Integral University, Lucknow

Department of Commerce

Study and Evaluation Scheme

Program: B. Com in Retail Operations Management   **Semester -I**

S. No.	Course code	Course Title	Type of Paper	Period Per hr/week/sem			Evaluation Scheme					Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE	Sub. Total			Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	CM151	Introduction to Retail Operations	Major	2	0	0	15	10	25	75	100	2:0:0	2	✓							SDG-4
2	CM152	In Store Cashiering and Merchandising Operations	Major	2	1	0	15	10	25	75	100	2:1:0	3	✓	✓	✓					SDG-4
3	CM153	Business Communication & Basic Office IT and Application	Major	3	1	0	15	10	25	75	100	3:1:0	4	✓	✓	✓					SDG-4
4	CM154	Business Organization and Management	Major	3	1	0	15	10	25	75	100	3:1:0	4			✓		✓	✓		SDG-4
5	CM155	Teamwork	Co-curricular	3	1	0	15	10	25	75	100	3:1:0	4								SDG-4
6	CM156	Ancient Trade & Chanakya's Management	Vocational	2	1	0	00	00	00	100	100	2:1:0	3								
7	CM 157	Workplace Health & Safety	Vocational	2	1	0	00	00	00	100	100	2:1:0	3								
8	CM158	Sustainable Work Practices	Vocational	2	1	0	00	00	00	100	100	2:1:0	3								
Total				15	5	12	75	50	125	675	800		26								

Integral University, Lucknow

Effective from Session: 2025-26							
Course Code	CM151	**Title of the Course**	Introduction to Retail Operations	**L**	**T**	**P**	**C**
Year	I	**Semester**	I	2	0	0	2
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives	To familiarize with retail store operations. To evaluate the processes followed for servicing customers at Point of Sale (POS). To identify the processes and best practices to ensure security at retail stores.						

Course Outcomes	
CO1	The learners will be able to comprehend various functions under store operation processes.
CO2	The learners will be able to explain the processes related to customer service at POS.
CO3	The Learner will be able to identify the systems & protocols followed to ensure store security.
CO4	Learner will be able to apply policies for, store security, workplace safety, and EAS systems, following statutory guidelines

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 30	Mapped CO
1	Foundations of Retail and Store Operations	Evolution of Retail: Historical overview, Traditional vs. Modern Retail in India; Retail Formats: Traditional formats (Haats, Melas, etc.), Modern formats (Department stores, Supermarkets, E-commerce); Modern Retail Organization: Organogram, Departments and their functions, Roles and responsibilities within a retail store; Retail Supply Chain: Basic understanding of the flow of goods from manufacturer to consumer; Introduction to Store Operations: Store opening procedures, post-opening processes, Day-end activities.	9	CO1
2	Product Management and Goods Handling	Product Categories: Food, Apparel, General Merchandise – their importance and business impact.; Goods Receipt Process: Receiving goods, Unloading, Material inward process, Storage process. Inventory Management: Processes to minimize loss of stock quality and quantity; Roles and Responsibilities: Staff duties during opening, throughout the day, and closing.	6	CO2
3	Customer Service and Point of Sale (POS) Operations	Servicing at Cash Point/POS: Purpose of POS, POS setup; Payment Methods: Handling credit and debit cards, Cash equivalents, Discounts, Refunds, Currency conversions; Payment Authorization: Procedures for authorizing payments, Cash point security procedures; Customer Interaction: Resolving problems during transactions, Handling customer complaints, Counterfeit Payments: Identification and handling.	6	CO3
4	Security and Compliance in Retail	Age-Restricted Products: Policies and procedures for selling and refusing sales, Acceptable proof of age, Impact of non-compliance; Store Security: Types of security risks, Reporting and handling security risks, Authority and responsibility in security; Workplace Safety: Legal rights and duties related to security, Personal safety procedures; Electronic Article Surveillance (EAS) Systems: Soft tags, Hard tags, RFID, other security and safety equipment; Statutory Guidelines: Importance of following guidelines for store safety and security.		CO4

References Books:

Retail Trainee Associate by RASCI

publication Retail Cashier RASCI publication

Retail Management - Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson

e-Learning Source:

https://egyankosh.ac.in/bitstream/123456789/61785/3/Unit-10.pdf

https://egyankosh.ac.in/bitstream/123456789/14900/1/Unit-1.pdf

PO-PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	-	2	-	1	1	-	-	1	1	-	-
CO2	1	1	1	1	1	-	1	1	1	1	-
CO3	-	1	-	1	1	2	-	-	1	-	1
CO4	1	1	1	2	2	1	-	-	2	-	1

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Effective from Session: 2025-26								
Course Code	CM152	**Title of the Course**	In-Store Cashiering & Merchandising Operations	**L**	**T**	**P**	**C**
Year	I	**Semester**	I	2	1	0	3
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives	To learn the best practices of displaying products for sale and provide basic assistance to customers in the stores. To comprehend the processes associated with processing customer orders and exchanges. To identify the processes related to processing customer payments and goods return.						

