



**SEVA MANDAL EDUCATION SOCIETY'S**  
**SMT. MANIBEN M. P. SHAH WOMEN'S COLLEGE OF ARTS & COMMERCE**  
**(Autonomous under S.N.D.T. Women's University)**  
**NAAC Re-accredited**  
**UGC Status: College with Potential for Excellence**  
**BEST COLLEGE AWARD 2017-18: Adjudged by S.N.D.T. Women's University**  
**338, R.A. Kidwai Road, Matunga, Mumbai - 400019**

**B. Com with Retail Management**

Semester I		Semester II	
<b>Sr. No.</b>		<b>Sr. No.</b>	
<b>A</b>	<b>Core Courses</b>	<b>A</b>	<b>Core Courses</b>
1	Introduction to Retail Operations	1	Basics of Business Management
2	In Store Cashiering & Merchandising Operations – I	2	In Store Cashiering & Merchandising Operations – II
3	Business Communication Skill	3	Business Economics
<b>B</b>	<b>OJT</b>	<b>B</b>	<b>OJT</b>
4	Retail Associate cum Cashier- I (RAS/Q0108)(540 Hours)	4	Retail Associate cum Cashier- II (RAS/Q0108)(540 Hours)

## Semester I

**Programme : B.COM**

**Medium : English**

**Paper : I**

**Paper Title : Introduction to Retail Operations**

**Semester : I**

**Subject Code:**

**Year of Implementation: 2022-23**

PAPER TITLE	L	Cr	P/T	D (EE)	EE	IE	T
Introduction to Retail Operations	45	03					

Sr. No.	Objectives
1	To recognize the structure & functioning of retail sector.
2	To evaluate the process of retail stores operations.
3	To infer the processes associated with retail store practices.
Sr. No.	Outcome
1	The learners will be able to comprehend the process, procedures of Retail Sector.
2	The learners will be able to relate the systems & protocols of retail stores operations.
3	The learners will be able to deconstruct the procedures of retail store practices.

New Syllabus							
Module	Module Specific Objectives	Content	Weight age	Instruction Time (No. of lectures of 50 Min each)	Credits	Evaluation	
						IE Weight age	EE Weight age
I Introduction to Retails		<ul style="list-style-type: none"> <li>• Describe the features of different formats of retail stores and their significance*</li> <li>• Describe the significance of store location in Retail*</li> <li>• Identify the career prospects in Retail sector*</li> <li>• Outline a typical organogram of an</li> </ul>		15	01		

		<p>organization under all sub-sectors of retail.*</p> <ul style="list-style-type: none"> <li>• International Retailing:</li> <li>• Explain international strategies in the marketing field*</li> <li>• Explain the need for internationalization of retail</li> <li>• Identify the business* models that are chosen in the internationalization of retail*</li> </ul>					
II Retail Store Operations		<ul style="list-style-type: none"> <li>• Explain the key roles and their responsibilities in store operations management at the level of the store and Head Offices*</li> <li>• Explain the role of supply chain management system in fulfilling the needs of the Retail Store and the Customer / consumer*</li> <li>○ Supply chain system of Retail, Product distribution channels</li> <li>○ Stakeholders, Functions of elements of Supply Chain system</li> <li>○ Role and of logistics and transportation in supply chain system</li> <li>○ Types of logistics and transportation used by Retailing Organisation</li> <li>• Identify the different categories of product / services that are dealt by Retail Business houses*</li> </ul> <p>Describe the stages of store operations – Pre-Opening, Opening, During and Day end *</p>		15	01		
III Retail Store Practices		<ul style="list-style-type: none"> <li>• Identify the equipment and machineries used in retail stores</li> <li>• Explain the health, hygiene and safety &amp; security practices that needs to be followed at the place of work.*</li> <li>• Explain the importance of customer relationships in enhancing the value of the business*</li> </ul> <p>Describe the key terminologies used and practices followed in retail stores*</p>		15	01		

**Programme : B.COM**

**Medium : English**

**Paper : II**

**Paper Title : In Store Cashiering & Merchandising**

**Operations I**

**Semester : I**

**Subject Code:**

**Year of Implementation: 2022-23**

PAPER TITLE	L	Cr	P/T	D (EE)	EE	IE	T
In Store Cashiering & Merchandising Operations – I	45	03					

Sr. No.	Objectives
1	To comprehend the sales & marketing practices at retail stores.
2	To identify the system associated with stock management.
3	To interpret the process of merchandising & other auxiliary functions.
Sr. No.	Outcomes
1	The Learners will be able to demonstrate prompt practices at retail stores.
2	The learners will be able to assimilate the knowledge into practice of maintaining inventory , warehousing , etc.
3	The Learners will be able to demonstrate practical knowledge associated with Visual Merchandising.

