

**B.Com. DEGREE COURSES - SCHEME OF EXAMINATIONS**

| Part          | Subject Code                          | Subject                                                                    | Ins. Hours Per Week | Exam  |     |     |       | Credit |
|---------------|---------------------------------------|----------------------------------------------------------------------------|---------------------|-------|-----|-----|-------|--------|
|               |                                       |                                                                            |                     | Hours | CIA | ESE | Total |        |
| Semester – I  |                                       |                                                                            |                     |       |     |     |       |        |
| I             | 20UTL101/<br>20UHN 101/<br>17UFR 101  | Tamil / Hindi / French Paper – I                                           | 6                   | 3     | 30  | 70  | 100   | 3      |
| II            | 20 UEN 101                            | English for Enrichment – I                                                 | 5                   | 3     | 30  | 70  | 100   | 3      |
| III           | 20 UCO 101                            | CORE I : Financial Accounting                                              | 6                   | 3     | 30  | 70  | 100   | 4      |
|               | 20 UCO 102                            | CORE II : Principles of Management                                         | 6                   | 3     | 30  | 70  | 100   | 4      |
|               | 20 UCO 1A1                            | ALLIED I : Business Economics                                              | 5                   | 3     | 30  | 70  | 100   | 4      |
| IV            | 20 UHR 101                            | Human Rights in India                                                      | 1                   | 2     | -   | 50  | 50    | 2      |
| IV            | 20 HEC 101                            | Human Excellence: Personal Values & Sky Yoga Practice-I                    | 1                   | 2     | 25  | 25  | 50    | 1      |
| V             | -                                     | Extension Activities (NCC, NSS, Sports & Games)                            | -                   | -     | -   | -   | -     | -      |
| Total         |                                       |                                                                            | 30                  | -     | 175 | 425 | 600   | 21     |
| Semester – II |                                       |                                                                            |                     |       |     |     |       |        |
| I             | 20UTL201/<br>20UHN 201/<br>17LIER 201 | Tamil / Hindi / French Paper – II                                          | 6                   | 3     | 30  | 70  | 100   | 3      |
| II            | 20 UEN 202                            | English for Enrichment – II                                                | 5                   | 3     | 30  | 70  | 100   | 3      |
| III           | 20 UCO 203                            | CORE III : Higher Financial Accounting                                     | 6                   | 3     | 30  | 70  | 100   | 4      |
|               | 20 UCO 204                            | CORE IV : Commercial Law                                                   | 5                   | 3     | 30  | 70  | 100   | 4      |
|               | 20 UCO2A2                             | ALLIED II : Business Application Software and Internet                     | 3                   | 3     | 30  | 70  | 100   | 3      |
|               | 20 UCO2A3                             | ALLIED III : Programming Lab in Business Application Software and Internet | 2                   | 3     | 20  | 30  | 50    | 1      |
| IV            | 20 EVS 201                            | Environmental Studies                                                      | 2                   | 2     | -   | 50  | 50    | 2      |
| IV            | 20 HEC 202                            | Human Excellence: Family Values & Sky Yoga Practice-II                     | 1                   | 2     | 25  | 25  | 50    | 1      |
| V             | -                                     | Extension Activities (NSS, NCC, Sports & Games)                            | -                   | -     | -   | -   | -     | -      |
| Total         |                                       |                                                                            | 30                  | -     | 195 | 455 | 650   | 21     |

