

University of Mumbai



No. AAMS/ (UG)/ 6 of 2022-23
Mumbai-400 032,
28th April, 2022.

To,
I/c. Director,
Garware Institute of Career
Education and Development,
Vidyanagari, Kalina,
Santacruz (E),
Mumbai – 400 098.

Sub :- BMS (Retail Management)

Ref :- RB/MU-2021/CR-366/Edn-5/200, dated 2nd March, 2022.

Sir,

I am to invite your attention to Ordinances, Regulations and Syllabus relating to the BMS (Retail Management) to inform you that the recommendation made by the Advisory Committee & Board of Management of Garware Institute of Career Education & Development at its Meeting held on **25th January, 2018** & resolution passed by the Board of Deans at its meeting held on **9th March, 2020** vide item No. 28 have been accepted by the Academic Council at its meeting held on **5th May, 2018**, vide item no.7.2 & **23rd July, 2020**, vide item no. 7.10 and subsequently approved by the Management Council at its meeting held on **9th April, 2021** vide item No. 04 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinance 6743 & 6744 Regulations 9486, 9487, 9487-A & 9787-B and the syllabus of BMS (Retail Management) has been introduced and the same have been brought into force with effect from the academic year **2018-19**, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI – 400 032
28th April, 2022


(Sudhir S. Puranik)
REGISTRAR

A.C/7.2/5/5/2018
7.10/23/07/2020
M.C/04/9/4/2021

No. AAMS/ (UG)/ 6 -A of 2022

28th April, 2022

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Commerce & Management.
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-Ordinator, MKCL.


(Sudhir S. Puranik)
REGISTRAR

Copy for information and necessary action :-

1. The Deputy Registrar, College Affiliations & Development Department (CAD),
2. College Teachers Approval Unit (CTA),
3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),
4. The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA)
5. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),
6. The Deputy Registrar, Executive Authorities Section (EA)
He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
7. The Deputy Registrar, PRO, Fort, (Publication Section),
8. The Deputy Registrar, Special Cell,
9. The Deputy Registrar, Fort Administration Department (FAD) Record Section,
10. The Deputy Registrar, Vidyanagari Administration Department (VAD),

Copy for information :-

1. The Director, Dept. of Information and Communication Technology (DICT), Vidyanagari,
He is requested to upload the Circular University Website
2. The Director of Department of Student Development (DSD),
3. The Director, Institute of Distance and Open Learning (IDOL Admin),
Vidyanagari,
4. All Deputy Registrar, Examination House,
5. The Deputy Registrars, Finance & Accounts Section,
6. The Assistant Registrar, Administrative sub-Campus Thane,
7. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,
8. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,
9. P.A to Hon'ble Vice-Chancellor,
10. P.A to Pro-Vice-Chancellor,
11. P.A to Registrar,
12. P.A to All Deans of all Faculties,
13. P.A to Finance & Account Officers, (F & A.O),
14. P.A to Director, Board of Examinations and Evaluation,
15. P.A to Director, Innovation, Incubation and Linkages,
16. P.A to Director, Department of Lifelong Learning and Extension (DLLE),
17. The Receptionist,
18. The Telephone Operator,

Copy with compliments for information to :-

19. The Secretary, MUASA
20. The Secretary, BUCTU.

AC - 5/5/2018
23/7/2020
Item No. 7.2 & 7.10

UNIVERSITY OF MUMBAI



Proposed Syllabus for the course of BMS (RETAIL MANAGEMENT)

(Credit Based Semester and Grading System with
effect from the academic year 2018-19)

AC- 5/5/2018 Item No.7.2

23/7/2020 Item No. 7.10

UNIVERSITY OF MUMBAI



Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course O.6743	BMS (Retail Management)
2	Eligibility for Admission O.6744	12 th pass any faculty with English subject compulsory. Lateral entry to 2 nd year for candidate who has completed s 3-year diploma after 12 th from a Government recognized institute or University. Candidate pursuing BVOC (Retail Management) and /or BMS may be admitted to the next academic year asper the prescribed admission procedure. Admissions on the basis of Written Test & Interview
3	Passing Marks R. 9486	50% PASSING MARKS
4	Ordinances / Regulations (if any)	
5	No. of Years / Semesters R. 9487	3 YEARS / 6 SEMESTERS
6	Level	HSC / Diploma
7	Patter n	Semester
8	Status	New
9	to be implemented from Academic Year	From Academic Year 2018-19

Date:

Signature:

I/c. DIRECTOR

Dr. Shivram S. Garje, I/c. Director, Garware Institute of Career Education & Development

**UNIVERSITY OF MUMBAI
GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT
SYLLABUS RELATING TO THE
GRADUATION IN RETAIL MANAGEMENT (FULL-TIME)
(Revision w.e.f .the academic year 2018-2019)**

Preamble:

Retail Sector in India is on a rise and there is acute demand for trained professionals in this field. There is wide scope for growth as the number of retail chains and retail outlets, shopping malls, super stores are increasing at a constant fast rate in present time in the market, that has resulted in development of new field of career for youngsters. In these conditions the retail professionals have unlimited chances for prestigious and wealth full jobs. There is a dearth of skilled and trained/groomed aspiring retail professionals in the country so the need is to equip individuals with key skills required for a successful career in retail.

Objective:

1. To impart in-depth knowledge of Retailing, develop skills and competence to handle the responsibilities in retail sector effectively and efficiently.
2. To facilitate students for a fast paced and accelerated performance which is expected from them in the industry.
3. To develop students by bringing in academics and on the job to fill in position as front line sales executives, stores department assistant, procurement department assistant, accounts and computer department assistant.
4. To provide a steady stream of manpower resource to the industry in order to fulfill their ever-growing demands in this field.
5. To be competent to qualify as per the National Skill Qualification Framework through **The National Skill Development Agency (NSDA)**

Career Scope:

The employment opportunities are:

- Retail chains, malls, in various functions, procurement, stores, merchandising, marketing promotion, brand management, Category management, E-Retailing and e-commerce.
- Front desk dealing in apparel, footwear, jewellery, grocery, furniture segments, electronics and gadgetsetc

EXAMINATION PATTERN

(TOTAL MARKS: 4600 TOTAL CREDITS : 126)