Course Outcomes	
CO1	The learners will be able to explain the best practices used to display products for sale.
CO2	The learners will be able to explain the process associated with fulfilling customer orders, processing payments and goods return.
CO3	Learner will process orders, validate credit limits, and handle part exchanges while protecting customer data
CO4	Learner will process transactions, manage returns, and apply credit management procedures

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 45	Mapped CO
1	Foundations of Retail Display and Customer Interaction	Store Layouts: Grid, Angular, Racetrack, Free Flow layouts - understanding their characteristics and applications. Fixtures and Planograms: Types of fixtures used, maintenance and usage, concept and importance of planograms. Product Preparation: Putting products for sale, assembling products for sale. Customer Assistance: Qualities of a customer associate, understanding different customer styles. Visual Merchandising Basics: Concepts, principles, and applications of visual merchandising for increasing sales and profits.	15	CO1
2	Foundations of Retail Display and Customer Interaction	Customer Complaint Handling: Modes and sources of complaints, effective complaint resolution processes. Loyalty Programs: Promoting loyalty memberships, understanding loyalty scheme basics, building customer loyalty; Advanced Visual Merchandising: Practical applications of visual merchandising techniques. Customer Relationship Management: Building and maintaining positive customer relationships.	10	CO2
3	Processing Customer Orders and Exchanges	Order Processing Procedures: Steps involved in processing customer orders, identifying and resolving problem; Customer Information Confidentiality: Importance of protecting customer data; Credit Limit Validation: Procedures for validating customer credit limits; Part Exchange Processing: Process of part exchange of goods/products, terms and conditions, ownership verification, consequences of non-verification; Part Exchange Sale Transactions: Customer needs, store policies, and procedures.	10	CO3
4	Payment Processing and Returns Management	Cash and Credit Transactions: Procedures for processing cash and credit transactions, impact of statutory guidelines. Pricing Concerns: Resolving customer concerns related to product pricing. Returns Processing: Procedures for accepting and recording returned goods, reasons for returns, need for processing returns. Refunds and Replacements: Policies and procedures, proof of purchase, cashier authority, applicable charges; Credit Management: Risks of offering credit, company guidelines for credit limits, checking customer accounts, identifying overdue payments.	10	CO4

References Books:

Introduction of Retail operations by RASCI publication

Retail Management - Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson

e-Learning Source:

https://egyankosh.ac.in/bitstream/123456789/14900/1/Unit-1.pdf

https://egyankosh.ac.in/bitstream/123456789/14878/1/Unit-9.pdf

PO-PSO\CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	-	2	-	2	1	1	1	-	1	-	1
CO2	2	-	2	1	-	2	-	1	-	-	1
CO3	1	1	-	1	2	1	-	1	2	1	1
CO4	2	-	2	2	1	-	-	2	2	-	-

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Effective from Session: 2025-26							
Course Code	CM153	**Title of the Course**	Business Communication Skill & Basic IT Applications	**L**	**T**	**P**	**C**
Year	I	**Semester**	I	3	1	0	4
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives	To identify the role of business communication skills to excel in profession and workplace environment. To explain various elements and methods of effective business communication. To augment business communication skills and IT applications seamlessly at workplace.						

Course Outcomes	
CO1	The learner will be able to apply business communication skills to achieve proficiency in communication with different stakeholders at Workplace
CO2	The learner will be able to explain various elements and methods of effective business communication.
CO3	The learner will be able to augment business communication skills and IT applications seamlessly at workplace.
CO4	Learner will enhance business communication skills and gain basic computer proficiency, including Microsoft Word and Windows

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 60	Mapped CO
1	Foundations of Communication	Definition and purpose of communication. Methods of communication (verbal & non-verbal) and when to use them. Principles & characteristics of effective communication. Reasons for barriers in communication – solutions to typical communication barriers (Physical, Semantic, Language, Socio-Cultural, Psychological). Ways to overcome these barriers: Impact of technological advancements on Communication: Internet, Blogs, E-mails, Moodle, social media (Facebook, Twitter, WhatsApp) – Advantages and Disadvantages.	15	CO1
2	Workplace Communication and Listening Skills	The need for business communication – methods to practice business communication skills at workplace. Channels: Formal and Informal – Vertical, Horizontal, Diagonal, Grapevine. Methods: Verbal and Nonverbal. Characteristics of verbal and non-verbal communication. Verbal communication: elements of verbal communication – voice, pitch, tone, intonation, semantics. Non-verbal: the right usage of body language, expression, eye contact. Importance of effective listening skills – Importance of Listening Skills, Obstacles to listening, cultivating good Listening Skills.	15	CO2
3	Business Correspondence and Meetings	Theory of Business Letter Writing – Parts, Structure, Layouts – Full Block, Modified Block, Semi-Block. Effective Letter Writing, Effective Email Writing. Resume & job application writing. Letters of communication to different stakeholders / inter-departments. Preparing proposals and quotations, raising complaints, replies to complaints. Letter of Acceptance of Job Offer, Letter of Resignation. Meetings – Plan, Prepare, Organise, Conduct & Report. (Online & Physical meetings).	15	CO3
4	Report Writing, Presentations, and Basic IT Applications	Report writing – business reports, project reports. Reading Skills: Report Reading – analyse business reports. Writing proposals, Presentations, Group discussions. Practice Sessions: Mock Interviews, Mock Meetings / Conferences, Book Reviews / Summarisation, Reading Comprehension, Oral Communication (one-to-one, one-to-many), delivering business presentations, listening comprehension. Introduction to Basic Computer Skills: Overview of course objectives and expectations. Introduction to computer hardware and software components, Basic computer operation (Powering on/off, using mouse and keyboard, navigating desktop	15	CO4

References Books:

Bahl, J.C. and Nagamia, S.M. (1974) Modern Business Correspondence and Minute Writing.

Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.

e-Learning Source:

https://gitam.ac.in/wp-content/uploads/2024/03/Business-Communication-Note.pdf

https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1101.pdf

PO-PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	1	2	-	-	2	2	-	-
CO2	-	2	-	2	-	-	-	-	-	1	-
CO3	-	1	-	1	2	-	-	-	2	1	-
CO4	1	1	-	1	3	-	-	1	3	1	-

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Effective from Session: 2025-26								
Course Code	CM154	**Title of the Course**	Business Organization and Management	**L**	**T**	**P**	**C**
Year	I	**Semester**	I	3	1	0	4
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives	To acquaint the learners with the basics of Commerce & Business concepts, functions and forms of Business Organization and functions of Management.						

