

*Placed at the meeting of  
Academic Council  
held on 30.03.2021*

**APPENDIX – H**  
**MADURAI KAMARAJ UNIVERSITY**  
*(University with Potential for Excellence)*

**Syllabus for**  
**One Year Diploma in Retail Management**  
**(Under Semester Pattern - NSQF Programme)**  
**With effect from the academic year 2021-2022**  
**Regulations, Scheme of Examination and Syllabus**

**Eligibility for the Award of Diploma :** No candidate shall be eligible for the Diploma unless he/she has completed the +2 (Higher Secondary Course) Exam conducted by the State Board of Education, Tamil Nadu and has passed the prescribed examination.

**Examinations :** External Examination in all subjects of the semester under the scheme of examinations will be conducted at the end of year. The sessional marks in all the subjects will be awarded on the basis of continuous internal assessment earned during the year concerned. For each subject 25 marks are allotted for internal assessment and 75 marks are allotted for External Examination.

**Continuous Internal Evaluation Theory (Internal Assessment Mark 25 Marks) :** It has been decided to introduce Continuous Internal Assessment marks for a total of 25marks, which are to be distributed as follows:

**Attendance: 5 Marks**

(Award of marks for attendance will be as per the range given below)

80% - 83% 1 Mark	84% - 87% 2 Marks	88% - 91% 3 Marks
92% - 95% 4 Marks	96% - 100% 5 Marks	

**Test: 10 Marks :** 3 Tests each of 2 hours duration for a total of 30 marks is to be conducted out of which the best two will be taken and the marks to be reduced to 10.

**Question Paper Pattern for Internal Exam:**

5 Objective Questions x 1 Mark ... 05 Marks  
5 Either or Questions x 3 Marks ... 15 Marks  
2 (out of 3) Questions x 5 Marks ... 10 Marks

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30 Marks  
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**Assignment: 10 Marks :** For each subject three Assignments are to be given each for 20 marks and the average marks scored should be reduced for 10 marks.

All the mark entries for assignment, test and attendance should be entered in the personal logbook of the staff handling the subject. This is applicable to the theory subjects.

**Criteria for Pass**

- 1. No candidate shall be eligible for the award of Diploma unless he/she has undergone the prescribed courses of study successfully in an institution approved by UGC and MKU pass all the subjects prescribed in the syllabus.
- 2. A candidate shall be declared to have passed the examination in a subject if he/she secures not less than 40% in theory, subject out of the total prescribed maximum marks including both the sessional and the external Examination marks put together, subject to the condition that he/she has to secure at least a minimum of 30 marks out of 75 marks in the Board's Theory Examinations.

**Question Paper Pattern for External Exam:**

10 Objective Questions x 1 Mark ... 10 Marks  
5 Either or Questions x 7 Marks ... 35 Marks  
3 (out of 5) Questions x 10 Marks ... 30 Marks

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75 Marks  
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External Exam Duration 3 Hours.

**Scheme of Examination**

DIPLOMA IN RETAIL MANAGEMENT							
No.	Course Title	Subject	Hours	Credit	Internal Marks	External Marks	Total Marks
01	Retail Planning.	Core	90	5	25	75	100
02	Retail Operations Management.	Core	90	5	25	75	100
03	Retail Sales Technique and Promotion.	Core	90	5	25	75	100
04	Goods and Service Tax.	Core	90	5	25	75	100
05	Lab- MS Office and Tally.	Core - Practical	90	5	40	60	100
	Total				140	360	500

## **01 – RETAIL PLANNING**

**Objective :** To evaluate, plan and choose channels of Retail distribution.

### **Unit-I : Marketing and Strategic management**

Marketing: Retailing, Role, Relevance and Trends.-Retail Customer-Retail market segmentation and franchising-Relationship marketing in Retailing- Strategic management: Retail in India.-Services marketing and management.-Brand Management- International / Strategies- Pricing -Advertising and sales promotion

### **Unit-II : Operations and Finance in Retailing**

Operations: Retail location strategy-Product and Merchandise management-TQM--EDP / MIS -Logistics and SCM- computerized methods and non computerized methods-Visual / display methods -Merchandising and Management-Fashion designing. Finance: Accounting Methods-Accounting methods-Strategic cost management-Management of Obsolete goods

### **Unit-III : Human Resources Management in Retailing**

Human Resources: Retail organization- Laws involved in HR- Motivation-Customer psychology-Training needs for employee-Top grading-Obstacles to Top grading- CIDS (Chronological in Depth Structure) based Model – Coaching to fix weakness-Interviews guide.

