

Loyola Academy Degree & PG College  
**B.B.A RETAIL OPERATIONS MANAGEMENT Batch (2022-25)**  
 (Choice Based Credit System)

**SCHEME OF INSTRUCTION FOR BBA (Retail Operations Management) – 2022-25**

<b>I YEAR (2022-23) OF 2022-25 BATCH (CBCS)</b>					
<b>I SEMESTER</b>			<b>II SEMESTER</b>		
<b>THEORY</b>			<b>THEORY</b>		
1.	EA18101	Business English-I	1.	EA18201	Business English-II
2.	IC19101	Indian Heritage and Culture	2.	VE18201	Value Education and Personality Development
3.	BB18103	Financial Accounting-I	3.	BB22201	Principles of Management
4	BB22101	Introduction to Retail Operations & In Store Cashiering	4	BB22202	Corporate Governance & Business Ethics
		<b>Apprenticeship/OJT</b>			<b>Apprenticeship/OJT</b>
5	BB22101	Retail Cashier	5	BB22203	Retail Cashier
6	BB22101	Retail Trainee Associate	6	BB22204	Retail Trainee Associate
<b>PRACTICALS</b>					
8.	BB18105	Financial Accounting-I	8	PL18001	PLANET Programme

## **PROGRAMME OUTCOMES (PO) FOR BBA**

**PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

**PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

**PO3 Solving Research Problems and initiating Practical knowledge:** utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

**PO4 Modern Business tools and Techniques:** explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.

**PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

**PO6 Environment and Sustainability:** Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

**PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

**PO8 Life long learning and Employability:** Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

**PROGRAMME SPECIFIC OUTCOMES (PSO) FOR BBA(Retail Operations Management)**

**PSO1** Develop & evaluate Managerial Decisions to identify optimal solution in Retail Industry.

**PSO2** Demonstrate effective application capabilities of their conceptual understanding of the real retail business world.

**PSO3** Exhibit effective decision making skills,, employing analytical & critical thinking ability.

**PSO4** Effective oral & written communication skills in professional context.

**PSO5** Leadership & networking skill while handling retail business situations.

**YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS  
DEPARTMENT OF B.B.A(Retail Operations Management)  
FIRST SEMESTER  
ACADEMIC YEAR 2022-23 OF 2022-2025 BATCH (CBCS)**

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	I	EA18101	Business English-I (AECC-1)	3	3	40	60	100	3
2	I	IC19101	Indian Heritage and Culture (AECC-2)	2	3	40	60	100	2
3	II	BB18103	Financial Accounting (Core-1)	4	3	40	60	100	4
4	II	BB22101	Introduction to Retail Operations&In Store Cashiering(Core 2)	4	3	40	60	100	4
5	II	BB22102	Retail Cashier (Core 3)	10	3	40	60	100	5
6	II	BB22103	Retail Trainee Associate (Core 4)	11	3	40	60	100	5
<b>PRACTICALS</b>									
7	II	BB 18105	Financial Accounting-I (Core-1)	2	3	40	60	100	1
<b>Total</b>				<b>36</b>	<b>-</b>	<b>320</b>	<b>480</b>	<b>800</b>	<b>24</b>

\*Ability Enhancement Compulsory Course (AECC)

\* Generic Elective (GE)

\* Skill Enhancement Course (SEC)

## **BUSINESS ENGLISH - I**

Credits: 3

Subject Code: EA18101

Semester: I

No. of lecture hours: 45

### **Objectives:**

To help students significantly improve their ability to write effective business communication.

To help students meet a wider range of writing demands in business context to suit a varied clientele.

To make them understand basic expressions, questions and statements about self and work in predictable situations.

To develop collaborative group communication and writing skills.

### **Course Outcomes:**

Students will be able to comprehend and apply block style layout of letter writing and other business communication related to it.

CO1. Students will be able to identify elements, forms and style of letters and will be able to create quotations related to inviting, sending and placing orders.

CO2. Students will be able to identify qualities and functions of a Sales Letter in order to enable them use the format of a Sales Letter.

