

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.5 (OEC) Name of the Course: RETAIL MANAGEMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate ; a) An understanding of the types and forms of Retail business. b) Ability to examine Consumer Behaviour in various environment. c) Ability to analyse various Retail operations and evaluate them. d) Ability to analyse various marketing mix elements in retail operations. e) An understanding of Information Technology in retail business.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO RETAIL BUSINESS		08
Definition – functions of retailing - types of retailing – forms of retail business ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – present Indian retail scenario.		
Module No. 2: CONSUMER BEHAVIOUR IN RETAIL BUSINESS		08
Buying decision process and its implication on retailing – Influence of group and individual factors, Customer shopping behaviour, Customer service and customer satisfaction.		
Module No. 3: RETAIL OPERATIONS		08
Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management.		
Module No. 4: RETAIL MARKETING MIX		14
Introduction -Product : Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing : Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place : Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion : Setting objectives – communication effects - promotional mix.		
Module No. 5: INFORMATION TECHNOLOGY IN RETAILING		07
Non store retailing (e-retailing) - The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system.		
Skill Developments Activities: 1. Draw a retail life cycle chart and list the stages 2. Draw a chart showing a store operations 3. List out the major functions of a store manager diagrammatically 4. List out the current trends in e-retailing 5. List out the Factors Influencing in the location of a New Retail outlet		

Text Books:

1. Suja Nair; Retail Management, HPH
2. Karthic – Retail Management, HPH
3. S.K. Poddar & others – Retail Management, VBH.
4. R.S Tiwari ; Retail Management, HPH

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.5 (OEC)

Name of the Course: Tourism And Hospitality Management

Course Credit	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours

Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc

Course Outcomes: On successful completion of the course, the Students will demonstrate:

- To prepare the learners with the knowledge and skills essential to know what is tourism, its types and the Nations contribution to the industry
- Gain an overview about the hospitality and tourism industry
- Identify the major areas of coverage of hospitality industry
- Describe the hospitality industry from various perspectives of hotel, tourism, travel and transport

Syllabus	Hours
Module 1: INTRODUCTION	7 Hours

Tourism – Definitions and Concepts - Components of Tourism, Geographic components of tourism – Types of Tourists, Visitor, Traveler and Excursionist – Role and functions of International agencies in Hospitality Industry

Module 2: TOUR PLANNING	8 Hours
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Tour Packaging and Costing – Importance of Tour Packaging – Classification of Tour Packages – Components of Package Tours – Concept of Costing – Types of Costs – Components of Tour Costs – Preparation of Cost Sheet – Tour Pricing – Calculation of Tour Price – Pricing Strategies

Module 3: TOURISM MANAGEMENT	10 Hours
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Tourism Infrastructure – Tourism Organization – Travel Motivators – Leisure or Holiday Tourism, Visiting Friends and Relatives (VFR) – Cultural Tourism – Adventure Tourism – Sports Tourism – Religious Tourism – Business Tourism – Medical Tourism – Alternative Forms of Tourism – Tourism Products and Types

Module 4: HOSPITALITY INDUSTRY	10 Hours
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Origin and Growth – Tourism Industry – Importance of Tourism – Factors affecting Hospitality and Tourism Industry – Definition of Tourism- Features – Types of Tourists – Tourism Activities – Components of Tourism Infrastructure – Employment opportunities in Hospitality

Hotel Industry – Classification of Hotels – Major Departments of Hotel – Star Ratings of Hotels – Global Standards for Hotels

Module 5: TRAVEL & TRANSPORT	10 Hours
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History, Growth and Present Status of Travel Agency – Travel Formalities – Linkages and arrangements with Hotels, Airlines and Transport Agencies – Transport System – Different Types of Transport

Hospitality and its Related Sectors – Theme Parks – Conventions – Cruising – Special Events – Recreation and leisure – Tourism and Hospitality in 21st Century.