Supermarkets, Food Based Superstores, Combination Store, Box / Limited Line Store, Warehouse Store, General Merchandise-Retailers, Specialty Store, Traditional Departmental Store, Full Time Discount Store, Variety Store, Off-Price- Chain, Factory-Outlet, Membership-Club, Flea-Market.

Module 4

Other Non-Traditional Retailing: Single-Channel and Multi - Channel-Retailing, Direct Marketing: Domain Key to Success, Emerging Trends; Steps in Direct Marketing Strategy; Key issues; Direct Selling; Vending Machines,

Module 5

Electronic Retailing; Scope, Characteristics; Video Kiosks, Airport Retailing.

Books Recommended

1. SwapnaPradhan, "Retailing Management- Text & Cases", Tata McGraw Hill
2. Fleming.P, "Guide To Retail Management" Jaico Publications.
3. Gopal, W, "Retail Management" ICFAI.
4. S.L.Gupta, "Retail Management"
5. Mitra, S.N., "Retail Management", Pointer Publication, Jaipur.
6. Berry Berman & J.R. Evans, "Retail Management – A Strategic approach" Prentice Hall of India, New Delhi.

Total Marks -100

Internal - 20

External - 80

<p>Semester 2</p> <p>2.5 R - VOCATIONAL TRAINING AND REPORT</p>

The student will attach himself with a retail organisation approved by the Department for a period of 4 weeks and study the working of the organisation. He / she should actively participate in the retail operations of the organisation and prepare a report based on his experience in that organisation. The report should contain the organizational structure, nature of business, employees, management, retail operations, strength of the organisation, its weaknesses, etc. The report should be neatly typed in A4 size paper and in bound form having not less than 25 pages. A copy of the report has to be submitted to the Department before the commencement of the third semester classes. The student has to present the report in the class and other students can ask questions.

Total Marks 100

Marks for active participation in retail operations – 50 (To be awarded by the manager of the retail organisation and communicated to the Department)

Marks for the Report – 30 (Valued internally by the Department)

Marks for presentation – 20 (Conducted by the Department)

Semester 3
2.5 R - VOCATIONAL TRAINING AND REPORT

Module 1

Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts problems- - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

Module 2

Trial balance - Errors – types of errors - Rectification of errors – problems – Bank reconciliation statement – problems.

Module 3

Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

Module 4

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet -

Module 5

Different forms of Business organizations – sole proprietorship, partnership, cooperatives, joint stock company (Theory)

Total Marks -100

Internal - 20

External - 80

Semester 3
3.2 BASICS OF MIS

Module 1

Introduction to MIS: definition – need – benefits – functions - objectives – Characteristics - limitations

Module 2

Role of MIS: Components - decision making and MIS – approaches to MIS development -

Module 3

Data and information – meaning – definition – types - difference - data life cycle – data processing methods -

Module 4

MIS for Decision making: Transaction processing system – decision support system – executive information system

Module 5

Office Information System: introduction – office automation – office and office systems – types of office automation systems – integrated office.

Total Marks -100

Internal - 20

External - 80

Semester 3 3.3 RETAIL MARKETING

Module 1

Introduction: Nature, scope and importance of marketing; Traditional VS. modern view of marketing; Retailing viewed as case of services marketing; Retail marketing management: An overview.

Module 2

Retailing Environment: Micro environment - Customers, suppliers, competitors and general publics; Michael Porter's five forces structural analysis of market; Macro environment: Socio-cultural, economic, technological, legal and political environments of retailing in Indian contexts.

Module 3

Market Selection: Concept of target marketing, Retail market segmentation - Concept, importance and bases of market segmentation; Criteria for effective segmentation; Target market selection; Positioning concept: importance and bases, Retail store positioning and management of its image.

Module 4

Retail Marketing Mix Planning: Concept and planning of marketing mix; Retail product decisions and planning - Product: Meaning and importance; Product classifications; Product decisions - Product quality, Packaging and labeling, Product support services; Branding - Meaning, significance and types of branding in the context of a retail store; Major retail branding decisions; Customer services decision;

Module 5

Product mix: Concept and decisions; Product life-cycle; New product introduction; Innovation diffusion and adoption.