	Subject Code	Title of the Course	Assessment Pattern			Teaching Hours	
		Topics	Internal Marks 60	External Marks 40	Total Marks 100	Lectures/ Tutorials	Credit
SEMESTER I	1.1	INTRODUCTION TO RETAILING	60	40	100	45 Hours	3
	1.2	STORE OPERATIONS	60	40	100	45 Hours	3
	1.3	LOCATION PLANNING, STORE PLANNING, DESIGN AND LAYOUT	60	40	100	45 Hours	3
	1.4	COMMUNICATION SKILL-1	100	--	100	60 Hours	4
	1.5	HEALTH & SAFETY	60	40	100	45 Hours	3
	1.6	BASIC COMPUTERS	100	--	100	60 Hours	4
		Total	440	160	600	300	20
SEMESTER II	2.1	MERCHANDISING & CATEGORY MANAGEMENT	60	40	100	45 Hours	3
	2.2	INVENTORY MANAGEMENT	60	40	100	45 Hours	3
	2.3	CONSUMER BEHAVIOR	60	40	100	45 Hours	3
	2.4	COMMUNICATION SKILL - 2	100	--	100	60 Hours	4
	2.5	PRINCIPLES OF MANAGEMENT	60	40	100	45 Hours	3
	2.6	ADVANCE COMPUTERS -1	100	--	100	30 Hours	2
	2.7	SPECIALISATION: APPAREL, GROCERY	100	--	100	30 Hours	2
		Total	540	160	700	300	20
SEMESTER III	3.1	INTRODUCTION TO MARKETING	60	40	100	45 Hours	3
	3.2	HUMAN RESOURCE MANAGEMENT	60	40	100	30 Hours	2
	3.3	SALES PROCESS	60	40	100	45 Hours	3
	3.4	ORGANIZATIONAL & INDIVIDUAL BEHAVIOR, CUSTOMER SERVICE MANAGEMENT	60	40	100	45 Hours	3
	3.5	BUSINESS COMMUNICATION & COMPUTERS	100	--	100	45 Hours	3
	3.6	SPECIALISATION: LIFESTYLE, FURNITURE, ACCESSORIES	100	--	100	30 Hours	2
	3.7	INTERNSHIP	200	--	200	30 Hours	4
		Total	640	160	800	270	20

	Subject Code	Title of the Course	Internal Marks 60	External Marks 40	Total Marks 100	Lectures/Tutorials	Credit
SEMESTER IV	4.1	BRAND MANAGEMENT ,VISUAL MERCHANDISING AND COMPUTER GRAPHICS	60	40	100	60 Hours	4
	4.2	STRATEGIC MANAGEMENT	60	40	100	45 Hours	3
	4.3	RESEARCH METHODOLOGY	60	40	100	45 Hours	3
	4.4	PRODUCT KNOWLEDGE	60	40	100	30 Hours	2
	4.5	E-RETAILING & E- COMMERCE	60	40	100	45 Hours	3
	4.6	PROMOTIONS	60	40	100	30 Hours	2
	4.7	SPECIALISATION: ELECTRONICS, AUTOMOBILE, JEWELLERY	100	--	100	30 Hours	2
	4.8	INTERNSHIP	200	--	200	30 Hours	4
		Total	660	240	900	315	23
SEMESTER V	5.1	MALL MANAGEMENT	60	40	100	45 Hours	3
	5.2	RETAIL TECHNOLOGY	60	40	100	45 Hours	3
	5.3	BUSINESS ETHICS&CORPORATE SOCIAL RESPONSIBILITY	60	40	100	45 Hours	3
	5.4	CORPORATE GROOMING & COMMUNICATION SKILLS	100	--	100	45 Hours	3
	5.5	RETAIL FORMATS , PRIVATE LABELS & THEIR IMPACT IN RETAIL	60	40	100	45 Hours	3
	5.6	SPECIALISATION: PHARMA, HEALTH & BEAUTY, ENTERTAINMENT & GIFTS	100	--	100	30 Hours	2
	5.7	INTERNSHIP	200	--	200	30 Hours	4
		Total	640	160	800	285	21
SEMESTER VI	6.1	FRANCHISE MANAGEMENT&B-2-B RETAILING	60	40	100	45 Hours	3
	6.2	LOGISTICS OF E-COMMERCE	60	40	100	45 Hours	3
	6.3	INTERNATIONAL MARKETING	60	40	100	45 Hours	3
	6.4	ENTREPRENEURSHIP MANAGEMENT	60	40	100	45 Hours	3
	6.5	FINANCIAL ASPECT OF RETAILING	60	40	100	45 Hours	3
	6.6	SUPPLY CHAIN MANAGEMENT	60	40	100	45 Hours	3
	6.7	INTERNSHIP	200	--	200	30 Hours	4
		Total	560	240	800	300	22
		Total	3480	1120	4600	1770	126

SUBJECT-WISE SYLLABUS (SEMESTER -I)

The students will be assessed on the basis of continuous evaluation and an end semester examination in the following subjects.			
PAPER NO.	SUBJECT	No. of Hours (Lectures)	Session of 3 hrs each
1.1	INTRODUCTION TO RETAILING	45	
Unit I	○ Introduction ○ Meaning ○ Definition ○ Concepts ○ Characteristics of Retailing ○ Functions of Retailers	6	2
Unit II	○ Evolution of Retail in India ○ Consumption & its impact of Retailing in India ○ Retail Management Process ○ Nature of Indian markets, ○ Organized vs. Unorganized Retail ○ Structure of Organized Retail	9	3
Unit III	○ Importance of Retailing/ Retailer ○ Challenges Faced in Organized Retail ○ Growth prospects in Organized Retail ○ Factors that have contributed to the rise of the retail in India.	12	4
Unit IV	○ Understanding Retail Terminology. ○ Major Retail Players in India & International ○ Trends in retailing	3	1
Unit V	○ Retailers Characteristics ○ Types of retailers ○ Difference between Services Retailer and Merchandise Retailers. ○ Store vs Non- store retailing ○ Multi Channel retailing ○ Airport Retailing ○ Retail Life Cycle ○ Understanding retail framework	12	4
Unit VI	○ Steps in starting retail business, retail store location-Legal procedure	3	1
1.2	STORE OPERATIONS	45	
Unit I	○ Managing Retail Operations ○ What are Store Operations • Productivity & Operating Efficiency ○ Most Common Mistakes of Retailers ○ Controls Essential for successful operations • Measuring Performance • Stock Turn.	6	2