New Syllabus							
Module	Module Specific Objectives	Content	Weight age	Instruction Time (No. of lectures of 50 Min each)	Credits	Evaluation	
						IE Weight age	EE Weight age
I Introduction to Retail		<ul style="list-style-type: none"><li>Describe the features of different formats of retail stores and their significance*</li><li>Describe the significance of store location in Retail*</li><li>Identify the career prospects in Retail sector*</li></ul>		15	01	35	35

		<ul style="list-style-type: none"> <li>• Outline a typical organogram of an organization under all sub-sectors of retail.*</li> <li>• International Retailing:</li> <li>• Explain international strategies in the marketing field*</li> <li>• Explain the need for internationalization of retail Identify the business* models that are chosen in the internationalization of retail*</li> </ul>					
II Retail Store Operations		<ul style="list-style-type: none"> <li>• Explain the key roles and their responsibilities in store operations management at the level of the store and Head Offices*</li> <li>• Explain the role of supply chain management system in fulfilling the needs of the Retail Store and the Customer / consumer* <ul style="list-style-type: none"> <li>○ Supply chain system of Retail, Product distribution channels</li> <li>○ Stakeholders, Functions of elements of Supply Chain system</li> <li>○ Role and of logistics and transportation in supply chain system</li> <li>○ Types of logistics and transportation used by Retailing Organisation</li> </ul> </li> <li>• Identify the different categories of product / services that are dealt by Retail Business houses*</li> </ul> <p>Describe the stages of store operations – Pre-Opening, Opening, During and Day end *</p>		15	01	35	35
III Retail Store Practices		<ul style="list-style-type: none"> <li>• Identify the equipment and machineries used in retail stores</li> <li>• Explain the health, hygiene and safety &amp; security practices that needs to be followed at the place of work. *</li> <li>• Explain the importance of customer relationships in enhancing the value of the business*</li> <li>• Describe the key terminologies used and practices followed in retail stores*</li> </ul>		15	01	30	30

**Programme : B.COM**

**Medium : English**

**Paper : III**

**Paper Title : Business Communication Skill**

**Semester : I**

**Subject Code:**

**Year of Implementation: 2022-23**

<b>PAPER TITLE</b>	<b>L</b>	<b>Cr</b>	<b>P/T</b>	<b>D (EE)</b>	<b>EE</b>	<b>IE</b>	<b>T</b>
Business Communication Skill	45	3					

<b>Sr. No.</b>	<b>Objectives</b>
<b>1</b>	To make the learners competent better employment opportunity & also acquire self employment skill.
<b>2</b>	To augment professional skills for the betterment of smooth communication at the work place.
<b>3</b>	To explain various aspects of effective communication by emphasising on the concept & theories of communication.
<b>Sr. No.</b>	<b>Outcomes</b>
<b>1</b>	The learner will be able to apply communication skills with proficiency.
<b>2</b>	The learners will be well equip with effective communication skills within a professional skill.
<b>3</b>	The learners will be able to understand various nuances of communication to a greater extent.