CO3. To understand and write the functions, structure and types of Memorandum and design a notice, agenda and minutes.

CO4. To demonstrate the guidelines for answering and making effective telephone calls in order to enable understand and implement Note making.

CO5. To have a better understanding of scanning and proof reading incomprehension.

### **UNIT-I**

9 Hrs

Structure and Layout of Letters, Quotations, Orders & Tenders -Elements, forms and style of letters-Inviting and sending quotations & TenderPlacing orders

### **UNIT-II**

9 Hrs

Sales Letters-Qualities and Functions of a Sales letter-Format of a Sales letter  
Specimen Sales letter

### **UNIT-III**

9 Hrs

Memorandum, Notices, Agenda and Minutes-Functions and structure of a memorandumTypes of memorandum-Specimen memorandum -Format of Notice, Agenda and Minutes Specimen notices, agenda and minutes

### **UNIT-IV**

9 Hrs

Telephone Skills and Note Making-Making effective telephone calls-General guidelines for answering the telephone -How to note down telephone messages - Format of note making -Specimen note making

### **UNIT-V**

9 Hrs

Reading Comprehension - Strategies for reading comprehension - Aspects of efficient reading - Speed, accuracy skimming, scanning and proof reading - Factual comprehension-Specimen comprehension

#### **ESSENTIAL READING:**

Sharma, R.C., and Krishna Mohan. 2010. Business Correspondence and Report writing. New Delhi: Tata McGraw Hill Publishing Company Limited.

#### **SUGGESTED READING:**

Dutt, Kiranmai P., Raghavan, Geetha., and Prakash C.L.N. 2011. A Course in Communication Skills. New Delhi: Cambridge University Press.

Gruscendorf, Marion. 2007. English for Presentations. Oxford, U.K: Oxford Publication.  
Pal, Rajendra ., and Sulthan, Korlahalli J.S. 2010. Essentials of Business Communication. New Delhi:  
Sultan Chand & Sons Publishers.

## INDIAN HERITAGE & CULTURE (Theory)

Credits : 2  
Course Code: IC19101

I Semester  
No. of lecture hours: 30

### Objectives:

To apprise the students with a sound background of Indian Culture.  
To equip the students with social & community problems of India.  
To prepare the student for civil service exams where Indian Heritage & Culture paper is compulsory for all the streams.

### Course Outcomes:

CO1. The student can understand better about the origin of ancient Indian culture and the contributions of great rulers from both north and south India for Indian culture in ancient days  
CO2. Students will analyse how Persian culture entered into India and how it influenced the Fine Arts of Indian society like Classical Music, Dance and Architecture.  
CO3. Student can able to assess how the Indian orthodox society turn into modern and western society in the 19th century .It also edifies the students with spiritual doctrines of various Religions.  
CO4. Students will evaluate various challenges face by the youth and the evil affects of terrorism on society  
CO5. The topics in the unit create belongingness among the students by bringing awareness of the rights and duties to make the world a better place and it throw light on gender sensitization issues of women, Children and LGBT.

UNIT I 6 Hrs

### INTRODUCTION – IMPACT OF GEOGRAPHY ON INDIAN CULTURE

Meaning of culture – Characteristics of Indian Culture and Caste system  
Indus Valley Civilization and Vedic/Aryan Culture  
Golden Age of Indian Culture– Mauryas and Guptas, Satavahavas, Pallavas, Cholas.

UNIT II 6 Hrs

### MEDIEVAL INDIA – INFLUENCE OF ISLAM ON INDIAN CULTURE

Cultural Development under the Delhi Sultanate and Mughals  
Contribution of Sher Shah and Akbar to Indian Administrative System  
Cultural Achievements of Kakatiya and Vijayanagara rulers  
Indian Fine Arts –Painting, Music, Dance and Sculpture

UNIT III 6 Hrs

### IMPACT OF WEST AND REFORM MOVEMENTS

Influence of Western culture on Indian Society  
19th century Socio Religious Reform Movement –Raja Ram Mohan,Ishwara Chandra Vidyasagar and Veerasalingam  
Rise of Subaltern Movements in India– Jyothirao Phule-Savitribai Phule,E.V Ramaswamy Naikar –Narayana Guru-Dr.B.R.Ambedkar  
Rise of Indian National movement-Moderate, Extremist and Gandhian Era