Unit II	○ Store Appearance & House Keeping	3	1
Unit III	○ Functions of a Store Manager ○ Promotion, Planning and Execution Retail Operations ○ Understanding key processes in Retail Store. ○ Managing Relationship with all the stake holders. ○ Understanding Critical Daily Functions of a retail store.	9	3
Unit IV	○ Understanding the terminology ○ Need & Significance of Enterprise Resource Planning ○ Integration of ERP in a retail store. ○ Retails Operation: Elements and Components.	9	3
Unit V	○ Store Administration and Management of Store Floor. ○ Management of the Premises. ○ Opening and Closing Activity of Store.	9	3
Unit VI	○ Skills and Responsibility of Retails Store Manager. ○ Method and Approaches to Retail Operations: ○ Retail Location: Strategies and Decisions	9	3
1.3	LOCATION PLANNING, STORE PLANNING, DESIGN AND LAYOUT	45	
Unit I	○ Introduction ○ Store Planning	6	2
Unit II	○ Store Location ○ Factors Necessary to consider before selecting a final site for any store ○ Levels of location decisions and its determining factors ○ Factors that a retailers needs to take into account while choosing a location for retail store. ○ Location Planning	12	4
Unit III	○ Store Design – Meaning, Factors ○ Importance of store Design ○ Exterior store Design ○ Interior store Design ○ Purpose of Store Design	12	4
Unit IV	○ Types of Layout ○ Elements of Store Layout ○ Planning & Circulation ○ Store front & entrance ○ Merchandise Display ○ Materials & Finish ○ Lighting, Music, Graphs ○ Space Mix ○ Effective retail space management	15	5

	○ Floor space management		
1.4	COMMUNICATION SKILL- 1	60	
Unit I	○ Introduction to Basic English ○ Grammar ○ Vocabulary	12	4
Unit II	○ Sentence construction ○ Sentence correction ○ Pronunciation & Diction ○ Paraphrase ○ Speech Sounds	12	4
Unit III	○ Listening Skill ○ Conversations & Feedbacks ○ Interpersonal skills	9	3
Unit IV	○ Introduction to Communication ○ Concept of Communication ○ Communication Process. ○ Channels of Communication Importance of effective communication in business ○ Communication barriers, tools, techniques and remedies	6	3
Unit V	○ Types of Communication ○ Verbal Communication : ○ Oral communication skill- Presentation , Speeches ○ Writing skills- Letter writing , Report ○ Non verbal Communication - Gestures & Postures in communication.	15	5
UnitVI	○ Etiquettes and manners	6	2
1.5	HEALTH & SAFETY IN RETAIL	45	
Unit I	○ Hygiene and Safety Practices in Retail ○ Basic Hygiene and Safety Practices ○ Potential Hazards at Workplace	12	4
Unit II	○ Safety Measures at Workplace – ○ Precautions to be taken for safety	12	4
Unit III	○ Regulatory Frame work in Retail	9	3
Unit IV	○ Store Security	12	4
1.6	BASIC COMPUTERS	60	

Unit I	○ Computer Basics ○ Basic Hardware ○ Microsoft Windows ○ Files and folders -Desktop and shortcuts – Setting- Control Panel- Microsoft notepad - Using the Explorer/Chrome	12	4
Unit II	○ Word Processing : ○ Mail Merge	12	4
Unit III	○ Basic Presentation	12	4
Unit IV	○ Basic Excel	18	6
Unit V	○ WWW-Internet Browsing- Email	6	2
PAPER NO.	SUBJECT SEMESTER –II	No. of Hours (Lectures)	Session of 3 hrs each
2.1	MERCHANDISING & CATEGORY MANAGEMENT	45	
Unit I	○ Introduction to Merchandising ○ Evolution – Objective - Importance	3	1
Unit II	○ Merchandise Management: Presentation and Demonstrating Merchandise Factors affecting Merchandising functions	6	2
Unit III	○ Strategies for Creating Good –Looking Retails Stores Displays. ○ Retail Plano Gram	6	2
Unit IV	○ Merchandises role & Responsibilities ○ Process of Merchandising planning ○ Buying Merchandise ○ Price Adjustments	6	2
Unit V	○ Merchandise Procurement Planning: ○ Merchandise Purchase Plan and Category Management: ○ Need for a Merchandise Plan	6	2
Unit VI	○ Category management ○ Introduction to Category Management: ○ Concept – Need- ImportanceCategories and their definitions	6	2
Unit VII	○ Uses- components- Process, Category role	3	1
UnitVIII	○ The Reason for Emergence of Category Management	3	1
Unit IX	○ Category Management Methods ○ Category Management Analysis	6	2
2.2	INVENTORY MANAGEMENT	45	
Unit I	○ Inventory: Definition-Principles/ Role/ Functions/Importance-Purpose of Inventory Holding- Types of Inventories- Inventory and	9	3

	Profitability- Impact of Inventory on logistical cost		
Unit II	Inventory Management: Objectives- Symptoms of Poor Inventory Management- Improving effectiveness of Inventory Management- Inventory turnover-Service Levels	9	3
Unit III	- Retail Store Processes - Stock Management & Inventory Management - Stock Management and its significance.	6	2
Unit IV	- Meaning of Perpetual Stock -Annual Inventory-Negative Stock - Importance of Quality Management - Returns and Defective Stock Management - Gap Management - Concept of Deleted Line	9	3
Unit V	- Inbound Logistics - Product Delivery - Vendor Management	6	2
Unit VI	- Inventory Control: - Inventory valuation	6	2
2.3	CONSUMER BEHAVIOR	45	
Unit I	- Introduction to the Study of Consumer Behaviour - Defining Consumer Behaviour. - Scope and Application of Consumer Behaviour.	6	2
Unit II	Market segmentation	6	2
Unit III	- The Consumer Decision Making Process. - Factors Influencing Buying Behaviour	9	3
Unit IV	- Consumer Attitude: - Consumer Communication. - Sociological Influences on Consumer Decision Making: - Consumer groups. - Culture	12	4
Unit V	- Emerging Trends in Consumer Behaviour - Consumer Behaviour across segments - Consumer behavior & shopping patterns - Application of consumer behavior in retailing - Consumer Psychology.	12	4
2.4	COMMUNICATION SKILLS- 2	60	
Unit I	LISTENING SKILL: Understanding audience- Face to face and telephonic conversation	9	3
Unit II	SPEAKING SKILL: Rapport building	18	6