| Part           | Subject Code                       | Subject                                                    | Ins. Hours Per Week | Exam  |     |     |       | Credit |
|----------------|------------------------------------|------------------------------------------------------------|---------------------|-------|-----|-----|-------|--------|
|                |                                    |                                                            |                     | Hours | CIA | ESE | Total |        |
| Semester – III |                                    |                                                            |                     |       |     |     |       |        |
| III            | 20 UCO 305                         | CORE V : Corporate Accounting                              | 6                   | 3     | 30  | 70  | 100   | 4      |
|                | 20 UCO 306                         | CORE VI : Income Tax                                       | 6                   | 3     | 30  | 70  | 100   | 4      |
|                | 20 UCO 307                         | CORE VII : Company Law and Secretarial Practice            | 5                   | 3     | 30  | 70  | 100   | 4      |
|                | 20 UCO 308                         | CORE VIII : Modern Marketing                               | 5                   | 3     | 30  | 70  | 100   | 4      |
|                | 20 UCO 3A4                         | ALLIED IV : Business Mathematics                           | 6                   | 3     | 30  | 70  | 100   | 4      |
| IV             | 20 HEC 303                         | Human Excellence: Professional Values & Sky Yoga Practice- | 1                   | 2     | 25  | 25  | 50    | 1      |
| IV             | 20UCO 3N1/<br>20 UCO 3N2           | NME: Practical Banking/<br>Fundamentals of Accounting      | 1                   | 2     | -   | 50  | 50    | 2      |
| V              |                                    | Extension Activities (NSS, NCC, Sports & Games)            | -                   | -     | -   | -   | -     | -      |
| Total          |                                    |                                                            | 30                  | -     | 175 | 425 | 600   | 23     |
| Semester – IV  |                                    |                                                            |                     |       |     |     |       |        |
| III            | 20 UCO 409                         | CORE IX : Higher Corporate Accounting                      | 6                   | 3     | 30  | 70  | 100   | 4      |
|                | 20 UCO 410                         | CORE X : Human Resource Management                         | 5                   | 3     | 30  | 70  | 100   | 4      |
|                | 20 UCO 411                         | CORE XI : Banking and Insurance                            | 5                   | 3     | 30  | 70  | 100   | 4      |
|                | 20 UCO 412                         | CORE XII : Indirect Taxation                               | 6                   | 3     | 30  | 70  | 100   | 4      |
|                | 20 UCO 4A5                         | ALLIED V : Statistical Methods                             | 6                   | 3     | 30  | 70  | 100   | 4      |
| IV             | 20 HEC 404                         | Human Excellence: Social Values & Sky Yoga Practice-IV     | 1                   | 2     | 25  | 25  | 50    | 1      |
| IV             | 20 UCO4N3/<br>20 UCO 4N4           | NME: Consumer Affairs / Fundamental of Marketing           | 1                   | 2     | -   | 50  | 50    | 2      |
| V              | 20UNS401/<br>20UNC402/<br>20USG403 | Extension Activities (NSS, NCC, Sports & Games)            | -                   | -     | -   | 50  | 50    | 1      |