## New Syllabus

Module	Module Specific Objectives	Content	Weight age	Instruction Time (No. of lectures of 50 Min each)	Credits	Evaluation	
						IE Weight age	EE Weight age
I Introduction to Business Communication Skills		<ul style="list-style-type: none"> <li>• Identify the need for business communication*</li> <li>• Explain the methods to practice the Business communication skills at the workplace*</li> <li>• Writing Skills – Resume &amp; job application writing, email writing, letters of communication to different stakeholders / inter departments, preparing proposals and quotations, raising complaints, replies to complaints*</li> <li>• Meetings – Plan, Prepare, Organize, Conduct &amp; Report. (Online &amp; Physical meetings)</li> <li>• Report writing* - business reports, project reports</li> <li>• Reading Skills *</li> <li>• Report Reading* - analyze business reports, proposals</li> </ul> <p>Oral Communication* - one to one, one to many, delivering business presentations.</p>		15	01		
II Professional Skills		<ul style="list-style-type: none"> <li>• Identify the need for professional Skills*</li> <li>• List the elements of professional skills required at the workplace*</li> <li>• Explain the features and benefits of the elements of professional skills*</li> <li>• Explain the methods to practice the professional skills at workplace*</li> <li>• Decision Making*</li> </ul> <p>Critical thinking*</p> <ul style="list-style-type: none"> <li>• Interpersonal Skills*</li> <li>• Personal presentation and grooming etiquettes *</li> </ul>		15	01		

		Discuss the importance / significance of communication skills in personal and professional life					
III Effective Communication		<ul style="list-style-type: none"> <li>• Describe the principles &amp; characteristics of effective communication*</li> <li>• Identify and state the reasons for barriers in communication*</li> <li>• List the solutions to typical communication barriers*</li> <li>• Describe the importance of effective listening skills *</li> </ul> <p>Explain elements of effective verbal communication skills - when asking questions, providing and receiving information*</p>		15	01		



## Semester II

**Programme : B.COM**

**Medium : English**

**Paper : I**

**Paper Title : Basics of Business Management**

**Semester : II**

**Subject Code:**

**Year of Implementation: 2022-23**

PAPER TITLE	L	Cr	P/T	D (EE)	EE	IE	T
Basics of Business Management	45	3					

Sr. No.	Objectives
1	To help the learners interpret various business environments.
2	To apply the various regulatory framework.
3	To interpret the various sales & marketing aspects of managing retail.
Sr. No.	Outcomes
1	The learners will be able to comprehend know how of the business environment.
2	The learner will be able to operate the framework for effective retailing.
3	The learner will be able to predict various sales & marketing strategy for retail.

New Syllabus							
Module	Module Specific Objectives	Content	Weightage	Instruction Time (No. of lectures of 50 Min each)	Credits	Evaluation	
						IE Weightage	EE Weightage
I Introduction to Business Environment		1. Explain the functions and scope of Business* 2. Explain the following factors of Business Environment* <ul style="list-style-type: none"> <li>• Nature and Significance of Business Environment</li> <li>• Types of Business Environment</li> <li>• Environmental Analysis–Process,</li> </ul>		15	1	33	33

		<p>Importance and Limitations</p> <ul style="list-style-type: none"> <li>• Environmental Factors affecting Business Decisions.</li> <li>• Techniques of Environmental analysis- SWOC / SWOT, PESTLE, QUEST.</li> </ul> <p>Business organizations and their goals</p>					
II Regulatory Framework		<ul style="list-style-type: none"> <li>• Explain the role of Government in setting up &amp; functioning of Retail Stores in India*</li> <li>• Identify the legal compliances that are necessary for the operation of a Retail Store. *</li> <li>• Basics of Licenses Process &amp; Scope- Liaison and interact with local corporations/authorities for smooth conduct of business and procurement of applicable permissions / licenses</li> <li>• legal compliances, quality norms with respect to selling of products and services</li> <li>• Update self on handling of goods, equipment, hazardous material to improve safety conditions at workplace</li> <li>• Determine legal structure of the business</li> <li>• Secure rights to products and services</li> <li>• Explain the evolution of retail sector in India *</li> <li>○ Evolution of retail</li> <li>○ Factors leading to growth of retail in India</li> <li>○ Role of International retailing and international players in retail sector</li> <li>○ FDI and its impact on retail sector</li> <li>○ Organized &amp; Unorganized retail</li> <li>○ Sub sectors of retail <ul style="list-style-type: none"> <li>▪ Brick Mortar Stores</li> <li>▪ FMCG / D sales &amp; Distribution</li> <li>▪ E-Commerce / E-retailing</li> <li>▪ Direct sales</li> </ul> </li> </ul>		15	01	33	33