	Course Outcomes
CO1	Learners will be able to comprehend the basics of Commerce and Business concepts and functions, forms of Business Organization and functions of Management.
CO2	Learners will be able to apply theories and principles of management at workplace to achieve the desired objectives at workplace.
CO3	Learner will learn management principles, functions, skills, and scientific management.
CO4	Learner will understand planning, organizing, control, and delegation techniques

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 60	Mapped CO
1	Foundations of Business and Forms of Ownership	Concepts of Business, Trade, Industry, and Commerce. Objectives and Functions of Business. Social Responsibility of a Business. Forms of Business Organization: Sole Proprietorship: Meaning, Characteristics, Advantages, and Disadvantages. Partnership: Meaning, Characteristics, Advantages, Disadvantages, Kinds of Partners, Partnership Deed. Limited Liability Partnership: Concept, Meaning, Characteristics, Advantages, and Disadvantages Hindu Undivided Family: Meaning, Advantages, and Disadvantages. Co-operative Organization: Meaning, Advantages, and Disadvantages.	15	CO1
2	Joint Stock Companies	Joint Stock Company: Meaning, Definition, Characteristics, Advantages, and Disadvantages. Kinds of Companies. Promotion: Stages of Promotion, Promoter Characteristics, Kinds. Preparation of Important Documents: Memorandum of Association: Clauses. Articles of Association: Contents. Prospectus: Contents, Red Herring Prospectus, Statement in lieu of Prospectus (As per Companies Act 2013)	15	CO2
3	Introduction to Management Principles	Management: Meaning, Characteristics, Functions of Management. Levels of Management. Skills of Management. Scientific Management: Meaning, Definition, Objectives, Criticism. Fayol's 14 Principles of Management	15	CO3
4	Planning, Organizing, and Control	Planning: Advantages and Disadvantages. Approaches to Planning. Management by Objectives (MBO): Steps, Benefits, Weaknesses. Organizing: Definition of Organizing. Organization Process. Principles of Organization. Formal and Informal Organizations. Line, Staff, and Functional Organizations. Line and Staff Conflicts. Span of Management Meaning, Determining Span, Factors influencing the Span of Supervision. Control: Meaning and Definition of Authority, Power, Responsibility, and Accountability. Delegation of Authority. Decentralization of Authority. Coordination: Definition, Importance, Process, Principles, and Techniques. Control: Meaning, Definition, Relationship between Planning and Control, Steps, Types (post, current, pre-control), Requirements for Effective Control.	15	CO4

References Books:

Business Organization & Management: Sharma Shashi K. Gupta, Kalyani Publishers.

Business Organisation & Management: Patrick Anthony, Himalaya Publishing House

e-Learning Source:

https://www.studocu.com/in/document/university-of-delhi/bcom-programe/bom-unit-1-important-notes/48271980

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	1	-	3	-	-	-	1	-	1	-
CO2	1	1	1	2	-	1	-	1	-	-	1
CO3	-	2	-	2	1	-	-	-	1	-	1
CO4	-	2	-	2	-	2	-	-	-	-	2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Effective from Session: 2025-26							
Course Code	CM155	**Title of the Course**	Team Work	**L**	**T**	**P**	**C**
Year	I	**Semester**	I	2	0	0	2
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives	To understand the principles of teamwork and the need to work effectively in a team at the workplace						

	Course Outcomes
CO1	The learners will be able to collaboratively work in a team by fostering effective team working skills within diverse team environments.
CO2	The learners will be able to cultivate a culture of ethical integrity and professionalism in team settings, navigating complex challenges with respect, inclusivity, and a commitment to excellence.
CO3	Learner will learn to use collaboration tools and techniques, including communication strategies, to enhance teamwork and support team outcomes
CO4	Learner will understand industry standards related to teamwork, ethics, diversity, and handling confidential information professionally.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 30	Mapped CO
1	Foundations of Teamwork	Definition of a team. Purpose of a team at the workplace. Types of teams (cross-functional, virtual, self-directed, etc.); Benefits and challenges of teamwork. Bruce Tuckman's Team Development Stages. Goals and objectives of a team.	6	CO1
2	Communication	Role of communication skills in building trust, interdependence, and mutual respect among team members. Teamwork principles and the role of teamwork in achieving workplace goals. Role of feedback in achieving team goals.	6	CO2
3	Effective Team Collaboration	Collaboration Tools and Techniques: Utilizing technology for collaboration (project management software, communication tools). Strategies for remote teamwork. Document sharing and version control. Communication Techniques in a Team Context: Open and closed questioning. Paraphrasing. Effective listening. Voice tonality and volume. Techniques for supporting team members in achieving workplace outcomes.	9	CO3
4	Industry Standards	Industry standards and expectations relevant to. Teamwork attitudes. Teamwork ethics. Integrity and professionalism. Respecting special needs; Diversity and inclusivity. Handling confidential information responsibly. Role of constructive feedback and feedback mechanisms	9	CO4

References Books:

The Ideal Team Player by Patrick M. Lencioni

The Power of a Positive Team by Jon Gordon

e-Learning Source:

https://egyankosh.ac.in/bitstream/123456789/21378/1/Unit-2.pdf

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	-	2	-	3	-	2	-	-	-	-	2
CO2	-	3	-	2	-	2	1	1	1	1	2
CO3	-	2	1	2	-	1	-	-	-	1	-1
CO4	1	2	1	2	-	2	1	1	-	-	2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Effective from Session: 2025-26							
Course Code	CM156	**Title of the Course**	Ancient Trade and Chanakya's Management	**L**	**T**	**P**	**C**
Year	I	**Semester**	I	2	0	0	2
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives	To enable the familiarization with the practices followed in trade and education systems during ancient times. To familiarize learners with the concepts of Chanakya's management principles.						