| Part          | Subject Code             | Subject                                                                         | Ins. Hours Per Week | Exam  |     |     |       | Credit |
|---------------|--------------------------|---------------------------------------------------------------------------------|---------------------|-------|-----|-----|-------|--------|
|               |                          |                                                                                 |                     | Hours | CIA | ESE | Total |        |
| Total         |                          |                                                                                 | 30                  | -     | 175 | 475 | 650   | 24     |
| Semester – V  |                          |                                                                                 |                     |       |     |     |       |        |
| III           | 20 UCO 513               | CORE XIII : Cost Accounting                                                     | 6                   | 3     | 30  | 70  | 100   | 4      |
|               | 20 UCO 514               | CORE XIV : Auditing Principles and Practice                                     | 5                   | 3     | 30  | 70  | 100   | 3      |
|               | 20 UCO 515               | CORE XV : Retail Management                                                     | 5                   | 3     | 30  | 70  | 100   | 3      |
|               | 20 UCO 516               | CORE XVI : Business Communication and Commerce Practical                        | 5                   | 3     | 30  | 70  | 100   | 3      |
|               | 20 UCO 517               | CORE XVII : Institutional Training                                              | -                   | -     | 40  | 60  | 100   | 3      |
|               | 20 UCO 518               | CORE XVIII : Goods and Services Tax (GST) Accounting                            | 2                   | 3     | 20  | 30  | 50    | 1      |
|               | 20 UCO 519               | Major Elective-I : Entrepreneurial Development                                  | 5                   | 3     | 30  | 70  | 100   | 5      |
| IV            | 20 HEC 505               | Human Excellence: National Values & Sky Yoga Practice-                          | 1                   | 2     | 25  | 25  | 50    | 1      |
| IV            | 20 UCO 5S1/<br>20UCO 5S2 | SBE (Major): Intellectual Property Rights/<br>Advertisement and Sales Promotion | 1                   | 2     | -   | 50  | 50    | 2      |
| IV            | 20 GKL 501               | General Knowledge and General Awareness (SPE)                                   | *SS                 | 2     | -   | 50  | 50    | 2      |
| Total         |                          |                                                                                 | 30                  | -     | 235 | 565 | 800   | 27     |
| Semester – VI |                          |                                                                                 |                     |       |     |     |       |        |
| III           | 20 UCO 620               | CORE XIX : Management Accounting                                                | 6                   | 3     | 30  | 70  | 100   | 4      |
|               | 20 UCO 621               | CORE XX : E-Commerce and Information Security                                   | 5                   | 3     | 30  | 70  | 100   | 4      |
|               | 20 UCO 622               | CORE XXI : Case Analysis                                                        | 4                   | 3     | 20  | 30  | 50    | 2      |
|               | 20 UCO 623               | CORE XXII : Programming Laboratory - Accounting Package                         | 2                   | 3     | 20  | 30  | 50    | 1      |
|               | 20 UCO 624               | Major Elective-II : Financial Management and Services                           | 5                   | 3     | 30  | 70  | 100   | 5      |
|               | 20 UCO 625               | Major Elective-III : Service Marketing and Customer Relationship Marketing      | 6                   | 3     | 30  | 70  | 100   | 5      |
| IV            | 20 HEC 606               | Human Excellence: Global Values & Sky Yoga Practice -VI                         | 1                   | 2     | 25  | 25  | 50    | 1      |

|                        |                 |                                 |                                                |           |
|------------------------|-----------------|---------------------------------|------------------------------------------------|-----------|
| <b>Programme code:</b> | B.Com           | <b>Programme Title :</b>        | Bachelor of Commerce(AIDED and SELF FINANCING) |           |
| <b>Course Code:</b>    | <b>20UCO102</b> | <b>Title</b>                    | <b>Batch :</b>                                 | 2020-2023 |
|                        |                 | <b>PRINCIPLES OF MANAGEMENT</b> | <b>Semester</b>                                | I         |
| <b>Hrs/Week:</b>       | 06              |                                 | <b>Credits:</b>                                | 04        |

### Course Objective

To make the students understand the conceptual framework of Business Management.

### Course Outcomes (CO)

|    |     |                                                                                                                 |
|----|-----|-----------------------------------------------------------------------------------------------------------------|
| K1 | CO1 | To recollect the general framework and understand the key functions in management as applied in practice.       |
| K2 | CO2 | To understand the managerial performance of an organization.                                                    |
| K3 | CO3 | To execute the strength, weakness, opportunities and challenges of business management.                         |
| K4 | CO4 | To evaluate organizational decision with consideration of the political, legal and ethical aspects of business. |

### Syllabus

#### Unit-1 The Evolution of Managerial Thought

Introduction to Management: Evolution of management thought: Classical School of thought (Contributions of Taylor and Fayol) – Neo-classical School – Human Relations Approach (Hawthorne Experiments) – Modern Management Theory - Quantitative Approach, Systems Approach and Contingency Approach. Nature and significance of management - Managerial roles - Mintzberg - An overview of functional areas of management - Principles of Management – Managerial skill set. (15 hrs)