		Features of B2B and B2C business models in Retail sector with examples					
III Retail Sales & Marketing		<ul style="list-style-type: none"> <li>• State the meaning of marketing &amp; sales*</li> <li>• Meaning and concepts of Sales and Marketing - Production concept, Selling concept, Societal, Marketing concept.</li> <li>• Selling Vs marketing, Marketing Mix,</li> <li>• 4 Ps of Marketing,</li> <li>• Demand &amp; supply Need &amp; its types</li> <li>• Retail Marketing Environment in India.</li> <li>• Explain the elements of consumer behavior that affect marketing strategies–*</li> <li style="padding-left: 20px;">○ Consumer / customer behavior</li> <li style="padding-left: 20px;">○ Customer decision making / buying process</li> <li style="padding-left: 20px;">○ Impact of different types of customer behavior on retail sales &amp; marketing strategies</li> <li>• Explain the significance of market segmentation *</li> <li style="padding-left: 20px;">○ Target segment and need for market segmentation</li> <li style="padding-left: 20px;">○ Bases for segmentation of market and its significance in retail sector</li> <li style="padding-left: 20px;">○ Targeting &amp; product positioning. In retail</li> <li style="padding-left: 20px;">○ Product life cycle</li> <li>• Explain the importance of distribution channel*</li> <li style="padding-left: 20px;">○ Meaning and significance in retail sales,</li> <li style="padding-left: 20px;">○ Types of Distribution channel - Direct &amp; Indirect.</li> <li style="padding-left: 20px;">○ Role of intermediaries and distribution channel management.</li> <li style="padding-left: 20px;">○ Management of returns and reverse logistics in retail.</li> <li>• Explain the various functions of marketing &amp; sales &amp; in a Retail organization and the store *</li> <li>• Introduction, Target Market &amp; market segmentation</li> <li>• Gauging Growth Opportunities,</li> <li>• Building a Sustainable Competitive Advantage,</li> <li>• The Strategic Retail Planning Process,</li> <li>• Differentiation Strategies, Positioning</li> </ul>		15	01	34	34

		<p>decisions</p> <ul style="list-style-type: none"> <li>• Impact of different types of customer behavior on retail sales</li> <li>• Role of sales promotion</li> <li>• Basics of promotion mix- <ul style="list-style-type: none"> <li>○ Advertising, sales promotion, personal selling, and sales management.</li> <li>○ direct and online marketing, multilevel marketing</li> <li>○ the new marketing models</li> <li>○ Marketing Communication &amp; Social Media Marketing</li> </ul> </li> </ul> <p>Importance of sales performance reviews and review based future plan of action*</p>					

**Programme : B.COM**

**Medium : English**

**Paper : II**

**Paper Title : In Store Cashiering & Merchandising**

**Operations – II**

**Semester : II**

**Subject Code:**

**Year of Implementation: 2022-23**

PAPER TITLE	L	Cr	P/T	D (EE)	EE	IE	T
In Store Cashiering & Merchandising Operations – II	45	03					

Sr. No.	Objectives
1	To be able to identify the basics of POS.
2	To demonstrate planograms at retail stores.
3	To distinguish the organizing the POS.
Sr. No.	Outcomes
1	The learners will be able to understand the basics of POS.
2	The learners will be able to distinguish the mechanism of defining products in a retail stores.
3	The learners will be able to analyze & interpret various activities linked to sales management.

New Syllabus							
Module	Module Specific Objectives	Content	Weight age	Instruction Time (No. of lectures of 50 Min each)	Credits	Evaluation	
						IE Weight age	EE Weight age
I Basics of POS		<ul style="list-style-type: none"><li>Identify statutory requirements that need to be followed at POS during the sale.</li><li>Identify customer service requirements at POS</li></ul> Describe how to process customer transactions at Point of sale – Sale, Promotions, delivery orders, exchanges,		18	01	40	40

		returns, markups, markdowns					
II Basics of Planograms		<ul style="list-style-type: none"> <li>• Identify fixtures used in retail stores</li> <li>• Describe the significance of planograms and their significance</li> </ul>		10	01	20	20
III Organizing POS		<ul style="list-style-type: none"> <li>• Describe the importance of organizing the products for sale – Product display process, product quality conformance, waste management</li> <li>• Describe the elements of customer loyalty schemes - Types, significance, features and benefits</li> <li>• Outline the importance of working effectively with a team in an organization</li> </ul>		17	01	40	40