### **Unit-IV : Legal and compliances for a Retail Store**

Legal and compliances: License-Contracts and Recovery-Legal Process-IPR Patents, Copyright and Trademarks - Inclusion of Service Mark- Procedure and Duration of Registration-Collective Mark - Certification Mark- Consumer Protection Acts- Procedures applicable for a Retail Store.

### **Unit-V : Mall Management**

Mall Management: Types of Various retail formats-Concepts in mall design-Factors influencing Malls establishments-Aspects in Finance-Aspects in security / accounting - Aspects in HR-Aspects in Quality management-Statistical methods used in measuring mall performance.

### **Text book:**

1. Retailing Management Text and Cases- Swapna Pradhan- The McGraw Hill Companies

### **Reference Books:**

1. Retailing Management -Levy and Weitz- The McGraw Hill Companies.
2. Marketing Channel- Bert Rosenbloom- South Western –Thomson.
3. Marketing Creating and Keeping Customers in an e-commerce world- William G Zikmund and Michael d Amico- South Western –Thomson.
4. Retail Management A Strategic Approach – Barry Berman and Joel R.Evans- The Prentice Hall of India, New Delhi.

## 02 – RETAIL OPERATIONS MANAGEMENT

**Objective :** To explain channels of retail management

**Unit-I : Retailing** Introduction to Retail: Functions of a retailer-The Marketing-Retail equation-The Rise of the Retailer - Global retail market- Evolution of Retail in India-Drivers of Retail change in India-Size of Retail in India–Emerging Sectors-FDI in retail-Retail Realities : Beyond Urban Boundaries –Challenges to Retail Development in India.

**Unit-II : Retail Models and Theories of Retail Development** The Evolution of Retail formats – Theories of retail development-Innovation, accelerative growth- Maturity-Divide-Phases of growth in retail markets-Business models in retail-Classification of retail.

**Unit-III : Customer Relationship Management (CRM)** : CRM-Common Misconceptions-Definition-Components of CRM-Defining CRM Concepts – Customer Life Cycle- **B to B** CRM- CRM Functions -CRM Planning – Developing Strategy- Building CRM Component-Analyzing and Segmenting Customers- Developing your CRM strategy-CRM Building : Infrastructure, Information, Process, Technology, People.

**Unit-IV : Services Management:** Distinctive characteristics service operations-Service Benchmarking-Service strategy -Designing the service enterprise – Service quality-Service facility location-Managing service operations-Service-Supply relationships vehicle routing.

**Unit-V : Marketing Channels ,Brand Management , Franchising:** Marketing channel systems – Concepts, participants, environment, behavioral process –Developing the marketing channel-Strategy, design, channel platform-Product/Pricing issues/ Parameters/ -Brand management-positioning and Repositioning – Franchising.

### **Text Book:**

1. Swapnapradhan, Retailing Management : Text and Cases. Tata McGraw Hill, New Delhi- 2<sup>nd</sup> edition, 2006.

### **Reference Books:**

1. Judith. W. Kincaid, Customer Relationship Management: Getting it right, Pearson Education, New Delhi, 2003.
2. James.A. Fitzsimmons and Mina. J Fitzsimmons, Service Management : Operations, Strategy, Information Technology, Tata McGrawhill, 2006, New Delhi.
3. Christopher Louchock and Jochen Wirtz, Service Marketing : People Technology, Strategy, Pearson Education, New Delhi, 2004.
4. K. Ramamohan Rao, Services Marketing, Pearson Education, New Delhi, 2005.

### **03 – RETAIL SALES TECHNIQUE AND PROMOTION**

**OBJECTIVE :** To learn promotion and sale of goods.

**Unit-I :** Advertising Communications and Promotions - Effective Advertising: Understanding When, How, and Why Advertising Works - Marketing Objectives and Positioning - Target Audience Selection and Action Objectives - Communication Objectives - The Creative Strategy and Tactics - Media Strategy: Setting the Campaign Budget- Sales Promotions

**Unit-II :** Promotion Impact - On the Marketing Mix-On the Customer - Promotions and Integrated Marketing - Creating a Customer Relations- Characteristics of an Integrated Programme - Strategic Considerations- Promotions role- Overcoming barriers in Integrated Marketing-.