	○ Developing effective probing skills ○ Asking the right questions ○ Paraphrasing ○ Summarizing ○ Dealing with difficult conversations ○ Greetings- Introductions- Handshake		
Unit III	WRITING SKILL: Business letters Basic Emails	9	3
Unit IV	- Interpersonal and intrapersonal communication- Interviews- Meetings	12	4
Unit V	Grooming- Body Language- Etiquette	12	4
2.5	PRINCIPLES OF MANAGEMENT	45	
Unit I	○ Management - Concept of Management, Scope, Nature, process, Functions, significance and Principles of Management, Evolution of Management Theory	15	5
Unit II	○ Management Functions - Planning, Organizing, Staffing, Directing and Controlling.	15	5
Unit III	○ Policy and Procedures, Forecasting	6	2
Unit IV	○ Decision Making	9	3
2.6	ADVANCE COMPUTERS -1	30	
Unit I	○ Advanced Excel	15	5
Unit II	○ Application in spreadsheet	6	2
Unit III	○ Database management	6	2
Unit IV	○ MIS	3	1
2.7	SPECIALIZATION: APPAREL, GROCERY	30	
Unit I	1. Apparel ○ Colour ○ Textile & Fabrics ○ Anatomy & Measurements ○ Designs and cuts ○ Accessories and embellishments ○ Problems & Defects ○ Fashion trends ○ Exchange and returns	15	5
Unit II	○ Grocery ○ FMCG-Types ○ Nature of merchandise ○ Materials used	15	5

	○ weights and measurement ○ Packaging and wrapping ○ Handling ○ Shelf life & storage of products - room conditions ○ Damaged and expired products- Reject - Exchange and returns ○ Checking merchandise received from suppliers- ○ Arranging merchandise		
PAPER NO.		No. of Hours (Lectures)	Session of 3 hrs each
	SUBJECT SEMESTER –III		
3.1	INTRODUCTION TO MARKETING	45	
Unit I	○ Role of Marketing in Retail	3	1
Unit II	○ Retail Marketing Mix ○ Segmentation, Targeting & Positioning approach	9	3
Unit III	○ Retail Image ○ Retail Marketing Strategies	3	1
Unit IV	○ Concept of services ○ Service Strategies: Market research and Service development cycle, Managing demand and capacity, opportunities and challenges in service sector.	9	3
Unit V	○ The 4 Ps and 3Cs of Marketing ○ Marketing as an activity, function, and philosophy ○ Needs, wants and demands	12	4
Unit VI	○ Orientation of a firm: Production concept; product concept; selling concept: and marketing concept.	3	1
Unit VII	○ Marketing Mix ○ New Trends in Marketing: ○ Marketing Services: Ethics in Marketing	6	2
3.2	HUMAN RESOURCE MANAGEMENT	30	
Unit I	○ Introduction ○ Definition of Personnel Management the role & Functions of Personnel Manger, Challenges of Modern Personnel Management. ○ Importance Objectives and Scope of Human Resource Management (HRM),	6	2

Unit II	○ Function of Human Resource Management: Managerial and Operative Functions, ○ Qualification and Qualities of Human Resource Manager in our Organization,	6	2
Unit III	○ Evolution and Growth of Human Recourse Management (HRM) India. ○ Human Resource Planning	3	1
Unit IV	○ Personnel Management Function: - ○ Wage and Wage Incentives Wages: Meaning, ○ Evolution of HRM/Trends in HRM, ○ Challenges before the HR manager, ○ Role of HR Manager, ○ Traits/Characteristics of the workforce, ○ Personnel Philosophy, ○ Personnel Manual.	9	3
Unit V	○ Job Analysis, Job Design and Job Evaluation ○ Recruitment, Selection and Induction ○ Training and Development ○ Performance Appraisal ○ Compensation Management	3	1
Unit VI	○ Career Planning and Development ○ Participative Management ○ Industrial Relations ○ Trade Unions	3	1
3.3	SALES PROCESS	45	
Unit I	Introduction	3	1
Unit II	○ Retail Selling Skills: ○ Pre-Check, Opening the Sale, ○ Probing, Demonstration, ○ Trial , ○ Close Handling Objections, ○ Closing, ○ Confirmations & Invitations	15	5
Unit III	○ Sales and Stock Feedback and Replenishments: ○ Sales Organization and its evaluation	6	2
Unit IV	○ Job and role of Sales Management in Organizations	6	2

Unit V	○ The Selling functions ○ The importance of systems selling in contemporary environment ○ Selling of services as opposed to selling of tangible products selling process ○ Trade-in discounts, Coupons etc	15	5
3.4	ORGANIZATIONAL-INDIVIDUAL BEHAVIOR & CUSTOMER SERVICE MANAGEMENT	45	
Unit I	○ Understanding Organizational Behaviour ○ Effectiveness in Organizations ○ Social systems and organizational culture ○ Organizational behavior across cultures	3	1
Unit II	UNDERSTANDING AND MANAGING INDIVIDUAL BEHAVIOUR ○ Individual differences and work behavior ○ Personality -Attitudes ○ Perceptions, Attributions and Emotions ○ Job Design, Work and Motivation ○ Evaluation, Feedback and Rewards ○ Managing misbehavior ○ Stress and Counseling	9	3
Unit III	GROUP BEHAVIOUR AND INTERPERSONAL INFLUENCE ○ Informal and Formal Groups ○ Teams and Team Building ○ Managing Conflict and Negotiation ○ Power and Politics ○ Empowerment and Participation ○ Assertive Behaviour	9	3
Unit IV	ORGANIZATIONAL PROCESSES ○ Communication ○ Decision Making ○ Leadership	3	1
Unit V	ORGANIZATIONAL DESIGN, CHANGE AND INNOVATION ○ Organizational Structure and Design ○ Managing Change and Innovation	3	1
Unit VII	○ Customer Relationship Management:	6	2