Books Recommended

Kotler, Keller, Koshi and Jha : Marketing Management, PHI, New Delhi

Total Marks -100

Internal - 20

External - 80

Semester 3
3.4 R - RETAIL PLANNING

Module 1

Marketing & Strategic management: Marketing: Retailing, Role, Relevance & Trends.- Retail Customer-Retail market segmentation & franchising-Relationship marketing in Retailing.-

Module 2

Retailing in Financial sector - Retailing in banking and other financial services, mutual funds and Insurance

Module 3

Human Resources Management in Retailing - Human Resources: Retail organization- Laws involved in HR.- Motivation-Customer psychology-Training needs for employee-recruitment Best Practices- How to Avoid Mis Hires– Coaching to fix weakness-Interviews guide- Avoiding Legal Problems: Bulletproof Approach.

Module 4

Legal compliances for a Retail Store - Legal compliances: License-Contracts & Recovery- Legal Process-PF/ESIC & Exemptions-Food & Restaurants-PPF-IR – Law- Shops & establishments-IPR Patents, Copyright & Trademarks- Inclusion of Service Mark- Procedure and Duration of Registration- Customer Rights- Consumer Protection Acts- -Unfair Trade Practices- -Holding of Contests and Schemes- Correctness of Representation- The Standards of Weights and Measures Act – Procedures applicable for a Retail Store

Module 5

Mall Management - Mall Management:-Types of Various retail formats-Concepts in mall design-Factors influencing Malls establishments-Aspects in Finance-Aspects in security / accounting -Aspects in HR-Aspects in Quality management-Statistical methods used in measuring mall performance.

Books Recommended

- 1.Retailing Management Text & Cases- SwapnaPradhan- The McGraw Hill Companies
2. Retailing Management -Levy &Weitz- The McGraw Hill Companies
- 3.Marketing Channel- Bert Rosenbloom- South Western -Thomson
4. Marketing Creating and Keeping Customers in an e-commerce world- Wiiliam G Zikumund& Michael d Amico- South Western –Thomson
5. Retail Management A Strategic Approach – Barry Berman & Joel R.Evans- The Prentice Hall of India, New Delhi
6. Legal Aspects of Business –AkhileshwarPathak- The McGraw Hill Companies
7. Top Grading – How Leading Companies Win by Hiring, Coaching and Keeping the Best People- Bradford D Smart- Viva Books Pvt Ltd.

Total Marks -100

Internal - 20

External – 80

Semester 3
3.5 RETAIL AND DISTRIBUTION MANAGEMENT

Module 1

Marketing Channels : Definition & Importance, Functions of Marketing Channels-Intensive, Selective & Exclusive distribution strategies, Decisions in Channel Management Integrated Marketing Channels

Module 2

Types of Channels: Channels for Consumer goods, Industrial goods & Services – Horizontal, Vertical, Multichannel Marketing Systems

Module 3

Wholesale and Retail: Concept, Importance, Functions-Wholesaler Marketing Decisions – Trends in Wholesaling Retailing: Concept, Importance, Functions – Indian Vs. Global Scenario Retail Location: Factors affecting location decision-Site Selection- Location based retail Strategies

Module 4

Store Design: Interiors and Exteriors – Store layout – Types of layouts - Factors affecting store layout – Store image mix – Store Façade – The Internet Store. Store Administration: Floor space management-Managing store inventories and display

Module 5

Retail Communication Mix : Planning retail communication – Managing in-store promotions and events.

Books Recommended

1. Channel Management-Stern-El-Ansary
2. Retailing Management-SwapnaPradhan
3. Retail Management – Gibson Vedamani
4. Physical Distribution & Logistics Management-Dr. SubhashBhave
5. Channel Management & Retail Management-MeenalDhotre

Total Marks -100

Internal - 20

External - 80

Semester 4
4.1 INFORMATION TECHNOLOGY FOR OFFICE

Module 1

Word Processing package: MS-Word 2007: Introduction; Features- Word User Interface Elements; Creating new Documents; Basic Editing, Saving a Document; Printing a Document; Print Preview, Page Orientation- Viewing Documents; Setting tabs-Page Margins; Indents; Ruler, Formatting Techniques; Font Formatting, Paragraph Formatting; Page Setup; Headers & Footers; Bullets and Numbered List; Borders and Shading; Find and Replace; Page Break& Page Numbers; Mail Merging-Spelling and Grammar Checking; Thesaurus; Automating Documents; Tables;; Formatting Tables;