Course Outcomes	
CO1	The learner will be able to explain the practices followed in ancient Indian ethos and education.
CO2	The learner will be able to comprehend and apply ancient education to acknowledge real-world problems.
CO3	Learner will explore Chanakya's management principles, focusing on leadership, motivation, decision-making, and employee management.
CO4	Learner will learn organizational management techniques, including planning, time management, disaster management, and business principles for success.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 30	Mapped CO
1	Ancient Indian Ethos and Education	Indian Ethos: Meaning, Features, Need, History, Relevance, and Principles. Practices by Indian Companies. Requisites, Elements, and Role in Managerial Practices. Gurukul System of Learning: Meaning, Features, Advantages, and Disadvantages. Modern System of Learning: Meaning, Features, Advantages, and Disadvantages.	6	CO1
2	Personal Growth Lessons from Ancient Indian Education	Personal Growth and Lessons from Ancient Indian Education. Personality Development: Meaning, Determinants, and Indian Ethos.	6	CO2
3	Chanakya's Management Principles	Chanakya: Strategist, Philosopher, Economist. Ethics and Values. Leadership: Qualities, Functions, and Role of a Leader. Motivation and Communication. What a Leader Should Not Do. Identifying Potential Leaders. Decision Making. Advice to Entrepreneurs. Turning Managers into Leaders. Employee Management: Recruitment Process. Training Guidelines. Teamwork Management. Safety and Security. Selecting Right Managers.	9	CO3
4	Organizational Management:	Organizational Management: Planning. Time Management. Disaster Management. Concept of a Stable Organization. Managing Multiple Projects. Business Principles: Seven Pillars of Business. Power Management. Art of Punishment. Three Aspects of Success.	9	CO4

References Books:

Moti Chandra, *Trade and Trade routes in ancient India*, Abhinav Publication, 1997.

Arun kumar Mishra, *trading communities in ancient India*, Anamika Prakashan, 1992

e-Learning Source:

Management lessons from Chanakya | Utkarsh Rai

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	1	-	2	-	2	1	-	-	-	1
CO2	-	2	-	1	-	1	1	-	-	-	-
CO3	-	2	-	3	-	2	2	-	-	-	1
CO4	-	2	-	2	-	1	-	-	-	-	1

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Effective from Session: 2025-26							
Course Code	CM157	**Title of the Course**	Workplace Health and Safety	**L**	**T**	**P**	**C**
Year	I	**Semester**	I	1	0	0	1
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives	To understand the importance of workplace health and safety in a retail environment and identify common hazards and risks associated with retail operations.						

	Course Outcomes
CO1	Learners will be able to conduct a comprehensive risk assessment of their retail store, identifying potential hazards and proposing practical control measures to mitigate risks and ensure a safe working environment for employees and customers
CO2	Learner will identify common retail hazards, conduct risk assessments, and apply strategies for preventing accidents and ensuring safe operations
CO3	Learner will develop emergency procedures, train employees on safety protocols, and understand the importance of first aid training and maintaining safety supplies.
CO4	Learner will learn about physical and mental well-being, implement ergonomic principles, and establish systems for regular WHS inspections and continuous improvements.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 15	Mapped CO
1	Introduction to Workplace Health and Safety	Overview of workplace health and safety (WHS) regulations and standards in the retail sector. Importance of WHS in a retail store environment. Responsibilities of employers, managers, and employees regarding WHS.	4	CO1
2	Identifying Hazards and Preventing Accidents in Retail Environments	Common hazards in retail stores: slips, trips, and falls; manual handling; hazardous substances; electrical safety; etc. Conducting risk assessments in a retail setting. Recognizing potential hazards specific to your store layout and operations. Strategies for preventing slips, trips, and falls. Safe manual handling techniques for lifting and carrying items. Proper use of equipment and machinery. Handling and storing hazardous substances safely. Personal protective equipment and their benefits.	4	CO2
3	Emergency Preparedness and Response & and Practical Exercises	Developing emergency procedures for various scenarios (fire, medical emergencies, etc.). Importance of training employees on emergency protocols, including evacuation routes and assembly points. Importance of First aid training and maintaining first aid supplies in the store.Interactive scenarios or case studies to reinforce learning. Guest speakers or industry experts to provide insights and best practices. Hands-on demonstrations of safety equipment and procedures.	4	CO3
4	Workplace Health Promotion and Monitoring and Continuous Improvement	Promoting physical and mental well-being among employees. Encouraging healthy lifestyles and stress management techniques. Implementing ergonomic principles to reduce strain and injuries. Establishing systems for regular WHS inspections and audits. Investigating incidents and near misses to identify root causes. Implementing improvements based on feedback and lessons learned.	3	CO4

References Books:

Industrial and Occupational Health, 2/e [Paperback] S.K. Haldar

The Occupational Safety, Health and Working Conditions Code, 2020, Asia Law House

e-Learning Source:

https://csiplearninghub.com/health-safety-and-security-at-workplace-notes

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	-	1	1	1	-	1	1
CO2	1	2	1	2	-	1	-	1	-	1	1
CO3	-	2	-	2	1	2	1	-	1	-	2
CO4	-	2	-	2	-	2	-	-	-	-	2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Effective from Session: 2025-26								
Course Code	CM158	**Title of the Course**	Sustainable Work Practices in Retail Operations		**L**	**T**	**P**	**C**
Year	I	**Semester**	I		2	0	0	2
Pre-Requisite	None	**Co-requisite**	None					
Course Objectives	To understand the Principles and Importance of Sustainable Retailing. To analyze Sustainable Practices and Their Implementation in Retail Operations.							