**Programme : B.COM**

**Medium : English**

**Paper : III**

**Paper Title : Business Economics**

**Semester : II**

**Subject Code:**

**Year of Implementation: 2022-23**

PAPER TITLE	L	Cr	P/T	D (EE)	EE	IE	T
Business Economics	45	03					

Sr. No.	Objectives
1	To understand the concepts and applications of Managerial Economics.
2	To interpret the cost dimensions in a business venture.
3	To recognize the role of pricing in markets and market structures.
Sr. No.	Outcomes
1	The learners will be able to understand the role of managerial economist in a firm.
2	The learners will be able to apply the knowledge of costing in decision making.
3	The learners will be able to identify and analyse market practices and process in real life.

New Syllabus							
Module	Module Specific Objectives	Content	Weight age	Instruction Time (No. of lectures of 50 Min each)	Credits	Evaluation	
						IE Weight age	EE Weight age
I Introduction to Managerial Economics		1. Explain the elements, concepts and application of managerial economics <ul style="list-style-type: none"><li>• Meaning, Nature,</li><li>• Scope, relationship with other sciences &amp; its Significance, E</li><li>• Economics applied to Business Decisions,</li><li>• Theory of firm &amp; industry Demand Analysis – Law of demand, determinants of demand, demand curve, consumer surplus, Elasticity</li></ul>		15	01	33	33

		of demand & Demand forecasting.					
II Elements of Costs		<ul style="list-style-type: none"> <li>• Explain the following elements of Cost</li> <li>• Average, Marginal &amp; total cost, Basic cost curves,</li> <li>• Relation between production &amp; cost, Break Even Analysis – Break Even point,</li> <li>• Managerial use of B.E.P. and its limitation.</li> <li>• Factors influencing P/V decisions. 3. 3.</li> </ul>		15	01	33	33
III Elements of Pricing		<ul style="list-style-type: none"> <li>• Explain the following elements of pricing, profit planning &amp; management</li> <li>• Price output decisions, classification of markets.</li> <li>• Structures and their making features, Pricing under Perfect Competition and Monopoly.</li> <li>• Profit Planning &amp; Management – Types of Profit, some concepts related to profit, factors determining, profit in short- &amp; long-term Dynamics of surplus, Theory &amp; residual claimant theory of Profit.</li> </ul>		15	01	34	34



## Semester I & II

### Retail Associate cum Cashier- I & II (RAS/Q0108)

<b>Sr. No.</b>	<b>Objectives</b>
<b>1</b>	To get acquainted with retail cashiers & retail trainee associate aspects.
<b>Sr. No.</b>	<b>Outcomes</b>
<b>1</b>	The learners will be able to perform retail cashiers & retail trainee associate role within the organization.

<b>Sr. No.</b>	<b>Module</b>
	On the Job Training Modules
<b>1</b>	<ul style="list-style-type: none"><li>• Goods Receipt and Storage Operations</li></ul>
<b>2</b>	<ul style="list-style-type: none"><li>• Cashiering Practices at the store</li></ul>
<b>3</b>	<ul style="list-style-type: none"><li>• Help maintain health &amp; safety and Cleanliness &amp; hygiene</li></ul>
<b>4</b>	<ul style="list-style-type: none"><li>• Store Security</li></ul>
<b>5</b>	<ul style="list-style-type: none"><li>• Display stock to promote sales</li></ul>
<b>6</b>	<ul style="list-style-type: none"><li>• Plan, prepare and dress visual merchandising displays</li></ul>
<b>7</b>	<ul style="list-style-type: none"><li>• Dismantle and store visual merchandising displays.</li></ul>
<b>8</b>	<ul style="list-style-type: none"><li>• Prepare products for sale</li></ul>
<b>9</b>	<ul style="list-style-type: none"><li>• Promote loyalty schemes to customers</li></ul>
<b>10</b>	<ul style="list-style-type: none"><li>• Provide information and advice to customers</li></ul>
<b>11</b>	<ul style="list-style-type: none"><li>• Work effectively in a retail team &amp; organization</li></ul>