Module 2

Spreadsheet package: Ms-Excel 2007 Introduction, Excel User Interface, Working with cell and cell addresses, Selecting a Range, Moving, Cutting, Copying with Paste, Inserting and Deleting cells, Freezing cells, Adding, Deleting and Copying Worksheet within a workbook, Renaming a Worksheet. Cell Formatting Options, Formatting fonts, Aligning, Wrapping and Rotating text, Using Borders, Boxes and Colors, Centering a heading, Changing row/column height / width, Formatting a Worksheet Automatically, Insert Comments, Clear contents in a cell. Using print Preview, Margin and Orientation, Centering a Worksheet, Using header and footer, Inserting page breaks,

Module 3

Advanced Features of Excel: All Functions in excel, Using Logical Functions, Statistical functions, Mathematical etc. Elements of Excel Charts, Categories, Create a Chart, Choosing chart type, Edit chart axis - Titles, Labels, Data series and legend, Adding a text box, Rotate text in a chart, Saving a chart.

Module 4

Presentation Package: Ms-PowerPoint 2007 Advantages of Presentation Screen layout creating presentation inserting slides adding sounds & videos-formatting slides -slide layout views in presentation -slide transition Custom animation Managing slide shows - using pen Setting slide intervals

Module 5

PageMaker: Introduction to desktop publishing – PageMaker -tools and palettes – working with objects – type styling options – working with text – formatting options – leading – margins – indents – paragraph formatting.

Practical Training:

- a. Prepare Pay rolls in Excel
- b. Cell Formatting Conditional
- c. Using of Mailmerging feature of word.

Books Recommended

1. Information Technology for Office, Antony Thomas, Pratibha Publications
2. Ms-Office 2007: Gini Courter & Annette Marquis BPB Publications

Total Marks -100

Internal - 20

External – 80 (Theory 60 + Practical 20)

Semester 4 4.2 R - RETAIL STORES AND OPERATION MANAGEMENT
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Module 1

Setting up Retail organization - Size and space allocation, location strategy, factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design.

Module 2

Store Layout and Space planning - Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.

Module 3

Store Management- Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers,

Module 4

Store Record and Accounting System - Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments.

Module 5

Logistic and Information system - Improved product availability, Improved assortments, Strategies, Quick Response System.

References-

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

Total Marks -100

Internal - 20

External - 80

Semester 4
4.3 R - RETAIL SHOPPER BEHAVIOUR

Module 1

Introduction to Shopper Behaviour: Importance of understanding shopper behaviour; Nature and types of shoppers; Buying participants and their roles; Changing dynamics of shopping opportunities and ever-changing Indian consumer.

Module 2

Shopper Decision Making Process: Need/problem recognition; Information search; Outlet selection and purchase; Alternative evaluation in shopping; Shoppingbehaviour - Postpurchasebehaviour; Factors influencing shopper behaviour: An overview; Shopper behaviour in Indian environment.

Module 3

Influence of Socio-Cultural Factors: on Shopper Behaviour: Sub-Culture and shopper behaviour; Cross-Culture on shopper behaviour; Influences of social class on shopper behaviour; Groups Types of groups and influence of groups - opinion leadership, word of mouth communication.

Module 4

Influence of Personal Factors on Shopper Behaviour: Demographics influences; Family life cycle; Shopper needs and motives - Importance, meaning and types; Resolution of need conflict;

Module 5

Shopper attitudes - Meaning and elements, Attitude development process, Attitude measurement~;; Learning - Meaning and importance, Learning process and theories; Shopper's personality and lifestyle influences.