Course Outcomes	
CO1	Learners will be able to articulate the concepts and significance of sustainability in the retail sector, demonstrating an understanding of its environmental, social, and economic dimensions.
CO2	Learners will be able to apply sustainable practices in retail, including eco-friendly sourcing, energy efficiency, and customer engagement for sustainable consumption.
CO3	Learner will understand government policies, sustainability certifications, and the role of diversity and community in retail.
CO4	Learner will learn sustainable sourcing, supplier collaboration, and use KPIs to track sustainability progress

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 30	Mapped CO
1	Foundations of Sustainable Retailing	Definition and significance of sustainability in retail. Overview of environmental, social, and economic dimensions of sustainability.Developing a sustainability strategy and action plan for a retail business.Integration of sustainability considerations into business decision-making processes. Challenges and barriers to implementing sustainable practices. Case studies highlighting the importance of sustainability in retail operations.	6	CO1
2	Environmental Sustainability in Retail Operations	Sustainable sourcing and procurement practices. Energy efficiency and waste management in retail operations. Green store design and eco-friendly infrastructure. Emerging technologies and trends driving sustainability in retail. Circular economy principles and opportunities for retailers. Case studies of innovative sustainable retailing initiatives. Communicating sustainability initiatives to consumers. Eco-friendly product labeling and packaging. Strategies for educating and engaging customers on sustainable consumption.	6	CO2
3	Social Responsibility and Ethical Practices in Retail	Government policies and incentives for promoting sustainability in retail. Overview of environmental and social regulations affecting retail businesses. Certification standards for sustainable products and practices (e.g., Fair Trade, Organic). Fair labor practices and supply chain transparency. Diversity and inclusion initiatives in the retail workforce. Community engagement and philanthropic activities.	9	CO3
4	Sustainable Supply Chain Management and Performance Measurement	Sustainable sourcing and supplier partnerships. Logistics optimization and transportation efficiency.Collaboration with suppliers for sustainability improvements. Key performance indicators (KPIs) for assessing sustainability in retail. Sustainability reporting frameworks (e.g., Global Reporting Initiative). Using data and metrics to track progress and drive continuous improvement.	9	CO4

References Books:

Sustainable Retailing: Emerging Trends and Best Practices" by Cristina M. Gómez-Cruz, Gloria Estévez-Mejías, and Sandra María Sánchez-Cañizares.

Sustainability in Retailing: Concepts and Cases" by Jayashree Suresh and Deepa Dixit.

e-Learning Source:

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	2	-	1	2	1	-	-	1
CO2	-	-	-	2	-	2	2	-	-	-	2
CO3	-	1	-	1	-	2	2	-	-	-	1
CO4	1	1	-	2	-	1	3	1	-	-	1

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Department of Commerce
Study and Evaluation Scheme

Program: B. Com in Retail Operations Management

Semester -II

S. No.	Course code	Course Title	Type of Paper	Period Per hr/week/sem			Evaluation Scheme				Sub. Total	Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE				Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	CM159	Customer Relationship Management	Major	2	0	0	15	10	25	75	100	2:0:0	2	✓							SDG-4
2	CM160	Introduction to FMCG/ FMC0 Sales & Distribution	Major	2	1	0	15	10	25	75	100	2:1:0	3	✓	✓	✓		✓		✓	SDG-4,8
3	CM161	Principles of Marketing	Major	3	1	0	15	10	25	75	100	3:1:0	4	✓			✓	✓		✓	SDG-4,5,10
4	CM162	Business Environment	Major	3	1	0	15	10	25	75	100	3:1:0	4	✓	✓						SDG- 4,12
5	CM163	Social Media Marketing and Advertising	Major	3	1	0	15	10	25	75	100	3:1:0	4			✓					SDG-4
6	CM164	Customer Loyalty and Retention (Practical/ Field Projects/ OJT)	Major	0	0	6	00	00	00	100	100	0:0:6	3								
Total				13	04	6	75	50	125	475	600		20								

Integral University, Lucknow

Effective from Session: 2025-26							
Course Code	CM159	**Title of the Course**	Customer Relationship Management	**L**	**T**	**P**	**C**
Year	I	**Semester**	II	3	1	0	4
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives		To understand the concepts of consumer behavior and hence the need for customer relationship management. To identify the elements and their uses in managing customer relationships. To understand the standard processes and practices of providing services to customers.					

Course Outcomes	
CO1	The learners will be able to explain the relationship between consumer behavior and customer relationship management.
CO2	The learners will be able to describe the elements of CRM.
CO3	The learners will be able to apply customer relationship management processes to service and retain customer loyalty.
CO4	The learners will be able to apply best practices and strategies to resolve customer complaints and grievances efficiently.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 60	Mapped CO
1	Understanding Consumer Behavior and Market Segmentation	Retail market segmentation: Criteria, approaches, composite segmentation. Consumer Behavior: Definition, scope, need for study, decision-making, consumer value, satisfaction, and retention.	15	CO1
2	Introduction to Customer Relationship Management (CRM)	Characteristics of customer touch points in retail and their significance for sales and customer service. Customer need identification and buying behavior processes. Benefits and components of CRM. Role of CRM in marketing and sales. Principles and strategies of CRM. Impact of CRM on business revenues.	15	CO2
3	Elements and Systems of CRM	Elements of customer service management: Types of customers, complaint handling and resolution, delivery of reliable service, continuous improvement processes. Significance of teamwork in meeting customer expectations. CRM systems and their uses.	15	CO3
4	Customer Engagement and Service Practices	Processes and practices of customer engagement. Providing customer service in B2C and B2B retail environments. Handling customer service concerns. Best practices for resolving customer complaints. Decision-making in addressing customer service problems. Addressing customer grievances. Customer Redressal Systems and strategies.	15	CO4

References Books:

Retail Management - Functional Principles & Practices 5th edition by Dr. Gibson Vedamani Published by Pearson