#### UNIT IV

6 Hrs

##### **IMPACT OF RELIGION AND COSTITUTIONAL INSTITUTIONS**

Hinduism – Islam – Christianity – Jainism and Buddhism -Sikhism – Zoroastrianism  
Democratic system in India- -Parliament and Judiciary- Election Commission  
Impact of Press and Social Pressure groups on Indian Culture  
Know your Rights – Classification of Rights and Importance

#### UNIT V

6 Hrs

##### **IMPACT OF CONTEMPORARY GENDER ISSUES**

Woman and Child rights- Violence against Women and Children  
Gender issues - LGBT-Youth Unrest and Reasons- Alcoholism, Drug Addiction and other  
Addictions-Terrorism – Causes and Consequences

##### **REFERENCE BOOKS:**

Jha, Dr K.N. 2006. Studies in ancient & Medieval India. COSMOS Book hive Ltd: Gurgaon.  
Mahajan, V.D. 2008. Ancient India. S.Chand, New Delhi.  
Manasseh, Dr P. 2010. An Overview of Indian Culture. Gamaleil Publishers, Hyderabad.  
Malpani, Madanlal & Malpani, Shamsunder. 2014. Indian Heritage and Culture. Kalyani Publishers, Ludhiana.  
Mhaske, Dr R.H. 2012. Human Rights, Social Justice and Political Challenges. Chandralok Prakashau, Kanpur.  
Singh, Gurdip & Ahuja, V.K. 2012. Human Rights in 21st Century. Universal Law Publisher, New Delhi.

## FINANCIAL ACCOUNTING

Credits: 5  
Subject Code: BB18103

Semester: I  
No. of lecture hours: 75

### Objectives:

To make the students acquire the conceptual knowledge of accounting.  
To equip the students with the knowledge of accounting process and preparation of final accounts.

**Course Outcomes:** Students will be able to prepare financial statements in accordance with Generally Accepted Accounting Principles (GAAP).

- CO1. Describe the need and importance of accounting.
- CO2. Explain about subdivision of journal
- CO3. Compare the cashbook and passbook balances to reconcile the difference.
- CO4. Analyze the financial position of an organization
- CO5. Identify the mistakes in books of accounts and helps in correcting them.

### UNIT-I

15 Hrs

#### Introduction

Need for accounting -definition -Meaning – features – objectives -Functions – systems and bases and scope of accounting . Books keeping and accounting – branches of accounting – advantages – limitations -Basic terminology used – accounting concepts an conventions Accounting equation -Classification of accounts – rules of double entry system -Journalizing – posting to ledgers – balancing of ledgers

### UNIT-II

15 Hrs

#### Subsidiary Books

Subdivision of journal – preparation of subsidiary books -Different types of cash book – simple cash book, cash book with cash and discountcolumns-Cash book with cash and bank columns – cash book with cash discount and bank columns-and petty cash book.

### UNIT-III

15 Hrs

#### Bank Reconciliation Statement

Bank reconciliation statement – need – reasons for difference between cash book and pass book balances -Simple problems on favourable balance-Simple problems on overdraft balances -Ascertainment of correct cash book balance

### UNIT – IV

15 Hrs

#### Trial Balance and Final Accounts

Trial balance – meaning – objectives -Methods of preparation -Final accounts – preparation of manufacturing, trading, profit & loss account and Balance Sheet -Adjusting and closing entries

#### UNIT-V

15 Hrs

##### **Rectification of Errors**

Errors and their rectification-Types of errors -Rectification before and after preparation of final accounts  
-Suspense account – effect of errors on profit

##### **SUGGESTED READING:**

Jain, S.P. and Narang, K.L. 2011. Financial Accounting Part-1. 11th Revised Edition. New Delhi: Kalyani Publishers.

Gupta, R.L. and Radha Swamy. 2001. Advanced Accountancy – Volume-I. 10th Edition. New Delhi: Sultan Chand & Sons.