Books Recommended

1. Simon, Paco Underhill and Schuster Paco Underhill, Why we buy - the Science of Shopping, Paco Underhill, Rockefeller Center, New York, 2000.
2. Newman, Andrew J. and Peter Cullen, Retailing Environment and Operations, Thomson
4. Schiffman, L.G., and L.L, Kanuk, Consumer Behaviour, Pearson Education, Delhi, India, 2003.
5. Zeithaml, Valarie A. & Mary Jo-Bitner, Services Marketing-Integrating Customer Focus Across the Firm, Tata McGraw Hill, 2005.
6. ICFAI, Retailing Sector, ICFAI Press, Hyderabad, Andhra Pradesh.
- Gao, Yuan, Web Systems Design and,Online Consumer Behaviour, Idea Group Publishing, 2005.
7. Newman, Andrew J, and Peter Cullen, Retailing Environment and Operations, Thomson Learning, India, 2007.

Total Marks -100

Internal - 20

External - 80

Semester 4
4.4 R - MALL MANAGEMENT

Module 1

Introduction: Concept of shopping mall, Growth of malls in India, Mall positioning strategies, Strategic planning for malls.

Module 2

Mall Management: Concepts in mall design, Factors influencing malls' establishment, Recovery management, Aspect in finance, Human resources, Security and accounting, Legal compliances and issues, Measuring mall performance.

Module 3

Mall Operations: Store allocation, Leasing negotiations, Maintenance and repairs, Security and safety procedures and regulations, Operational activities, Footfalls measurement, Common area management.

Module 4

Tenant Management: Selection of anchor tenant, Tenant mix, Mall resource allocation, Owner-tenant relationship.

Module 5

Types of retail formats - Multiplexes, Food courts, Branded stores, Specialty stores, Hypermarkets, Supermarkets,

Books Recommended

1. SwapnaPradhan, "Retailing Management- Text & Cases", Tata McGraw Hill
2. Fleming.P, "Guide To Retail Management" Jaico Publications.
3. Gopal, W, "Retail Management" ICFAI.
4. S.L.Gupta, "Retail Management"
5. Mitra, S.N., "Retail Management", Pointer Publication, Jaipur.
6. Berry Berman & J.R. Evans, "Retail Management – A Strategic approach"
Prentice Hall of India, New Delhi.

Total Marks -100

Internal - 20

External - 80

<p>Semester 4 4.5 R – INDUSTRY TRAINING & REPORT</p>
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The student will attach himself with a Retail organisation approved by the Department for a period of 4 weeks for industry training. The student should actively participate in the operations of the organization and should work like any other employee of that organization. He/ she should do a project work for the organization and the report (not less than 40 pages, A4 size) should be submitted to the organization and the department. The student has to face a viva based on his report.

Total Marks 100

Marks for Training– 50 (To be awarded by the manager of the retail organisation and communicated to the Department)

Marks for the Report – 30 (Valued internally by the Department)

Marks for viva – 20 (Conducted by the Department)

Semester 5
5.1 STOREKEEPING AND WAREHOUSING

Module 1

Warehousing Management - Objectives of Stores – Location and Layout – Prevention – Management of Receipts – Issue Control – Stores Documentation

Module 2

Disposal of Obsolete and Scrap items- Management of SOS – Categorization of Obsolete/Surplus – Reasons for Obsolescence – Control of Obsolescence – Control of Scrap – Responsibility for Disposal – Disposal Methods

Module 3

Insurance: Risk Management - Buyer's Interest – Marine Insurance – Inland Transit Insurance – Stores Insurance – Contractors All Risk Insurance – Miscellaneous Insurance – A to Z Claims Procedure – Loss Minimization

Module 4

Spare Parts Management- Salient Features of Spares – Inventory Control of Spares – Categorization of Spares – Provisioning of Spares – Pricing of Spares – Relevance of Maintenance – Maintenance Costs

Module 5

Retail Warehousing: importance – features

Books Recommended

P. Gopalakrishnan – Purchasing and Materials management – Tata McGraw Hill – 23rd Edition – 2008.

Total Marks -100

Internal - 20

External - 80

Semester 5

5.2 - CONFERENCE AND EVENT MANAGEMENT

Module 1

Event Management: Introduction, The Emergence of Events Industry, types Of Events, Definitions of Event management, Importance of Event Management,

Module 2

Event Design: Event Design And Concept, Role Of Event Management Companies, the Scope of Event Management,

Module 3

Event Marketing: Introduction, Event Promotion, Promotional Strategies, and five P's of Event Marketing: Product, promotion, price, public relations, and place. Internal versus External Event, marketing, Event Sponsorship, Internet Event Marketing, let us sum up: lesson end activity, keywords, and questions for discussion

Module 4

Event Planning

Introduction, key Steps for Planning an Event, Out Sourcing, Let Us Sum Up: Lesson end Activity, Keywords and Questions for Discussion.