#### Unit-2 Planning Forecasting and Decision Making

Planning: Concept, process and objectives – Types of plans – MBO & MBE, Corporate planning: Environment analysis and diagnosis. *Forecasting: Meaning and purpose of forecasting* – Techniques of forecasting - Qualitative and quantitative Decision making: Concept and process; Delegation and Principles of delegation: Strategy Formulation. (15 hrs)

#### Unit-3 Organizing and Staffing

Organizing: Nature and Purpose of Organization – Principles of Organization – Organization structure and types – Departmentalization – Centralization vs. Decentralization of Authority – Span of Control – Meaning - Factors affecting span. Staffing: Nature and Process of Staffing. (16 hrs)

#### Unit-4 Leadership, Control and Coordination

Leadership: Concept and leadership styles: Leadership theories- Trait theory, Rensis Likert Management theory, situational contingency theory; Managerial control: concept and process: Effective control system:

Techniques of control- traditional and modern. *Co-ordination: Meaning – steps and methods of co-ordination.* (16 hrs)

### Unit-5 Change Management and Business Ethics

Concept, nature and process of planned change: Resistance to change: Emerging horizons of management in a changing environment. Business/Management Ethics – factors affecting ethical decisions, benefits of Business ethics (16 hrs)

**Total Contact hrs / Semester**

**(78 hours)**

|                                                              |
|--------------------------------------------------------------|
| <b>Group discussions, Seminar, Assignment and Case study</b> |
|--------------------------------------------------------------|

- Italics denotes self study topics

**Books for Study:**

Dinkar Pagare (2018), Business Management, New Delhi, Sultan Chand and Sons.

**Books for Reference:**

1. Gupta,C.B (2017),Business Management, New Delhi, Sultan Chand & Sons.
2. Ramasamy ,T(2017),Principles of Management, New Delhi , Sultan Chand & Sons.
3. Dr. Padmakar Asthana,(2019),Business Organization and Management, Sahithya Bhawan

### Mapping

| <b>PSO<br/>CO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> |
|-------------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>        | H           | H           | H           | H           | H           |
| <b>CO2</b>        | H           | H           | H           | H           | M           |
| <b>CO3</b>        | H           | H           | H           | H           | M           |
| <b>CO4</b>        | M           | M           | H           | M           | H           |

High-H; Medium-M; Low-L

|                        |            |                          |                                              |           |
|------------------------|------------|--------------------------|----------------------------------------------|-----------|
| <b>Programme code:</b> | B.Com      | <b>Programme Title :</b> | Bachelor of Commerce(AIDED & SELF FINANCING) |           |
| <b>Course Code:</b>    | 20 UCO 308 | <b>Title</b>             | <b>Batch :</b>                               | 2020-2023 |
|                        |            | <b>MODERN MARKETING</b>  | <b>Semester</b>                              | III       |
| <b>Hrs/Week:</b>       | 05         |                          | <b>Credits:</b>                              | 04        |

### Course Objective

To endow students with the knowledge of New Marketing ideas.

### Course Outcomes (CO)

|    |     |                                                                    |
|----|-----|--------------------------------------------------------------------|
| K1 | CO1 | To remember the key concept and elements of marketing management.  |
| K2 | CO2 | To get an idea, how to implement marketing in Real life situation. |
| K3 | CO3 | To deploy the role of marketing in a business context.             |
| K4 | CO4 | To analyze the global marketing environment and opportunities.     |

### Syllabus

#### Unit 1 Marketing:

Market – Marketing – Definition - Evolution – Classification - Objectives - Selling Vs Marketing – Modern Marketing Concept – Role of Marketing in Economic Development - Functions of Marketing – Standardization – Grading – Packaging – ISO Series and AGMARK – ISI. (13hrs)

#### Unit 2 Product and Price:

Product – Features – Classification – New Product Planning and Development - Product Life Cycle – Pricing: Definition – Objectives – Factors affecting Price Determination – Methods of Setting Price (13hrs)