Retail Sales Associate & Retail Team Leader - RASCI Course Material

e-Learning Source:

https://www.rccmindore.com/wp-content/uploads/2015/06/SubjectNotes_230.pdf

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	-	2	-	2	-	1	-	-	-	-	1
CO2	-	1	-	2	-	2	-	-	-	-	1
CO3	-	2	-	2	-	2	2	-	-	-	1
CO4	-	2	-	2	-	2	1	-	-	-	2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Effective from Session: 2025-26									
Course Code	CM160	**Title of the Course**	Introduction to FMCG			**L**	**T**	**P**	**C**
Year	I	**Semester**	II			2	0	0	2
Pre-Requisite	None	**Co-requisite**	None						
Course Objectives	The course aims to equip learners with a comprehensive understanding of the FMCG market by exploring consumer behavior, brand development, pricing, and distribution strategies. It also emphasizes the application of digital marketing tools, data analytics, and e-commerce to design effective marketing strategies in the dynamic global FMCG sector.								

Course Outcomes	
CO1	Learners will understand FMCG market dynamics, brand development, and the role of marketing in global consumer behaviour
CO2	Learners will analyze the consumer decision-making process and the psychological factors influencing FMCG purchasing behavior.
CO3	Learners will explore pricing, distribution, and branding strategies while managing product life cycles in the FMCG sector
CO4	Learners will learn to leverage digital marketing tools, data analytics, and e-commerce to enhance FMCG marketing strategies.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 30	Mapped CO
1	FMCG Marketing Strategies	Introduction, marketing and consumer decision making process, fast moving consumer goods, Understanding the importance of FMCG marketing in the global economy and its impact on consumer behavior, tools and techniques for adapting digital marketing.	6	CO1
2	Sales and Distribution in FMCG	Introduction, Objectives, Nature and Scope of Sales Management, Developing and Conducting Sales Training programs, Motivating Sales Personnel, Sales Meetings and Sales Contests, Developing and Managing Sales Evaluation Program.	6	CO2
3	Retailing and E-commerce in FMCG	Introduction, the importance of retailing, facilitating services, classification of department stores, characteristic features of super markets, advantages of supermarkets. , Product management in a retail business, the decision-makers in retail product management, Category management, Selecting products, Supply sources, Product quantity decisions, Product range management, Profitable product management, Store design, Visual merchandising, Product management in non-store retailing, International aspects of retail product management.	9	CO3
4	Importance of Communicating with Customers:	Types of Stores, Retail Strategy, Retail Environment, Trends in Indian Retail Industry, Merchandise Management, Category Management, Retail Pricing & Merchandise Performance, Communicating with Retail Customers, Retail Advertisement, Sales Promotion & Personal Selling, Retail Selling Process.	9	CO4

References Books:

FMCG: The Power of Fast-Moving Consumer Goods Greg Thain & John Bradley

e-Learning Source:

https://www.studocu.com/in/document/maharaja-ganga-singh-university/master-in-science/document-notes/73264315

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	-	2	-	2	1	1	-	-	1	1	-
CO2	-	2	1	2	-	-	-	1	-	2	-
CO3	-	-	-	1	1	1	1	-	1	1	-
CO4	1	1	1	2	2	-	-	1	2	2	-

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Effective from Session: 2025-26								
Course Code	CM161	**Title of the Course**	Principles of Marketing	**L**	**T**	**P**	**C**
Year	I	**Semester**	II	3	1	0	4
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives	To understand the basic concepts, principles, tools and techniques of marketing.						

Course Outcomes	
CO1	The learners will be able to know the concepts and principles of marketing and align them in the value chain along with the various marketing strategies.
CO2	Learner will understand the 7Ps of marketing, product life cycles, branding, pricing, and positioning strategies.
CO3	Learner will analyze distribution channels, apply IMC, and use personal selling techniques effectively.
CO4	Learner will evaluate promotional strategies and apply trends in digital, social, and green marketing.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 60	Mapped CO
1	Foundations of Marketing and Market Analysis	Introduction to Marketing: Definition, Marketing Concept, Features, Importance, Functions, Evolution; Strategic vs. Traditional Marketing, Selling vs. Marketing. Marketing Information and Environment: Marketing Information System: Concept, Components. Marketing Environment: Micro and Macro. Marketing Research: Concept, Features, Process. Market Segmentation and Targeting: Concept, Benefits, Bases of Market Segmentation. Customer Relationship Management: Concept, Techniques. Market Targeting: Concept, Five patterns of Target market Selection. Complaint Management.	15	CO1
2	The Marketing Mix (7Ps) and Product Strategy	Marketing Mix (7Ps): Concept. Product: Product Decision Areas. Product Life Cycle: Concept, managing stages of PLC. Branding: Concept, Components, Brand Equity: Concept, Factors influencing Brand Equity. Packaging: Concept, Essentials of a good package. Product/Service Positioning: Concept, Strategies of Positioning, Challenges. Pricing: Concept, Objectives, Factors influencing Pricing, Pricing Strategies.	15	CO2
3	Distribution, Integrated Marketing Communication (IMC), and Sales	Physical Distribution and Supply Chain: Concept, Factors influencing Physical Distribution. Marketing Channels (Traditional & Contemporary Channels). Supply Chain Management: Concept, Components of SCM. Integrated Marketing Communication (IMC): Concepts and elements. Importance. Digital Marketing: Concept, trends in Digital Marketing. Experiential Marketing. Contextual Marketing. Sales Management and Personal Selling: Concept, Components. USP: concept, importance. Emerging trends in selling. Personal Selling: Concept, Process of personal selling, Skill Sets required for Effective Selling.	15	CO3
4	Promotion and Contemporary Marketing Trends	Promotion: Nature and importance of promotion. Communication process. Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics. Recent Developments in Marketing: Social Marketing. Online marketing. Direct marketing. Services marketing. Green marketing. Rural marketing. Consumerism	15	CO4

References Books:

Principles of Marketing. 13th edition. Pearson Education - Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ahsan Ul Haque.