Maheswari, S. N. and Maheswari, S.K. 2004. Advanced Accountancy – Volume-I. 9th Edition. New Delhi: Vikas Publishing House Pvt Ltd.

#### **Introduction to Retail Operations&In Store Cashiering**

Credits: 4

Semester: I

Subject Code: BB22101

No. of lecture hours: 75

Objectives: To help students understand the process, procedures of Retail Sector  
the key terminologies used and practices followed in retail stores

Course Outcomes:

CO1. Recognize the structure & functioning of retail sector.

CO2. Supply chain system of Retail stores

CO3. Evaluate the process of retail stores operations

CO4. understand the basics of POS.

CO5. Distinguish the mechanism of defining products in a retail stores

#### UNIT – I

##### **Introduction to Retail**

15 Hrs

stages of evolution of Retail in India and Internationally  
features of different formats of retail stores and their significance  
significance of store location in Retail  
career prospects in Retail sector

#### UNIT – II

##### **Retail Store Operations - I**

15 Hrs

key roles and their responsibilities in store operations management at the level of the store and Head Offices-the role of supply chain management system in fulfilling the needs of the Retail Store and the Customer / consumer -Role and of logistics and transportation in supply chain system

#### UNIT – III

##### **Retail Store Operations - II**

15 Hrs

Types of logistics and transportation used by Retailing Organization  
Identifying the different categories of product / services that are dealt by Retail Business houses-the stages of store operations – Pre-Opening, Opening, During and Day end.

#### UNIT – IV

##### **Basics of POS**

15 Hrs

Identifying statutory requirements that need to be followed at POS during the sale.  
 Identifying customer service requirements at POS-how to process customer transactions at Point of sale – Sale, Promotions, delivery orders, exchanges, returns, markups, markdowns

UNIT – V

**Organizing POS**

15 Hrs

The importance of organizing the products for sale -Product display process, product quality conformance, waste management- The elements of customer loyalty schemes - Types,significance, features and benefits.

The importance of working effectively with a team in an organization

**SUGGESTED READING:**

Introduction of Retail operations by RASCI publication  
 In store cashier and Merchandising by RASCI publication

**Apprenticeship/OJT(On the job training)**

**Retail Cashier**

**Credits: 5**

**Semester: II**

**Subject Code: BB22102**

**No. of OJT hours: 160**

Modules at a Glance

Sr. No.	Module	No. of Hours
1	Retail Cashier (ROP/201)	160

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

Sr. No.	Module
1	On the Job Training Modules

	<ul style="list-style-type: none"> <li>● Cash point / POS service</li> <li>● Managing visual merchandising displays</li> <li>● Following point-of-sale procedures for age-restricted products</li> <li>● Processing customer orders for goods</li> <li>● Stock display for sales promotion</li> <li>● Part exchange sale transactions</li> <li>● Cash and credit transactions process</li> </ul>
--	--

**Apprenticeship/OJT(On the job training)**

**Retail Trainee Associate**

**Credits: 5**  
**Subject Code:BB22103**

**Semester: II**  
**No. of OJT hours: 160**

Sr. No.	Module	No. of Hours
1	Retail Trainee Associate	160

Sr. No.	Objectives
1	To get acquainted with retail cashiers & retail trainee associate aspects.
Sr. No.	Outcomes

1	The students will be able to perform retail cashiers & retail trainee associate role within the organization.
---	---

Sr. No.	Module
1	On the Job Training Modules
	<ul style="list-style-type: none"><li>● Customer service</li><li>● Creating a positive image of self &amp; organization in the customer's mind</li><li>● Promotion of loyalty schemes to customers</li><li>● Store security, cleanliness and hygiene</li><li>● Health &amp; safety at work</li><li>● Working in a team/organization</li></ul>