#### Unit 3 Physical Distribution

Logistics- – Channel of Distribution – Wholesaler and Retailer: Sales Promotion — Need- Types – Sales Promotion Mix – Advertising – Publicity – Personal Selling. (13 hrs)

#### Unit 4 Buyer's Behaviour:

Need- types of consumer behaviour- Buying Motives – types of Buying Motives –consumer buying decision process- factors influencing buyer behaviour-Market Segmentation – Need- methods of segmenting markets. (13 hrs)

#### Unit 5 Recent Trends in Marketing:

Strategic Marketing- key drivers – Green Marketing –Online Marketing –Tele Marketing – Rural Marketing- Public Relations Marketing-Blue Ocean Strategy – Relationship Marketing- Frugal and Grass Root Marketing- Experiential Marketing. (13 hrs)

**Total Contact hrs / Semester**

**(65 hours)**

Group discussions, Seminar , Assignment and Activity

- Italics denotes self study topics

### Book for Study:

Pillai. R.S.N and Bagavathi(2017). Modern Marketing Principles and Practices, New Delhi, S. Chand & Co Pvt. Ltd.

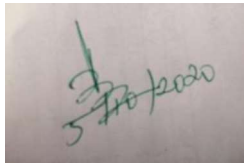
### Books for Reference:

1. Philip Kotler (2017), Principles of Marketing, New Delhi, Prentice Hall of India.
2. Pingali Venugopal(2017), Marketing Management, Edition-1, New Delhi, SAGE Publication.
3. M.Govindarajan(2017), Modern Marketing Management, Narosa Publishing House, New Delhi.

### Mapping

| CO \ PSO   | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|------------|------|------|------|------|------|
| <b>CO1</b> | H    | M    | M    | M    | M    |
| <b>CO2</b> | H    | H    | H    | M    | H    |
| <b>CO3</b> | M    | M    | H    | H    | M    |
| <b>CO4</b> | H    | H    | M    | H    | M    |

High-H; Medium-M; Low-L

| Course Designed by                     | Verified by HOD                                                                                                                       | Checked by                                          | Approved by                                            |
|----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|--------------------------------------------------------|
| Name and Signature                     | Name and Signature                                                                                                                    | CDC                                                 | COE                                                    |
| <b>Ms.P.Anitha</b><br><b>Ms.V.Ruba</b> | Name:<br><b>Dr.P.Bruntha</b><br><br>Signature:<br> | Name:<br><b>(Mr.K.Srinivasan)</b><br><br>Signature: | Name:<br><b>(Dr.R.Muthu kumaran)</b><br><br>Signature: |

|                        |          |                          |                                                  |           |
|------------------------|----------|--------------------------|--------------------------------------------------|-----------|
| <b>Programme code:</b> | B.Com    | <b>Programme Title :</b> | Bachelor of Commerce<br>(AIDED & SELF FINANCING) |           |
| <b>Course Code:</b>    | 20UCO513 | <b>Title</b>             | <b>Batch :</b>                                   | 2020-2023 |
|                        |          | <b>COST ACCOUNTING</b>   | <b>Semester</b>                                  | V         |
| <b>Hrs/Week:</b>       | 6        |                          | <b>Credits:</b>                                  | 04        |

### Course Objective

To enlighten the student's on the importance of cost ascertainment, reduction and control.

### Course Outcomes (CO)

|    |     |                                                                                                       |
|----|-----|-------------------------------------------------------------------------------------------------------|
| K1 | CO1 | To understand the costing system, cost management system and the concept of labour and overhead cost. |
| K2 | CO2 | To apply skills in preparing cost sheet                                                               |
| K3 | CO3 | To evaluate problems in the allocations and apportionment of overheads.                               |
| K4 | CO4 | To analyze the elements of cost involved in various processes.                                        |

### Syllabus

#### Unit-1 Cost concepts

Cost Accounting – Definition - Meaning and Scope - Objectives and Functions- Relationship of Cost Accounting with Financial Accounting and Management Accounting- Costing as an Aid to Management – Limitations and Objections against Cost Accounting - Cost sheet - Tender and Quotation (16 hrs)