Module 5

Event Promotion: Introduction, Promoting an Event, Identifying Promotional Measures, Tools of Promotion, the Promotion Schedule, Promotional Factors.

Total Marks -100

Internal - 20

External - 80

Semester 5
5.3 R - MERCHANDISE MANAGEMENT

Module 1

Merchandising – meaning – concept – factors affecting merchandising function – merchandise manager functions –

Module 2

Merchandise mix – components of merchandise management – merchandise strategies

Module 3

Merchandise Planning – steps involved – merchandise control – assortment planning – merchandising stages

Module 4

Merchandise buying – types – sources of supply – identifying and contracting - evaluating sources- branding strategies – category management

Module 5

Visual Merchandising – types of display – display planning – methods of display – Window display and interior display – space management – planning lay out

Books Recommended

1. Chetan Bajaj and Ranjith – Retail Management – Oxford University Press, Second Edition,
2. Gillespie Hecht and Lebowitz – Retail Business Management ,McGraw Hill Book Company, Third Edition, 2002
3. James R Ogden, Denise T. Ogden – Integrated Retail Management , Wiley Pvt Ltd, 2005
4. Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

Total Marks -100

Internal - 20

External - 80

Semester 5 5.4 R - RETAIL SALES TECHNIQUE & PROMOTIONS

Module 1

Advertising Communications and Promotions- Effective Advertising: Understanding When, How, and Why Advertising Works- Marketing Objectives and Positioning- Target Audience Selection and Action Objectives- Communication Objectives- The Creative Strategy and Tactics- Media Strategy: Tracking and Evaluation- Setting the Campaign Budget- Sales Promotions

Module 2

Promotion Impact- On the Marketing Mix-On the Customer-Promotions and Integrated Marketing- Creating a Customer Relations- Characteristics of an Integrated Programme- Strategic Considerations- Promotions role- Overcoming barriers in Integrated Marketing-.

Module 3

Sales promotion technique- Off the Self Offers- Joint Promotions- Price Promotions- Premium Promotions- Prize Promotions- How Promotion Affects Sales-Switching, Acceleration, and Deceleration- How Promotion Affects Sales- Acceleration, Repeat Purchasing, Consumption- Trade Dealing

Module 4

Retailer Promotions-Consumer Promotions (Coupons, Rebates, and Loyalty Programs)- Consumer Promotions (Loyalty Programs, Online, and Special Event Promotions)- Calculating Promotion Profitability-Trade Deals, Retailer Promotions, Coupons, Rebates- Measuring Promotion Effectiveness-

Module 5

Sales Promotion Strategy – meaning – importance -types

Books Recommended

1. Robert C. Blattberg & Scott A. Neslin -Sales Promotion: Concepts, Methods, and Strategies -Prentice-Hall
2. Schulz, William A Robinson & Lisa A Peterson -Sales Promotion Essentials : The 10 Basic Sales Promotion Techniques
3. Julian Cummins & Ruddy Mullin- Sales Promotions How to create , Implement and Integrate Campaigns that really work- Kogan Page
4. Kazmi & Sathish K Batra Advertising & Sales Promotions- Excel Books
5. George e Belch & Michael A Belch- Advertising & Sales Promotions An Integrated Marketing Communications Perspective- Tata McGraw Hill
6. Steve Smith- How to Sell More Stuff- Promotional marketing that Really works- Dearborn Trade Publishing

Total Marks -100

Internal - 20

External – 80

<p>Semester 5 5.5 R - RETAIL ENVIRONMENT</p>
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Module 1

Retail: Meaning – Functions and special characteristics of a Retailer – Reasons for studying.
Retailing – Marketing-Retailer Equation –

Module 2

Retail Marketing - Marketing concepts applied to retailing – Trends in Retailing.