	Definition, Meaning and Scope, Attracting and Retaining Customers. ○ Building Loyalty, Developing Loyalty Program. Types of Relationship Marketing.		
Unit VIII	○ Difference between consumer and customer ○ Identify & Dealing customer's needs ○ Customer Mental Process, ○ Customer Satisfaction Index.	3	1
Unit IX	○ Customer Service in Retail - Role of customer service - Customer Service & Retail Industry ○ Elements of Customer Service - Identify the elements of Good customer service - Enlist the advantages of customer service	6	2
Unit X	○ CRM and Relationship Marketing, ○ CRM Strategy,	3	1
3.5	BUSINESS COMMUNICATION & COMPUTERS	45	
Unit I	○ Creating Positive image ○ Handling Conversations ○ Courteousness	3	1
Unit II	○ Debate, ○ Group Discussion, ○ Advance Presentation, ○ Advance Speech, ○ Role-play	15	5
Unit III	○ Business Etiquette & Manners	3	1
Unit IV	○ Email Writing	6	2
Unit V	○ SAP	9	3
Unit VI	○ Online Payments	3	1
Unit VII	○ Digital formats	3	1
Unit VIII	○ Online security	3	1
3.6	SPECIALISATION: LIFESTYLE, FURNITURE, ACCESSORIES	30	
	Lifestyle ○ Nature of merchandise ○ Materials	9	3

	○ Packaging and wrapping (Wrappers Carrier bags– Bubble wrap– Styrofoam– Boxes–) ○ Handling ○ storage and display of products - room conditions ○ Damaged and expired products ○ Exchange and returns		
	Furniture ○ Types ○ Fabrics and Materials, surface and finishes ○ Dimensions and measurements ○ Layout and Designs ○ Displays and colours	12	4
	Accessories ○ Types ○ Materials used ○ Measurements and size ○ Usage ○ Quality and expiry ○ Returns and damage ○ Up selling	9	3
3.7	INTERNSHIP	30	4
	Each candidate has to undergo internship in industry during the 3rd Semester and has to submit the report for the same.		
PAPER NO.	SUBJECT SEMESTER –IV	No. of Hours (Lectures)	Session of 3 hrs each
4.1	BRAND MANAGEMENT &VISUAL MERCHANDISING	60	
Unit I	○ Product and Brand Management ○ Strategic Brand Management and Building Strong Brands ○ Brand Positioning ○ Brand Strategy, Brand Planning, and Brand Profitability	9	3
Unit II	○ Growing and Sustaining Brands, New Products and Brand ExtensionsBrand equity;	9	3

	branding decisions; brand portfolios		
Unit III	○ Brand Analysis	6	2
Unit IV	○ Integrated Marketing Communication	3	1
Unit V	○ Visual Merchandise: Objective and Principle of successful visual Merchandise. Signage: Types and Character,	6	2
Unit VI	○ Visual Display. Devising Merchandise Plan: Innovativeness, Assortment.	6	2
Unit VII	○ Other parts of a Store ○ Displays ○ Design ○ Mannequins ○ Props & Signage ○ Tools and Materials of the Trade ○ Fixtures and Lighting ○ Store Planning and Layout ○ Store Fixture Plans ○ Store Renovation	15	5
Unit VIII	○ Store Image and Security ○ Non store merchandising	6	2
4.2	STRATEGIC MANAGEMENT	45	
Unit I	○ Introduction to Strategic Management ○ Definitions & concepts (Company / Business / Management levels)	6	2
Unit II	○ Nature, importance & benefits of Strategic Management, ○ Strategic Management models & guidelines for effective Strategic Management	9	3
Unit III	○ Overview of Strategic Management Process	6	2
Unit IV	○ Strategy Formulation ○ Strategy Implementation ○ Strategy Evaluation	12	4
Unit V	○ General Characteristics of an effective Evaluation System Contingency planning and	12	4

	Auditing		
4.3	RESEARCH METHODOLOGY	45	
Unit I	○ Market Research: - Meaning, Functions & Importance.	6	2
Unit II	○ Types of Research Design	6	2
Unit III	○ Data Collection: - Primary & Secondary Sources, Questionnaire, Planning & Dating System in Measurements.	15	5
Unit IV	○ Sampling Methods	12	4
Unit V	○ Market Research Writing.	6	2
4.4	PRODUCT KNOWLEDGE	30	
Unit I	Types, Formats, Verticals & Segments Introduction to: ○ Retail Formats (Hypermarkets, Supermarkets, Discount Stores, Convenience Stores, Department Stores Specialty Stores ,E-Tailing, Malls etc)	6	2
Unit II	○ Product Retail Segments (Consumer Durables, Home Appliances/equipments, Health & Beauty Care Services	6	2
Unit III	○ Pharmaceuticals, Food & Grocery, Out-of-Home Food Services, Books, Music & Gifts, Entertainment Footwear etc)	6	2
Unit IV	○ Core Processes	6	2
Unit V	○ Understanding the Demand Drivers & Success Factors ○ Demand Drivers ○ Success Factors	6	2
4.5	E-RETAILING & E- COMMERCE	45	
Unit I	○ Meaning ○ Definition ○ Types ○ Concepts	9	3
Unit II	○ Retailing Vs E_ retailing ○ Benefits/ Advantages ○ Disadvantages	6	2

	○ Barriers.		
Unit III	○ Evolution of Ecommerce and e retailing ○ OMNI channel ○ Trends in technology; developing markets for E-commerce. ○ Advantages and Reasons for Transacting Online, ○ Categories of E-commerce, ○ Planning Online Business	15	5
Unit IV	○ Nature and Dynamics of the Internet, ○ Pure Online vs. Brick and Click Business, ○ Assessing Requirement for an Online Business	9	3
Unit V	○ Online retailing & service ○ Designing, Developing and Deploying the System ○ Applications in E-commerce ○ Marketing Trends in E-Business ○ Building E-Presence: ○ Emerging Trends of M-Commerce:	6	2
4.6	PROMOTIONS	30	
Unit I	○ Promotion mix	9	4
Unit II	○ Advertising: Importance and scope	3	1
Unit III	○ Sales promotion: objectives; consumer promotions	3	1
Unit VI	○ PR and publicity	3	1
Unit V	○ Personal Selling: recruitment, selection, training, motivation and evaluation of sales reps.	6	2
Unit VI	○ Integrated Marketing Communication: ○ Definition of target audience; determining communication objectives; ○ designing communication and selection of channels	6	2
4.7	SPECIALISATION:ELECTRONICS, AUTOMOBILE, JEWELLERY	30	
	Electronics	12	