#### Unit-2 Material Control

Materials – Levels of Inventory(AS-02) – EOQ – *Methods of Valuing Material Issues* –FIFO – LIFO – Base Stock – Standard Price – Simple Average – Weighted Average Methods – Perpetual Inventory – ABC – VED Analysis – Control Over Wastages –Scrap and Spoilage. (16hrs)

#### Unit-3 Labour and Overheads

Labour – Systems of Wage Payment – Time Rate – Piece rate – Taylor, Merrick, Piece Rate System – Incentive Schemes-Halsey – Rowan – Idle Time – Labour Turnover.Overheads – Classification – Allocation Apportionment and Absorption of Overheads – Methods of Absorption of Factory overheads (16 hrs)

#### Unit-4 Process Costing

Process Costing – Features – *Comparison between Job Costing and Process Costing* – Process Losses – Normal Loss-Abnormal Loss – Abnormal Gain. (15 hrs)

#### Unit-5 Unit, Job, Batch and Transport Costing

Unit Costing – Job Costing and Batch costing – Transport Costing. (15 hrs)

## Group discussions, Seminar and Assignment

- Italics denotes self study topics
- 20% Theory and 80% Problems

**Book for Study:**

Jain. S.P and Narang.K.L (2019), Cost Accounting Principles and Practices, Kalyani Publishers.

**Books for Reference:**

1.Reddy, T.S, and Hari Prasad Reddy. V. (2018), Cost Accounting, Margham Publications.

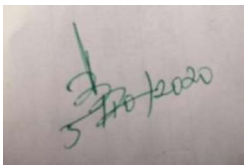
2.Khan. M.Y and Jain. P.K,( 2019), Cost Accounting and Financial Management, 4<sup>rd</sup> Edition, Tata MC Graw Hill Education Private Ltd.

3. Dr. K.L. Gupta, Prof. M.L. Agarwal, (2019) Cost Accounting, Sahitya Bhawan Publications

**Mapping**

| CO \ PSO   | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|------------|------|------|------|------|------|
| <b>CO1</b> | H    | H    | H    | H    | H    |
| <b>CO2</b> | H    | H    | H    | M    | M    |
| <b>CO3</b> | H    | H    | H    | M    | M    |
| <b>CO4</b> | H    | M    | M    | H    | H    |

High-H; Medium-M; Low-L

| Course Designed by                                   | Verified by HOD                                                                                                                   | Checked by                                      | Approved by                                        |
|------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|----------------------------------------------------|
| Name and Signature                                   | Name and Signature                                                                                                                | CDC                                             | COE                                                |
| <b>Mr.K.Hari Shankar</b><br><b>Dr.N.Bagyalakshmi</b> | Name:<br><b>Dr.P.Bruntha</b><br>Signature:<br> | Name:<br><b>(Mr.K.Srinivasan)</b><br>Signature: | Name:<br><b>(Dr.R.Muthu kumaran)</b><br>Signature: |

|                 |          |                          |                                    |           |
|-----------------|----------|--------------------------|------------------------------------|-----------|
| Programme code: | B.Com    | <b>Programme Title:</b>  | Bachelor of Commerce (Aided & S.F) |           |
| Course Code:    | 20UCO515 | <b>Title</b>             | Batch:                             | 2020-2023 |
|                 |          | <b>Retail Management</b> | Semester                           | V         |
| Hrs/Week:       | 5        |                          | Credits:                           | 3         |

### **COURSE OBJECTIVE**

The objective is to enable the students to gain in-depth knowledge in retail management.