## **FINANCIAL ACCOUNTING – I PRACTICALS**

**Credits: 1**

**Semester: I**

**Subject Code: BB18105**

**No. of practical hours: 30**

**Objective:** To help students independently apply theoretical knowledge to practical accounting.

**Course Outcomes:** Students will be independently able to apply theoretical knowledge to practical accounting.

- 1) Computer lab work: Computerized accounting: Meaning and features – advantages and disadvantages of computerized accounting: creating an organization – grouping of accounts – creation of accounts – creation of inventory – creation of stock groups – stock categories, units of measurement – stock items – entering of financial transactions – types of vouchers – voucher entry – editing and deleting of voucher numbering – customization of vouchers.
- 2) Computer lab work: Preparation of sales register, purchase register, journal proper, debit note register, credit note register and different cash books including interest and discount transactions using computers.
- 3) Computer lab work: Preparation of bank reconciliation statement using computers.
- 4) Computer lab work: Preparation of trial balance, trading, profit and loss account and balance sheet using computers.
- 5) Computer lab work: Rectification of errors using computers.

**Accounting packages:**Tally

### **SUGGESTED READING:**

1. Institute of Computer accountants. 2009. **Tally 7.2 A Practical hands on Self Study Approach.** Noida: Vikas Publishing House.
2. Kogent Learning Solutions Inc. 2011. **Tally.ERP9 in simple steps.** New Delhi: Dreamtech Press.
3. Nadhani, A.K., Nadhani, K.K. **Tally 9 - Comprehensive Guide for Tally 9.** New Delhi: BPB Publications.
4. Dr. Namrata Agarwal and Shri. Sanjay Kumar. 2011. **Comdex Tally 9.** Dreamtech Press.

**YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS**  
**DEPARTMENT OF B.B.A.**  
**SECOND SEMESTER**  
**ACADEMIC YEAR 2022-23 OF 2022-25 BATCH (CBCS)**

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	I	EA18201	Business English-II (AECC-3)	3	3	40	60	100	3
2	I	VE18201	Value Education and Personality Development (AECC-4)	2	3	40	60	100	2
3	II	BB22201	Principles of management (4) (Core 6)	5	3	40	60	100	5
4	II	BB22202	Corporate Governance & Business Ethics (Core 5)	5	3	40	60	100	5
5	II	BB22203	Retail Cashier (Core 7)	11	3	40	60	100	5
6	II	BB22204	Retail Trainee Associate (Core 8)	10	3	40	60	100	5
<b>Total</b>				<b>36</b>	<b>-</b>	<b>320</b>	<b>480</b>	<b>800</b>	<b>25</b>
8	III	PL18001	PLANET programme	-	-	-	-	-	1

\*Ability Enhancement Compulsory Course (AECC)

\* Generic Elective (GE)

**Credits: 3**  
**Subject Code: EA18201**

**Semester: II**  
**No. of lecture hours: 45**

**Objectives:**

- To make students significantly improve their ability to write effective business communication.
- To help students meet a wider range of writing demands in business context to suit a varied clientele.
- To make them understand basic expressions, questions and statements about self and work in predictable situations.
- To develop collaborative group communication and writing skills.

**Course Outcomes:** Students will be able to synthesize the theoretical knowledge of business communication through report writing and letter writing.

**CO1.** Students will be able to identify elements, forms and style of letters and will be able to create quotations related to inviting, sending and placing orders.

**CO2.** Students will be able to identify qualities and functions of a Sales Letter in order to enable them use the format of a Sales Letter.

**CO3.** To understand and write the functions, structure and types of Memorandum and design a notice, agenda and minutes.

**CO4.** To demonstrate the guidelines for answering and making effective telephone calls in order to enable understand and implement Note making.

**CO5.** To have a better understanding of scanning and proof reading incomprehension.

**UNIT-I**

**9 Hrs**

**Claim Letters and Adjustment Letters**

Hints for Drafting Claim Letters and Adjustment Letters

Elements of Claim and Adjustment Letters-Specimen Claim and Adjustment Letters

**UNIT-II**

**9 Hrs**

**Credit Letters and Collection Letters**

Nature of a Credit Letter-Types of Credit Letters -Tone and Style of Collection

LettersExamples of Credit and Collection Letters

**UNIT-III**

**9 Hrs**

**Job Applications Letters and Resume Writing**

Importance and Functions of an Application Letter-General Guidelines to write Application