Marketing Principles and Management - Sherleker and Pany - Himalaya Publishing Hous

e-Learning Source:

https://ddceutkal.ac.in/Downloads/UG_SLM/Commerce/Principle_Marketing.pdf

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	2	1	-	-	1	1	-	-
CO2	1	2	2	2	-	1	-	1	-	-	1
CO3	-	1	-	1	-	2	1	-	-	1	1
CO4	-	2	-	2	-	2	2	-	-	2	1

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Effective from Session: 2025-26							
Course Code	CM162	**Title of the Course**	Business Environment	**L**	**T**	**P**	**C**
Year	I	**Semester**	II	3	1	0	4
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives	To understand the dynamic interplay of economic, social, and regulatory factors shaping contemporary business landscapes. To analyze the impact of globalization and technological advancements on business operations and strategic decision-making. To evaluate the ethical, legal, and sustainability dimensions of business practices within the context of local and global environments.						

Course Outcomes	
CO1	The learner will be able to demonstrate a comprehensive understanding of key economic, social, and regulatory drivers influencing business environments.
CO2	The learner will be able to assess the implications of globalization and technological advancements on business strategies and operations.
CO3	The learner will be able to evaluate ethical, legal, and sustainability considerations in business decision-making processes across diverse local and global contexts.
CO4	Learner will explore international retailing, global influences, and strategies for operations, pricing, and competition.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 60	Mapped CO
1	Introduction to Business Environment and Micro/Macro Factors	Business Basics: Meaning, Definition, Nature & Scope, Types of Business Organizations. Core Concepts: Meaning, Characteristics, Scope, Significance, Components of Business Environment. Micro & Macro Analysis: Definition, Differentiation, Analysis, SWOT Analysis. Micro-Environment: Internal (Value system, Mission, Objectives, Organization) & External (Customers, Suppliers, Competitors). Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International, Legal. Retail Context: Contribution to the Indian Economy.	15	CO1
2	Political, Legal, and Economic Environment	Political Framework: Legislature, Executive, Judiciary, Government's Role. Economic Systems: Capitalism, Socialism, Mixed Economy, Sector Impacts (Private, Public, Joint). Indian Economy: Overview, Growth, Sectors, Trends, Retail's Contribution, Challenges. Legal Landscape: Retail-Specific Laws (Contracts, Consumer Protection), Intellectual Property, Compliance.	15	CO2
3	Social and Cultural Environment	Socio-Cultural Environment: Nature, Foreign Culture Impacts, Traditional Values, Social Audit, Corporate Governance, Social Responsibility. Consumer Behavior: Social/Cultural Factors, Demographic Influences (Age, Gender, Income). Technological Environment: Features, Impacts on Business. Globalization: Meaning, Stages, Features, Market Entry (LPG Model). Multinational Corporations (MNCs): Definition, Merits, Demerits, India's Context. Foreign Direct Investment (FDI): Meaning, Concepts, Functions, Needs, Factors, India's Retail Sector.	15	CO3
4	Global and Technological Environment	International Retailing: Scope, Importance, Evolution, Trends, Challenges. Global Influences: Cultural, Economic, Legal Factors, Consumer Behavior Variations. International Operations: Regulatory Frameworks, Compliance, Product Adaptation/Standardization, Pricing, Promotion, Branding, Positioning. Competitive Environment: Meaning, Porter's Five Forces, Competitive Strategies.	15	CO4

References Books:

Indian Business Environment " by Francis Cherunilam

Business Environment " by K. Aswathappa

e-Learning Source:

https://ssbnc.in/files/bcommaterial/BE.pdf

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	1	1	-	-	1	1	1	-	1	-
CO2	-	2	-	2	2	2	-	-	2	2	1
CO3	1	1	1	1	-	2	2	1	-	2	2
CO4	1	1	-	2	-	1	1	2	-	1	2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Effective from Session: 2025-26									
Course Code	CM163	**Title of the Course**	Social Media Marketing and Advertising			**L**	**T**	**P**	**C**
Year	I	**Semester**	II			2	1	0	3
Pre-Requisite	None	**Co-requisite**	None						
Course Objectives	To understand the principles and practices of social media marketing and advertising. To create marketing and advertising campaigns on social media platforms.								

Course Outcomes	
CO1	The learners will be able to acquire proficiency in utilizing social media advertising tools and techniques to create targeted campaigns.
CO2	Learner will understand the scope, trends, and challenges of international retailing.
CO3	Learner will analyze the cultural, economic, and legal factors influencing global retail and consumer behavior
CO4	Learner will apply strategies for product adaptation, pricing, promotion, branding and analyze competitive environments using tools like Porter's Five Forces.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 45	Mapped CO
1	Digital Marketing Foundations and Content Strategy	Digital Marketing Strategy: Exploring Digital Marketing, Website Foundations, Analytics Foundations, Search Engine Optimization (SEO), Search and Display Marketing, Social Media Marketing, Video Marketing. Email Marketing: Tools and setup, Segmentation, Personalization, Mobile-friendly design. Content Marketing: Foundations, Blogs, Content Relevance, Newsletters, Mobile Marketing Foundations. Social Media Advertising Platforms: Introduction to platforms (Facebook Ads Manager, Instagram Ads, Twitter Ads, etc.), Overview of advertising formats (carousel ads, video ads, sponsored posts, etc.).	10	CO1
2	Social Media Marketing and Advertising Strategies	Social Media Tools and Platforms: Selection considerations, Audience segmentation for each platform. Promotional Campaigns: Types, Reasons for use on social networking sites. Digital Vouchers: Definition, Potential uses, Disadvantages, Overcoming barriers, Management, Measuring effectiveness. Social Networking Site Adverts: Factors to consider, Identifying required outcomes, Advantages of parallel campaigns, Reasons for failure. Monitoring and Optimization: Methods of monitoring, Required changes based on monitoring results.	10	CO2
3	Social Media Campaign Development and Management	Target Customer Base: Identification. Social Media Guidelines, Policies, and Procedures: Promotional content, Customer service, Complaint resolution, Privacy. Content Publishing Policies: Images, Content of others. Online Communication: Characteristics of amenable and appealing communication, Principles of positive and professional communication, Dealing with negativity, complaints, and conflicts.	12	CO3
4	Practical Social Media Implementation and Monitoring	Practical Exercises: Uploading file types (PDF, images, videos, etc.), Inserting formatted text. Monitoring Activities and Comments: Prospects/customers, Using alerts, Responding to alerts, Responding to comments.	13	CO4