Module 3

Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process.

Module 4

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.

Module 5

Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy

Books Recommended

1. SwapnaPradhan –Retailing Management – Text and Cases, Tata McGraw Hill – 2nd edition, 2004
2. Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.
3. James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005
4. Gibson G Vedamani – Retail Management – Functional Principles and Prectice, Jaico Publishing House, Second edition, 2004.

Total Marks -100

Internal - 20

External - 80

Semester 6 6.1 COMPUTERISED ACCOUNTING

Module 1

Introduction to computerised accounting: Computerised accounting Vs. Manual accounting- merits of computerised accounting – Tally 9 - Features of Tally – Screen components-Creation of Company- selecting a company – altering/ modifying company creation details – Deleting a company – F 11 Features – F 12 Configuration.

Module 2

Accounts and Vouchers – account groups – pre-defined groups – creating single & multiple groups – creation of primary account groups – creating ledger accounts in single & multiple – displaying, altering and deleting account groups and ledgers – Accounting vouchers- entering transactions in accounting vouchers – bill wise details - altering and deleting a voucher entry – creating new voucher types – modifying an existing voucher – duplicating a voucher – optional vouchers – post-dated vouchers – reverse journal – bank reconciliation statement - creating budget - generating reports - configuring reports-

Module 3

Final Accounts: balance sheet – profit and loss account – trial balance – day books – account books – statement of accounts – ratio analysis - cash flow - fund flow – list of accounts – exception reports.

Module 4

Accounts with inventory – enabling F 11 and F 12 - stock category – stock group – single/multiple creation of stock category and stock group – creation of units of measurement – creating single/multiple stock items – creating godowns - displaying, altering and deleting stock groups, units, items and godowns – cost categories- cost centres – creating cost categories and cost centres - displaying, altering and deleting cost categories and cost centres – purchase / sales orders - Inventory vouchers - using inventory vouchers – using accounting vouchers with inventory details (invoice mode) - Tally Security - Tally vault – Tally audit – advanced security control – back-up and restore – inventory reports – stock summary - inventory books – statement of inventory.

Module 5

Accounting with Tax – F 11 & F 12 settings for taxation – TDS – ledgers related to TDS – creating TDS voucher types - TDS reports – TCS – service tax - VAT – VAT terminologies – computing VAT – ledgers and vouchers pertaining to VAT – VAT reports – VAT forms – interstate trade and CST.

Practical Training:

Prepare final accounts of a Company in Tally with Inventory

Books Recommended

Computerised Accounting, Tomy KK, Prakash Publications

Tally for Every one - Roopa, Atc Publishing Chennai.

Implementing Tally 9 A Comprehensive Guide to Tally 9 A.K. Nadhani& K.K. Nadhani - BPB Publications

Total Marks -100

Internal - 20

External – 80 (Theory 60 + Practical 20)

Semester 6
6.2 R - RETAIL TARGETS AND LOCATIONS

Module 1

Identifying And Understanding Customers: Demographics and Lifestyles of customers/consumers with Retailing Implications, Consumer Needs and Desires, Shopping Attitudes and Behaviors, Consumers' Patronage,

Module 2

Consumer Decision Process - Decision Process and Types of Consumer Decision Making; Impulse Purchases; Customer Loyalty. Environmental Factors Affecting Consumers.

Module 3

Information Flows: Meaning, Information Gathering and Processing, Retail Information System (RIS): Constructing and Using the RIS, Good Insights for Retailers for RIS, Impact of Negative Customer Service,

Module 4

Choosing a Store Location: Importance, Trading-Area Analysis, benefits, Geographic information System, Size and Shape of Trading Areas for new Stores, Reilly's Law of Retail Gravitation, Trading Area Research; Characteristics of Trading Areas, Its Population, The Nature of competition and the Level of Saturation.