Letters and Resumes-The Form and Content of an Application Letter-Preparing a

Resume-Specimen Application Letter and Resume

**UNIT-IV****9 Hrs****Report Writing – I (Business Report)**

Characteristics of a good Business Report-Importance of Business Reports-Types and Functions of Business Reports-Preparing a Business Report and Specimen-Specimen Business Reports

**UNIT-V****9 Hrs****Report Writing – II (Technical Reports)**

Techniques of Description -Describing Machines and Mechanisms  
Describing Process -Sample Descriptions -Specimen Technical Reports

**ESSENTIAL READING:**

1. Sharma, R.C., and Krishna Mohan. 2010. **Business Correspondence and Report writing**. New Delhi: Tata McGraw Hill Publishing Company Limited.

**SUGGESTED READING:**

1. Dutt, Kiranmai P., Raghavan, Geetha., and Prakash C.L.N. 2011. **A Course in Communication Skills**. New Delhi: Cambridge University Press.
2. Gruscendorf, Marion. 2007. **English for Presentations**. Oxford, U.K: Oxford Publication.
3. Pal, Rajendra ., and Sulthan, Korlahalli J.S. 2010. **Essentials of Business Communication**. New Delhi: Sultan Chand & Sons Publishers.
4. Rai, Urmila., and Rai, S.M. 2002. **Business Communication**. Mumbai: Himalaya Publishing House.

## VALUE EDUCATION AND PERSONALITY DEVELOPMENT

Credits: 2

Semester: II

Subject Code: VE18201

No. of lecture hours: 30

**Objective:** To produce intellectually competent, morally upright, socially committed, spiritually inspired citizens in the service of the nation and the world.

**Course Outcomes:** Students will be transformed into conscientious citizens through holistic education and contribute to nation building.

**CO1.** Students will be able to identify Accepted norms and Counter values. They will be able to differentiate the various Dimensions of Human Development.

**CO2.** Students will be able to demonstrate Love and Experience of God. They will be able to identify the Basic Issues of Life and Happiness as a life goal.

**CO3.** They will be able to understand the importance of Concern for others. They will be able to critique the various problems that deter the growth of the society.

**CO4.** The students will be able to recognize the traits of a good personality. They will be able to identify their personality by Self-Exploration.

**CO5.** Students will be able to interpret the Purpose of Life and Goal Setting. They will be able to learn Self-Management.

### UNIT – I

6 Hrs

#### Introduction to Ethics

Why Value Education? Reasons to have Ethics for Life - Accepted Norms and Counter Values - Dimensions of Human Development: Physical, Intellectual, Emotional, Moral, Spiritual and Social

### UNIT – II

6 Hrs

#### Approach to Life

Conscience and Pseudo-Conscience-Happiness as Life-goal-Values revealed and lived in Religions Experience of God. Love: The three components of Love

**Some of the basic stages and issues of Life: Family, Love, Sex, Marriage**

### UNIT – II

6 Hrs

#### Concern for Others

Self and Another Human Context Moral Problems of a Society / True Society: Social Desire, Social Fear, Social Silence, Social Indifference

### UNIT – IV

6 Hrs

#### Transformation of Self

Definitions of personality Characteristics of personality Elements of personality Traits of good personality - Self-Identity, self concept Self-Discovery, self-acceptance Self-Esteem

WORK SHEET (1): Self Estimation

### UNIT – V

6 Hrs

#### Life Enrichment Skills

Purpose of life - Goal setting - Characteristics of Goals - Building Relationships Time Management . Stress Management - Emotional Management Conflict Management Team Management (Group Dynamics)

WORK SHEETS (1) & (2): 1) Anger Management  
2) Team Management

**ESSENTIAL READING:**

- Human Values - Development Programme - AIACHE
- In Harmony

## PRINCIPLES OF MANAGEMENT

**Credits: 5**  
**Subject Code: BB22201**

**Semester: I**  
**No. of lecture hours: 75**

**Objective:** To acquaint the students with the principles and practices of management.

**Course Outcomes:** Students will be able to examine management policies, functions, and practices in context of organization growth and development.