References Books:

"Social Media Marketing: Principles and Strategies" by Anmol Madan

"Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media" by Laxmi Publications

e-Learning Source:

http://www.ccsfmarketing.com/uploads/7/0/1/5/7015552/chapter_1_introduction_to_smm.pdf

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	-	2	-	2	2	-	1	-	2	-	1
CO2	1	2	1	2	2	1	-	1	2	2	1
CO3	1	2	1	2	-	2	-	1	-	-	2
CO4	1	1	-	2	1	-	-	1	-	1	-

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Course Code	CM164	Title of the Course	Practical on Customer Loyalty and Retention	L	T	P	C
Year	I	Semester	II	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives			To understand key concepts related to marketing, customer behavior, and relationship management impacting customer loyalty and retention. To provide practical insights and recommendations for enhancing customer loyalty and retention, ultimately contributing to the long-term success of the chosen business or organization.				

	Course Outcomes
CO1	The learners will be able to explain the impact of marketing, customer behaviour and relationship management on customer retention and loyalty
CO2	The learners will be able to analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships.
CO3	Learner will analyze customer data and develop strategies to improve loyalty and retention.
CO4	Learner will implement, test, and evaluate loyalty strategies, optimizing for effectiveness.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 45	Mapped CO
1	Foundations of Customer Loyalty and Retention	Definition of customer loyalty and retention. Customer Lifetime Value (CLV): concept of CLV, impact of CLV on profits Customer Segmentation: need for division of customers based on demographics, behavior, needs, or preferences to devise loyalty and retention strategies. Customer Satisfaction and Loyalty Models: SERVQUAL model or the Kano model. Customer Journey Mapping: correlation between touchpoints and interactions a customer has with a business throughout their lifecycle, loyalty & retention.	10	CO1
2	Customer Retention Strategies and Tactics	Loyalty programs. Personalized communication. Superior customer service. Post-purchase engagement. Net Promoter Score (NPS): NPS methods, NPS and its significance in assessing and improving customer loyalty. Customer Feedback and Listening: gathering, analyzing, and acting upon customer feedback. Ethical considerations in customer relationships, such as privacy, transparency, fairness, and trust-building and their impact on retention.	10	CO2
3	Practical Application - Analysis and Strategy Development	Analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships. Background Research: Understanding the business and its customer base. Customer Data Analysis: Identifying patterns and insights from customer data. Customer Feedback Collection: Gathering feedback through surveys, interviews, etc. Competitor Analysis: Assessing competitor loyalty strategies.	12	CO3
4	Practical Application - Implementation and Evaluation	Strategy Development: Creating a tailored loyalty and retention strategy. Implementation Plan: Outlining the steps for executing the strategy. Testing and Optimization: Refining the strategy through testing and adjustments. Measurement and Evaluation: Assessing the effectiveness of the implemented strategy. Communication and Engagement: Maintaining ongoing communication with customers. Documentation and Reporting: Summarizing findings and recommendations.	13	CO4

References Books:

Customer Loyalty: Exploring Its Various Dimensions by Shweta Singh

Retail Management - Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson

e-Learning Source:

https://egyankosh.ac.in/bitstream/123456789/15055/1/Unit-7.pdf

PO-PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	-	1	-	2	1	1	1	-	1	1	1
CO2	-	2	-	2	1	-	1	-	1	1	-
CO3	-	2	-	2	2	-	-	-	2	2	-
CO4	1	1	1	2	1	1	-	1	1	1	1

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Program: **B. Com in Retail Operations Management**   **Semester -III**

S. No.	Course code	Course Title	Type of Paper	Period Per hr/week/sem			Evaluation Scheme					Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE	Sub. Total			Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	CM251	Retail Sales Management	Major	2	0	0	15	10	25	75	100	2:0:0	2	✓							SDG-4
2	CM252	E-Commerce & Omnl Channel Retailing	Major	2	1	0	15	10	25	75	100	2:1:0	3	✓	✓	✓					SDG-4
3	CM253	Fundamentals of Financial & Cost Accounting	Major	3	1	0	15	10	25	75	100	3:1:0	4	✓	✓	✓		✓	✓		SDG-4
4	CM254	Managerial Economics	Major	3	1	0	15	10	25	75	100	3:1:0	4			✓		✓	✓		SDG-4
5	CM256	Strategic Productivity Management	Major	3	1	0	15	10	25	75	100	3:1:0	4	✓	✓		✓	✓			SDG-4
6	CM255	Practical in Retail Sales Management (Practical/field Project/OJT)	Major	0	0	6	00	00	00	100	100	0:0:6	3				✓	✓			SDG-4, 5 &7
		Total		13	04	06	75	50	125	475	600		20								