Module 5

Site-Selection: Types of Location; Central, Secondary and Neighborhood Business Districts, String; The Planned Regional Community Neighborhood Shopping Centers, The Choice and Evaluation of General Location; Pedestrian Traffic, Parking and Transportation Facilities, Store Composition, Terms of Occupancy

Books Recommended

1. SwapnaPradhan, "Retailing Management- Text & Cases", Tata McGraw Hill
2. Fleming.P, "Guide To Retail Management" Jaico Publications.
3. Gopal, W, "Retail Management" ICFAI.
4. S.L.Gupta, "Retail Management"
5. Mitra, S.N., "Retail Management", Pointer Publication, Jaipur.
6. Berry Berman & J.R. Evans, "Retail Management – A Strategic approach" Prentice Hall of India, New Delhi.

Total Marks -100

Internal - 20

External - 80

Semester 6 6.3 R - RETAIL ADVERTISING AND SALES PROMOTION
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Module 1

Introduction: Meaning, nature and purpose of advertising; advertising in the context of retailing; Integrated marketing communication (IMC), Advertising management process - An overview; Setting of retail advertising objectives and budgets. Media Decisions: Media planning - Media mix decisions: Popular media vehicles used in retail sector; Media timing and Scheduling.

Module 2

Copy Writing:: Different types of appeals; Copy layout; Evaluation of retail advertising effectiveness. Advertising Agencies: Features, functions and types; Selection of advertising agency -ethical and legal aspects of retail advertising.

Module 3

Introduction to Sales Promotion: 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. Retail Store Sales Promotion: Objectives;

Module 4

Trade promotion: Meaning and objectives; Major trade promotion schemes – Merchandise allowance, sales contests, point-of-purchase display assistance, trade discount, co-operative advertising.

Module 5

Sales Promotion Planning and Control: Establishing objectives of sales promotion and selecting consumers for sales promotion; Developing, pre-testing, implementing, controlling and evaluating the -sales promotion programme.

References:

1. Newman, Andrew J. and Peter Cullen, Retailing Environment and Operations, Thomson Learning, India, 2007. .
 2. Belch, George E. and Michael A. Belch, Adverlising and Promotion: An Integrated Marketing Communications Perspective, 61h edition, Tata McGraw Hill Co., 2003.
 3. Batra, Rajeev, John G. Myers and David A. Aakers, Adverlising Management, 5th edition, Prentice Hall of India, New Delhi, 2003.
 4. Clow, Kenneth E., Integrated Adverlising, Promotion and Marketing Communications, Pearson Education, 2007.
 5. Wells, William, John Burnet and Sandra Mriarty, Adverlising Principlc3 and Practicc3, 51h edition, Pearson Education, 2003.
- Chunnawala, SA, Advertising, Sales and Promotion Management, Saujanya Books, Delhi. 2003.
- SACHunnawala, Advertising, Sales and Promotion Management, Saujanya Books, Delhi, 2003.
- Total Marks -100
Internal - 20
External - 80

Semester 6 6.4 R - INTERNATIONAL RETAILING

Module 1

International Marketing- Concept, Importance, International Marketing Research and Information System, Market Analysis and Foreign Market Entry Strategies, Future of International Marketing,

Module 2

India's Presence in International Marketing

Module 3

Internationalization of Retailing: Evolution of International Retailing, Motives of International Retailing, International Retail Environment – Socio-Cultural, Economic, Political, Legal, Technological

Module 4

Selection of Retail Market, Study and Analysis of Retailing in Global Setting, Methods of International Retailing, Forms of Entry-Joint Ventures, Franchising, Acquisition

Module 5

Competing in Foreign Market, Multi-country competition and Global Competition, Competitive Advantages in Foreign Market, Cross Market subsidization, Retail Structure, Global Structure.

Books Recommended

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

Total Marks -100

Internal - 20

External - 80

Semester 6 6.5 – R –FIELD WORK AND PROJECT

The student will attach himself with a retail organisation approved by the Department for a period of 4 weeks for field work. The student should actively participate in the operations of the organization and should work like any other employee of that organization. He/ she should do a project work for the organization and the report (not less than 40 pages, A4 size) should be submitted to the organization and the department. The student has to face a viva based on his report.

Total Marks 100

Marks for field work– 50 (To be awarded by the manager of the retail organisation and communicated to the Department)

Marks for the Report – 30 (Valued internally by the Department)

Marks for viva – 20 (Conducted by the Department)