**CO1.** Identify and interpret the various principles and importance of management

**CO2.** Explain and demonstrate the uses of planning and organizing

**CO3.** Classify and combine the various techniques of control and coordination.

**CO4.** Identify the essence of motivation and direction

**CO5.** Interrelate and understand the essence of leadership and the importance of communication.

### UNIT-I

**15Hrs**

#### Introduction

Management – meaning and definition - Nature of Management  
Universality of management  
- Importance of management Principles & Functions of Management  
Schools of Management thought . Scientific management  
Meaning– principles Objectives of Management  
Criticisms

### UNIT-II

**15 Hrs**

#### Planning & Organizing

Planning – definition – features Importance - Steps in planning - Types of plans  
Limitations of planning. Organizing – authority Power - Sources of authority  
Responsibility & accountability. Delegation of authority - Decentralization  
Departmentalization

### UNIT-III

**15 Hrs**

#### Coordination & Control

Coordination - Essence of management - Meaning and need of coordination - Principles of coordination - Techniques of controlling - Span of supervision – factors determining span of supervision. Control – definition- Process – steps of control - Requisites of good control system

### UNIT-IV

**15 Hrs**

#### Direction & Motivation

Direction – meaning and importance - Principles of directing - Motivation theory  
Theories of motivation – Maslow - Mc Clelland & Herzberg -Importance of motivation and motivational techniques

### UNIT-V

**15 Hrs**

#### Leadership & Communication

Leadership – meaning – importance -Styles - Theories of Leadership - Trait theory  
Behavioral theory - Situational theory .Communication – significance – nature – process  
Types of communication - Barriers of communication - Techniques of building effective communication . Morale – concept and nature . Measurement of morale – morale & productivity Building high morale

### SUGGESTED READING:

1. Principles and Practice of Management – Gupta R.S., Sharma B.D. and Bhalla N.S. January 2014 .9<sup>th</sup> revised and enlarged edition

2. Gupta R.S., Sharma B.D. and Bhalla N.S. 2012. **Principles and Practice of Management.** 8<sup>th</sup> revised and enlarged edition. New Delhi: Kalyani Publishers.
3. Sharma R.K. and Gupta Shashi K. 2012. **Business Organization and Management.** 3<sup>rd</sup> revised edition. New Delhi: Kalyani Publishers.
4. Koontz D'Donnel and Weilrich. **Essentials of Management.**9<sup>th</sup> Edition. New Delhi: Tata McGraw Hill.

## **CORPORATE GOVERNANCE AND BUSINESS ETHICS**

**Credits: 5**

**Subject Code: BB22202**

**Semester: II**

**No. of lecture hours: 75**

### **Objectives:**

- To develop an understanding of policy, practices, theory and doctrine concerning the governance of business corporations.
- To make students aware of ethical and moral issues concerning business and develop sensitivity of students for right ethical practices in conduct of business.

**Course Outcomes:** Students will gain knowledge in understanding about various ethical elements involved in smooth and moral functioning of business.

**CO1.** Identify and explain the importance of values and ethics.

**CO2.** Analyze and interpret the various theories of ethical value system.

**CO3.** Point out the relationship between law and ethics and understand the impact of law on the business.

**CO4.** Explain the corporate governance codes, transparency and disclosure in the corporate.

**CO5.** Identify and point out the global issues of governance.

### **UNIT – I**

**15 Hrs**

#### **Introduction**

Values – Importance-Sources of Value Systems -Types, Values, Loyalty -Ethical Behavior-Values across Cultures-Business Ethics – Nature -Characteristics and Needs Ethical Practices in Management

### **UNIT – II**

**15 Hrs**

#### **The Ethical Value System (Theories)**

Universalism Theory-Utilitarianism Theory-Distributive Justice Theory - Social Contracts Theory-Individual Freedom of Choice – the concept Professional Codes in the corporate Relationship between culture and Ethics - Ethical Values in different Cultures Relation between Culture and Individual Ethics