### **COURSE OUTCOMES (CO)**

|    |     |                                                                                                                            |
|----|-----|----------------------------------------------------------------------------------------------------------------------------|
| K1 | CO1 | To recollect the concepts of effective retailing.                                                                          |
| K2 | CO2 | To understand the strategic decisions involved in location, evaluation and selection.                                      |
| K3 | CO3 | To recognize the tactics of pricing, store management and visual merchandising for extracting profit from retail offering. |
| K4 | CO4 | To know the numerous career positions available in the retail field.                                                       |

### **SYLLABUS**

#### **Unit-1 Introduction to Retail Management:**

Definition- Evolution of retailing in India- Functions of Retailing – Characteristics- Traditional and Non-Traditional Retailing – Retail Business in India – Influencing factors of Retail Business – *Classification of Retailers* – Store Based and Non-Store Based – Emerging Trends in Retailing – FDI – Rural Retailing – Present Indian Retail Scenario (13 hrs)

#### **Unit-2 Retail Strategy:**

Definition – Nature of Strategic Planning – Retail Strategic Planning Process – Store Location – Importance – Influencing factors of Store Location – Trade Area Analysis – Site Evaluation and Selection – Retail Organization – Designing – Principles – Specialization and Departmentalization – Forms of Retail Organization – Retail Organization Types – Legal Forms of Retail. (13 hrs)

#### **Unit-3 Managing Retail Store:**

Store Management – Role of Store Managers - Store Layout – Store Interiors - Merchandise Management – Objectives – Organisational Structure of Merchandise Management – Merchandise Pricing – Pricing Strategies – Visual Merchandising – Store Security – Customer Service – Types – Customer Service Strategies. (13 hrs)

#### **Unit-4 Emerging Trends in Retailing:**

Retail Management Information System – Non- Store Retailing (e- tailing) – Impact of Information Technology in Retailing – Integrated System and Networking – Bar Coding – Electronic Article Surveillance – Electronic Shelf Labels - Customer Database Management System – Legal, Social and Ethical issues in Retailing. (13 hrs)

**Unit-5 Careers in Retailing:**

Retail Industry – Traits of Retailers – Employment Opportunities – *Careers in Retailing: Sales Executive, Store Managers, Sales and Merchandise Representative (SMR)* – Future Retailing – Integrated Multichannel Retailing.

(13hrs)

**Total Contact hrs / Semester**

**(65 hours)**

|                     |
|---------------------|
| Seminar, Assignment |
|---------------------|

- Italics denotes self study topics

**Book for Study**

J K Nayak, Prakash C.Dash (2017) , Retail Management, Cengage,

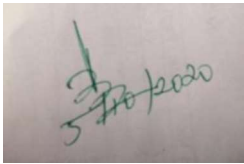
**Books for Reference**

1. Suja R. Nair (2016), Retail Management, Himalayas Publishing House, New Delhi
2. Dr.Harjit Singh, (2017) Retail Management A Global Perspective, 3<sup>rd</sup> Edition, S.Chand Publishing House.
3. Chetan Bajaj, Rajnish Tow and Nidhi V.Srivatsava,(2018) Retail Management, Oxford University

**MAPPING**

| <b>CO \ PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> |
|-----------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>      | H           | H           | H           | H           | H           |
| <b>CO2</b>      | H           | H           | H           | H           | H           |
| <b>CO3</b>      | H           | H           | H           | H           | H           |
| <b>CO4</b>      | H           | H           | M           | H           | H           |

High-H; Medium-M; Low-L

| Course Designed by                                  | Verified by HOD                                                                                                                     | Checked by                                      | Approved by                                       |
|-----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|---------------------------------------------------|
| Name and Signature                                  | Name and Signature                                                                                                                  | CDC                                             | COE                                               |
| <b>Dr.S.Shanmugapriya</b><br><b>Ms.R.Kalaiselvi</b> | Name:<br><b>(Dr.P.Bruntha)</b><br>Signature:<br> | Name:<br><b>(Mr.K.Srinivasan)</b><br>Signature: | Name:<br><b>(Dr.R.Muthukumaran)</b><br>Signature: |