	○ Entertainment ○ Home appliances ○ Office gadgets ○ Communication ○ Health ○ Packing and Handling ○ Damaged and returns ○ Materials and Usage ○ Unit of Measurement ○ Care and After sales ○ Upselling		
	Automobile ○ Types ○ Parts and mechanism ○ Specifications ○ Care and after sales	9	
	Jewellery ○ Types ○ Materials ○ Gems and cuts ○ Making process ○ Designs ○ Packaging	9	
4.8	INTERNSHIP	30	4
	Each candidate has to undergo internship in industry during the 4 th Semester and has to submit the report for the same.		
PAPER NO.	SUBJECT SEMESTER –V	No. of Hours (Lectures)	Session of 3 hrs each
5.1	MALL MANAGEMENT	45	
Unit I	○ Introduction ○ What is a Mall ○ Concepts of Mall in India ○ Facilities Management in Mall	3	1
Unit II	○ Concept of shopping mall, ○ Growth of malls in India, ○ Mall positioning strategies, ○ Strategic planning for malls.	9	3
Unit III	○ Aspect in Mall Management ○ Concepts in mall design, ○ Factors influencing malls' establishment, ○ Recovery management, ○ Aspect in finance, ○ Human resources,	12	4

	○ Security and accounting, ○ Legal compliances and issues, ○ Measuring mall performance		
Unit VI	○ Mall Operations Store allocation, ○ Leasing negotiations, ○ Maintenance and repairs, ○ Security and safety procedures and regulations, ○ Operational activities, ○ Footfalls measurement, ○ Common area management.	12	4
Unit V	○ Tenant Management Selection of anchor tenant, ○ Tenant mix, ○ Types of retail formats, ○ Multiplexes, ○ Food courts, ○ Branded stores, ○ Specialty stores,Hypermarkets, ○ Supermarkets, ○ Mall resource allocation, ○ Owner-tenant relationship	9	3
5.2	RETAIL TECHNOLOGY	45	
Unit I	○ Need For Technology In Retail- Electronic Data Interchange (EDI) , ○ Database Management- Data Warehousing- Data Mining.	3	1
Unit II	○ Introduction to Information Technology ○ Types of Technology used in Retailing ○ e-business Concept ○ Web, nonstore base of retailing	3	1
Unit III	○ RFID (Radio Frequency Identification), ○ Barcode, ○ Loyalty Program & its use in IT, ○ Virtual Trail rooms ○ Omni channel	9	3
Unit VI	○ Business Analytics ○ Role of IT in Business, ○ Influencing Parameters for use of IT in Retailing, ○ IT Options Available to Retail, ○ IT Application for Retail, ○ Advantage of IT Application to Retail.	6	2
Unit V	○ Collection of Data/Efficiency in Operations help in Communication, ○ Computer Awareness ○ Issues Concerning the Use of Internet and Related Technology to Improve Retail Business.	6	2

Unit VI	○ Emphasize Analysis of Consumer and Product/Service Types on Online Retailing, ○ Effective Management of Online catalogues, ○ Direct Retailing Methods that Involves Technology such as Interactive TV and Mobile Commerce. ○ Critical Analysis of E-Retailing Strategies, ○ How Firms are using the Internet to expand their Markets, ○ Customer Relationship Management and increase their sales.	6	2
Unit VII	○ Usage of information technology, ○ Factors affecting the use of information technology, ○ Information Technology in Retail, ○ Flow of Information,	6	2
Unit VIII	○ Data Security, ○ More Information to Evaluate Merchandise, ○ Use of IT in Finding Store Location, ○ Enterprise Resource Planning, Mobile Retail & Digital Wallets ○ Electronic Payment Systems, Cybercash, Smart Card, Electronic Banking, Electronic Fund Transfers	6	2
5.3	BUSINESS ETHICS & CORPORATE SOCIAL RESPONSIBILITY	45	
Unit I	○ Managing Ethics- meaning and types ○ Framework of organizational theories and sources ○ ethics across culture ○ factors influencing business ethics – ○ ethical decision making ○ ethical values and stakeholders	9	3
Unit II	○ ethics and profit. ○ Consumer Protection ○ Displaying price & law ○ Employee – retail legislation	6	2
Unit III	○ Business ethics & social responsibility ○ Consumerism ○ Ethical Sources	6	2
Unit IV	○ Advertising Standards Council of India code of ethics in advertising; promotion to children; unfair practices in marketing	6	2
Unit V	○ Corporate Governance	6	2

	○ compensation issues ○ Consumer rights		
Unit VI	○ Social Responsibilities of Business: - ○ Responsibilities to shareholders, ○ Employees, Customers, ○ Community	6	2
Unit VII	○ Consumerism & Business: - Consumer Rights, ○ Exploitation of Consumer, ○ Consumer Protection,	6	2
5.4	CORPORATE GROOMING & COMMUNICATION SKILLS	45	
Unit I	○ Professional Dressing & Grooming ○ Courtesy & Manners	3	1
Unit II	○ Negotiating & Selling Skills ○ Business Letters ○ Email Writing	12	4
Unit III	○ Grooming for Interviews ○ Group Discussions	6	2
Unit IV	○ Role play ○ Telephonic Conversation ○ Corporate communication	9	3
Unit V	○ Generic Assessment- APTIS	15	5
5.5	RETAIL FORMATS&PRIVATE LABELS	45	
Unit I	○ Retail Formats ○ Types ○ Formats ○ Traditional versus Modern Retail Formats; ○	9	3
Unit II	○ Store based Retail Formats and Non Store Based Retail Formats;	3	1
Unit III	○ Franchising-the Emerging Retail Format	3	1
Unit IV	○ Unconventional channels ○ Omni Channels	6	2
Unit V	○ Introduction to Private label brands ○ Private Labels – Meaning and Concept ○ Role ○ Need and Evolution of Private Labels, ○ Process of Creation,	9	3
Unit VI	○ Global and Indian scenario,	3	1

Unit VII	○ Factors influencing Private label development and promotion, ○ Transition from private labels to store brands ○ concept of private labels and use of category management in large retail establishments	9	3
Unit VIII	○ Managing Logistics	3	1
5.6	SPECIALISATION:PHARMA&HEALTH, BEAUTY, ENTERTAINMENT, GIFTS&STATIONARY	30	
Unit I	1. Pharma & Health Products Types Generic drugs OTC Drugs Cosmetics Nutrition Packaging and wrapping Temperature and Ayurvedic products Electronics and equipments Quality	9	3
Unit II	2. Beauty Types Products –uses- application Application and care Damage and expiry Quality	9	3
Unit III	3. Entertainment Gaming Music Movies Merchandise Toys	6	2
Unit IV	4. Gifts & Stationary Types Products Materials Damage and expiry Quality	6	2