### **UNIT – III**

**15 Hrs**

#### **Law and Ethics**

Meaning of Law and Ethics - Relationship between Law and Ethics - Other Bodies in enforcing Ethical Business Behavior (Corporate, government, financial institutions and NGO)Impact of Laws on Business Ethics - Social Responsibilities of Business Environmental Protection Fair Trade Practices - Fulfilling all National obligations under various Laws (implementation of govt act and policies) - Safeguarding of health and well being of the customer (marketing)

### **UNIT – IV**

**15 Hrs**

#### **Corporate Governance**

Meaning of Corporate Governance - Issues and need - Corporate governance code Transparency and disclosure in the corporate - Role of auditors, Board of directors ,Share holders

### **UNIT – V**

**15 Hrs**

#### **Issues of Governance**

Global issues of governance -Accounting and regulatory frame work - Corporate scams Committees in India and abroad dealing with corporate governance -Corporate social responsibility -Introduction to Companies Act, 2013 – Provisions Relating to Corporate Governance

**SUGGESTED READING:**

1. Business Ethics : An Indian Perspective 2019 Third Edition By Pearson
2. Business Ethics and Corporate Governance 2012 Second Edition By Pearson
3. Fernando, A. C. 2006. **Business Ethics and Corporate Governance**. 1<sup>st</sup> Edition. New Delhi: Pearson Publications.
4. Dr. Kumar Senthil, and Rajan Senthil. 2006. **Business Ethics and Values**. 1<sup>st</sup> Edition. Mumbai: Himalaya Publications.

**Apprenticeship/OJT(On the job training)**

**Retail Cashier**

**Credits: 5**

**Subject Code: BB22203**

**Semester: II**

**No. of OJT hours: 160**

Modules at a Glance

Sr. No.	Module	No. of Hours
1	Retail Cashier	160

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

Sr. No.	Module
1	On the Job Training Modules
	<ul style="list-style-type: none"><li>● Cash point / POS service</li><li>● Managing visual merchandising displays</li><li>● Following point-of-sale procedures for age-restricted products</li><li>● Processing customer orders for goods</li><li>● Stock display for sales promotion</li><li>● Part exchange sale transactions</li><li>● Cash and credit transactions process</li></ul>



Apprenticeship/OJT(On the job training)

## Retail Trainee Associate

Credits: 5  
Subject Code:BB22204

Semester: II  
No. of OJT hours: 160

Sr. No.	Module	No. of Hours
1	Retail Trainee Associate	160

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

Sr. No.	Module
1	On the Job Training Modules
	<ul style="list-style-type: none"><li>● Customer service</li><li>● Creating a positive image of self &amp; organization in the customer's mind</li><li>● Promotion of loyalty schemes to customers</li><li>● Store security, cleanliness and hygiene</li><li>● Health &amp; safety at work</li><li>● Working in a team/organization</li></ul>

**Loyola Academy Degree & PG College**  
**B.B.A RETAIL OPERATIONS MANAGEMENT Batch**  
**(2022-25) (Choice Based Credit System)**

<b>II YEAR (2023-24) OF 2022-25 BATCH (CBCS)</b>					
<b>III SEMESTER</b>			<b>IV SEMESTER</b>		
<b>THEORY</b>			<b>THEORY</b>		
1.	GEBBR231T	Consumer behavior	1.		Fundamentals of Business Statistics
2.	BBR23301	ERP , Computer Skills and Non Store Retailing	2.		Environmental Studies & Gender Sensitization
3.	BBR23302	Customer Relationship & Service Management	3.		Research Methodology
4	BBR23303	Retail Sales Management	4	BBR23401	Corporate and business Law
		<b>Apprenticeship/OJT</b>			<b>Apprenticeship/OJT</b>
5	BBR23304	Distributor Salesman	5	BBR23402	Distributor Salesman
6	BBR23305	Seller Activation Executive	6	BBR23403	Seller Activation Executive
<b>PRACTICALS</b>					
8.					Fundamentals of Business Statistics

**SCHEME OF INSTRUCTION FOR BBA (Retail Operations Management) – 2022-25**  
**CORPORATE GOVERNANCE AND BUSINESS ETHICS**