**Unit-III :** Tactical Analysis –Strategic analysis to Promotion tactics - Objective Setting- Perspective on Strategy - Promotional tactical tool set –Reach new customers - Trade users up- Introduce new products - Gain Product Display, Placement and Distribution - Stimulate repeat sales - Generate Brand loyalty.

**Unit-IV :** Sales promotion technique - Off the Self Offers- Joint Promotions - Price Promotions - Premium Promotions- Prize Promotions - How Promotion Affects Sales-Switching, Acceleration, and Deceleration- How Promotion Affects Sales - Acceleration, Repeat Purchasing, Consumption- Trade Dealing.

**Unit-V :** Retailer Promotions-Consumer Promotions - Calculating Promotion Profitability-Trade Deals, Retailer Promotions, Coupons, Rebates-Measuring Promotion Effectiveness-Sales Promotion Strategy - Procter and Gamble's Value Pricing Strategy - Sales Promotion Strategy.

**Text Book:**

1. Robert C. Blattberg and Scott A. Neslin -Sales Promotion: Concepts, Methods, and Strategies Prentice-Hall.

**Reference Books:**

1. Paul J Hydzic -Sales Promotion : Strategies That build brands-Illinois Institute of Technology.
2. Schulz, William A Robinson and Lisa, A Peterson -Sales Promotion Essentials: The 10 Basic Sales Promotion Techniques.
3. Kazmi and Sathish K Batra Advertising and Sales Promotions- Excel Books.

## **04 – GOODS AND SERVICE TAX**

**Objective:** To understand the concept and the importance of goods and services tax in the context of Indian economy.

**Unit-I :** GST – Concept – Meaning – Definition – Objectives – Advantages, GST and Centre, State Financial Relation.

**Unit-II :** Main features of GST Law – Impact of GST – Subsuming of taxes – Types of GST – CGST – SGST – IGST – UTGST.

**Unit-III :** GST Council – Constitution – Structure – Action Plan – Quorum and Decision making of Meeting – Functions.

**Unit-IV :** Registration – Registration under GST – Procedure – Persons liable for Registration – Persons not liable for registration – Company Registration.

**Unit-V :** Computation of taxable value and tax liability – Comparative calculations with previous tax laws – Tax calculation for inter-state Sales – Value of Supply – Value of Taxable Supply – Input Tax Credit.

### **Text Book:**

1. Goods and Services Tax – Ghousia Khatoon, Naveen Kumar C.M., and Venkatesh S.N., Himalaya Publishing House Private Ltd., Mumbai.

### **Reference Books:**

1. Fundamentals of GST and Customs Act, R.G.Sha, S.K.Podder Shruthi Prabhakar.
2. Goods and Services Tax – B. Mariappa.
3. GST – The Essentials of Goods and Service Tax, Dr.Thomas Joseph, Dr.Jayajacob, Ms.Chinnu Mariam Chacko.
4. Business Taxation (Good and Services Tax – GST), T.S.Reddy, Y.Hari Prasad Reddy, Margham Publications, Chennai.

## **05 –MS OFFICE AND TALLY (LAB)**

**Objective:** This syllabus trains students how to use MS Office and Tally applications to carry out office and financial accounts works.

**Unit-I :** Starting Word 2007 – Creating a document – Editing – Saving – Formatting - Creating a Table – Printing a document.

**Unit-II:** Starting Excel 2007 – Editing – Inserting and deleting rows and columns – Changing width and height – Formula (Financial formula only).

**Unit-III:** Power point 2007 – Creating a new presentation – using templates – Slide transition – Slide animation.

**Unit-IV:** Opening screen of Tally – Creating company – Selecting a company – Altering a company.

**Unit-V :** Creating groups and Ledger – Alteration – deletion – Voucher entry – Payment – Receipt – Journal – Contra Voucher – Alteration – Deletion – Simple problems.

### **Text Book:**

1. A first course in Computers – Sanjay Saxena, Vikas Publishing House Private Limited, Chapter 1,2,3.

### **Reference Books:**

1. PC Software for Windows 2010 Made Simple – R.K. Taxali, Tata MC Graw Hill Publishing Company Ltd., - Chapters: 9 to 32. Annexure-B.
2. Tally Accounting Software – S. Palanivel, Margham Publications, Chennai.

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