	Damage and returns		
5.7	INTERNSHIP	30	4
	Each candidate has to undergo internship in industry during the 5 th Semester and has to submit the report for the same		
PAPER NO.	SUBJECT SEMESTER –VI	No. of Hours (Lectures)	Session of 3 hrs each
6.1	FRANCHISE MANAGEMENT&B-2-B RETAILING	45	
Unit I	- Meaning - Types/ Modes of Franchising, - Advantages/ Benefits and Disadvantages - Challenges	6	2
Unit II	- Franchising in India - Role of Franchisor and Franchisee - Reasons for the success of franchising in India	6	2
Unit III	Franchising as a Retail Strategy,	3	1
Unit IV	Retailing and Vertical Marketing System,	3	1
Unit V	- Preparing for Franchising, - Evaluating a Franchise, - Financial and Legal Aspects of Franchise,	6	2
Unit VI	Managing Franchise Relationship	3	1
Unit VII	- Introduction - Meaning - Concepts	9	3
Unit VIII	- Concept of B2B Retailing in India - Advantages - Disadvantages	9	3
6.2	LOGISTICS OF E-COMMERCE	45	
Unit I	Role of Information Technology in Point-of-Sale System. Electronic Fund Transfer at POS. Data Ware House and Data Mining. General Merchandise Planning Software.	9	3

Unit II	○ Payment, Security and Privacy Issues in Online Business ○ Issues relating to privacy and security in online trading ○ Electronic payment systems-credit cards, debit cards, smart cards, e-credit accounts, e-money. ○ Mobile Applications	9	3
Unit III	○ Security concerns in e-commerce, authenticity, privacy, integrity, non-repudiation, and encryption. ○ Cryptography techniques and restrictions placed by them on exports. ○ Securing networks using firewalls and other machines	9	3
Unit IV	○ Technology for Online Business: Internet, IT Infrastructure, Middleware Contents, Text and Integrating E-Business Applications, Mechanism of Making Payment Through Internet,	9	3
Unit V	○ Online Payment Mechanism, Electronic Payment Systems, Payment Gateways, Visitors to Website, Tools for Promoting Website, ○ Plastic Money, Debit Card, Credit Card, ○ Laws Relating to Online Transactions	9	3
6.3	INTERNATIONAL MARKETING	45	
Unit I	○ International Marketing- Concept, Importance ○ International Marketing Research and Information System	3	1
Unit II	○ Market Analysis and Foreign Market Entry Strategies, ○ Future of International Marketing,	6	2
Unit III	○ India's Presence in International Marketing ○ Internationalization of Retailing and Evolution of International Retailing, ○ Motives of International Retailing,	6	2
Unit IV	○ International Retail Environment – Socio-Cultural, Economic, Political, Legal,	3	1

	Technological		
Unit V	○ Selection of Retail Market, ○ Study and Analysis of Retailing in Global Setting, ○ Methods of International Retailing, ○ Forms of Entry-Joint Ventures, Franchising, Acquisition	9	3
Unit VI	○ International Retailers- Explanations of Internationalisation- Market Selection and Growth Stages of Internationalisation, ○ International Opportunities, ○ Market Entry Strategies- Factors Determining Choice of Entry Methods- Standardisation versus Adaption Strategies- Problems for New entrants, ○ Internationalisation Process, ○ Retail Structures, ○ Issues in Implementing International Strategies,	9	3
Unit VII	○ List of Leading International Retailers ○ Competing in Foreign Market, ○ Multi-country competition and Global Competition, ○ Competitive Advantages in Foreign Market, ○ Cross Market subsidization,	6	2
Unit VIII	○ Retail Structure, ○ Global Structure.	3	1
6.4	ENTREPRENEURSHIP MANAGEMENT	45	
Unit I	○ Entrepreneur and Manager, Entrepreneur and Intrapreneur. ○ Concept, meaning and definition of entrepreneur and entrepreneurship. ○ Importance and significance of growth of entrepreneurial activity. ○ Characteristics and qualities of entrepreneurs ○ Classification and types of entrepreneurs. ○ Women entrepreneurs Women : Problems and Promotion. ○ Theories of entrepreneurship	9	3

Unit II	○ Factors influencing entrepreneurial development and motivation. ○ Role of culture in entrepreneurial development. ○ Entrepreneurial development programme (EDP), Managing the problems faced by entrepreneurs ○ Development of women entrepreneurs-with reference to SHGs ○ Options available to entrepreneurs, ancillarisation franchising and outsourcing. Cases on takeover, mergers and acquisitions in India and at global level. ○ Social Entrepreneurship-Definition, importance and social responsibilities NGOs	9	3
Unit III	○ Entrepreneurial Project Development ○ Idea generation - sources and methods ○ Identification and classification of ideas. ○ Environmental Scanning and SWOT analysis ○ Preparation of project plan - points to be considered ○ Components of an ideal business plan - market plan, financial plans, operational plan, and HR plan. ○ Project formulation - project report significance and contents ○ Project appraisal - Aspects and methods: ○ Technological feasibility ○ Managerial competency	9	3
Unit IV	Small and Medium Enterprises: ○ Meaning and definition (evolution) ○ Role and importance ○ Policies governing SMEs ○ Organizational structure ○ Steps in setting up a small unit ○ SME funding. Requirements of capital (fixed and working), Factors determining capital requirements, Importance of fixed and working capital, Working capital management, Sources of finance for SME'S. Taxation benefits ○ SIDBI and SISI - Their role in the development of SMEs. Taxation benefits	9	3

	○ SIDBI and SISI - Their role in the development of SMEs ○ Marketing mechanism in SMEs ○ Problems of SMEs and prospects ○ Turnaround strategies for SMEs		
Unit V	○ Small Business as Seed-Bed of Entrepreneurship: - Concept of Business venture. The start –up process, Concept, Plan, Implementation, Initial strategic Planning, Product & Market Scope, Legal & Tax consideration, Risk analysis and Financial considerations. ○ Profit Planning in Small Enterprise: - Growth strategies and diversification, Finance Management of current operations and expansion of capital ○ Role of Small Business in the National Economy, National Policies for Small Business development, Governmental and non-governmental assistance. ○ Contribution of Commercial Banks in promoting and servicing Small Business. ○ Elements of Industrial Policy for promoting Small Business Production, Marketing and Complimentary, Small Business and Modern Technology. ○ Government Policies and formalities in setting up a Unit, Basic requirements regarding Registration, Excise, Sale Tax, Factory Act.	9	3
6.5	FINANCIAL ASPECT OF RETAILING	45	
Unit I	○ Introduction to Accounting	6	2
Unit II	○ Basic Accounting concepts	12	4
Unit III	○ Financial Statement- Trading - Profit & Loss Account	9	3
Unit IV	○ Trial balance	6	2
Unit V	○ Accounting for non-trading institutions-	6	2
Unit VI	○ Different forms of Business organizations	6	2

6.6	SUPPLY CHAIN MANAGEMENT	45	
Unit I	- Meaning, purpose & scope & benefits of SCM, - Types of supply chain, levels of SC, - Supplier relationship management, - Concept of Supply Chain Management - Need for Supply Chain Management - Evolution of Supply Chain Management	6	2
Unit II	- Supply Chain Integration - Innovation in Supply Chain Management	3	1
Unit III	- Food & Grocery in Supply Chain Management - Retail Logistics - Global Optimisation, Importance, Key Issues,	3	1
Unit IV	Inventory Management, Economic Lot Size Model, Supply Contracts, Centralized vs. Decentralized System.	6	2
Unit V	- Supply Chain Strategies Strategic Alliances: - Procurement and Outsourcing: Outsourcing, - Benefits and Risks, - Framework for make/Buy Decision,	9	3
Unit VI	E-Procurement, Frame Work of E-Procurement. Dimension of Customer Value, Conformance of Requirement, Product Selection, Price and Brand, Value added Services, Strategic Pricing, Smart Pricing, Customer Value Measures.	6	2
Unit VII	- Organization structure - Demand Forecasting	3	1
Unit VIII	- Order Processing: - Transportation - Warehousing - Materials Handling System - Packaging - Inventory Management - Inventory Control: - Inventory valuation	6	2
IX	- Information System (i) Performance Measurement (iv) Modern Logistics Infrastructure - Private Logistics Companies	3	1
6.7	INTERNSHIP Each candidate has to undergo internship in industry during the 6 th Semester and has to submit the report for the same	30	4

PASSING STANDARD AND PERFORMANCE GRADING:

MARKS	GRADE POINTS	GRADE
75 TO 100	7.5 TO 10.0	O
65 TO 74	6.5 TO 7.49	A
60 TO 64	6.0 TO 6.49	B
55 TO 59	5.5 TO 5.99	C
50 TO 54	5.0 TO 5.49	D
0 TO 49	0.0 TO 4.99	F (FAILS)

The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner:

$SGPA = \sum CG / \sum C$ for a semester, where C is Credit Point and G is Grade Point for the Course/ Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner :

$CGPA = \sum CG / \sum C$ for all semesters taken together.

R. 9486 PASSING STANDARD FOR ALL COURSES :

Passing 50% in each subject /Course combined Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination taken Separate. i.e. (Internal plus External Examination)

R. 9487 - A

- A. Carry forward of marks in case of learner who fails in the Internal Assessments and/ or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- B. A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that Course. However his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- C. A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However his/her marks of Semester-End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing

R. 9487 – B ALLOWED TO KEEP TERMS (ATKT)

- A. A Student who fails in a course shall be allowed to present himself/ herself for assessment in the same course when the course is offered again subject to a maximum of three attempts (inclusive of the additional examination) in addition to the original attempt.

B. A students obtaining the letter grade “F” in a course will be allowed to keep terms and proceed to the next semester if he/she has acquired the grade “F” in not more than four subjects in semesters I and II

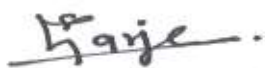
C. A students who has been allowed to keep terms will have to appear for the mid-semester examination of 40 marks and an end-semester examination of 60 marks in the subsequent semester. The provision of supplementary exams can be availed by ATKT students as well.

D. In case a student has failed in a course and the course in which he/she desires to present himself/herself for assessment again is not being offered for any reason, the examination committee will hold a mid-semester and end-semester examination at a suitable time which will be intimated to the student sufficiently in advance subject to a maximum of two such attempt.

E. An additional end-semester examination of 60 marks may be held after the declaration of Semester IV results for students who fail courses across semesters and the marks obtained in the mid-semester examination will be carried forward. If a student fails the ATKT attempt then an additional end-semester examination of 60 marks may be given and the mid- semester marks of the ATKT attempt will be carried forward. Students of Semesters III & IV who fail in elective courses may be given an additional end-semester examination of 60 marks and the 40 marks obtained in the mid-semester examination will be carried forward. This additional will be given on the basis of an application made by the student within 10 days of the declaration of semester IV Results.

**New ordinances 6743 & 6744 relating to the
BMS (Retail Management)**

- i) **Necessity of starting these courses:** - The University of Mumbai's Garware Institute of Career Education & Development plans to introduce three years Full time BMS (Retail Management). Retail sector in India is on rise and there is acute demand for trained professionals in this field. There is wide scope for growth as the number of retail chains and retail outlets, shopping malls, super stores are increasing at a constant fast rate in present time in the market. There is a dearth of skilled and trained/ groomed aspiring retail professionals in the country so the need is to equip individuals with key skills required for a successful career in retail.
- ii) **Whether UGC has recommended to start the said courses:** - UGC encourages the incorporation of skill oriented and value added courses to develop skilled manpower.
- iii) **Whether all the courses have commenced from the academic year 2018-19:** - Yes, it would be commencing from the Academic year 2018-19.
- iv) **The Courses started by the University are self-financed, whether adequate number of eligible permanent Faculties are available?** – Yes, this course is self-financed. The expert visiting faculty from industries come to teach this course.
- v) **To give details regarding duration of the course and is it possible to compress the course?** :- The duration of the course in Three years (Six Semester). It cannot be further compressed.
- vi) **The intake capacity of each course and no. of admissions given in the current academic year (2018-19):** - The intake capacity of this course 30 students each batch and admitted 22 students.
- vii) **Opportunities of Employability / Employment available after undertaking these courses:** - The students completing this course have career opportunities at retail chains, malls, in various job roles, procurement, stores, merchandising, marketing promotion, brand management, category management etc.



I/c. DIRECTOR