



Integral University, Lucknow

Effective from Session: 2025-26							
Course Code	CM257	Title of the Course	Retail Team Management	L	T	P	C
Year	II	Semester	IV	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	<p>To understand the basics of sales team management</p> <p>To understand the principles and techniques of setting SMART sales goals, aligning them with organizational objectives, and tracking progress effectively.</p> <p>To develop skills in designing and delivering effective sales training programs, utilizing methods such as classroom training, on-the-job coaching, and role-playing exercises.</p> <p>To gain proficiency in conducting performance evaluations, providing constructive feedback, and implementing strategies to enhance sales team performance and productivity.</p>						

Course Outcomes	
CO1	Learners will be able to analyze sales goals, design training programs, and implement performance evaluation methods to enhance the productivity and effectiveness of retail sales teams.
CO2	Learners will be able develop the skills to set SMART sales goals, align them with organizational objectives, and track progress using key performance indicators, fostering a culture of accountability and continuous improvement within sales teams.
CO3	Learners will be able to develop and implement effective sales training programs and skill enhancement strategies.
CO4	Learners will demonstrate the ability to evaluate sales team performance, provide constructive feedback, and implement strategies to optimize individual and team performance, contributing to overall store success in the retail industry.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Basics of Sales Team Management	Roles and responsibilities of a sales team leader, purpose of retail sales teams, Recruiting, training, and retaining sales personnel: Job analysis and recruitment strategies for sales positions, Training programs for sales staff (product knowledge, sales techniques), Employee motivation and engagement strategies to reduce attrition. Motivating and incentivizing sales teams: Incentive compensation plans (e.g., commissions, bonuses), Recognition and rewards programs for top performers, Team-building activities to foster collaboration and camaraderie.	10	CO1
2	Sales Team Performance Management	Introduction to Retail Store Sales Team Performance Management: Importance of effective sales team performance management in retail, impact of sales team performance on overall store success, Introduction to key concepts and principles of sales team performance management, Definition of performance management in the context of retail sales teams, role of key performance indicators (KPIs) for measuring sales team performance. Setting Sales Team Goals and Objectives: role of goal setting in sales team performance management, Importance of goal alignment with organizational objectives, SMART (Specific, Measurable, Achievable, Relevant, Time-bound) framework for goal setting, Methods for setting SMART sales goals and objectives, identifying specific sales targets for individuals and teams, Establishing measurable metrics to track progress towards sales goals, Techniques for aligning individual and team goals with organizational objectives, Ensuring clarity and transparency in goal communication, Creating a culture of accountability and ownership among sales team members.	15	CO2
3	Sales Team Training and Development:	Identifying training needs and designing sales training programs, conducting training needs assessments to identify skill gaps, designing tailored training programs to address identified needs, Methods for delivering effective sales training. Classroom training: Structured sessions led by trainers covering sales techniques, product knowledge, and customer service skills, On-the-job training: Coaching and mentoring by experienced sales team members, Role-playing exercises: Simulated sales scenarios to practice and reinforce skills, Strategies for ongoing sales team development and skill enhancement. Providing continuous learning opportunities through workshops, seminars, and online training resources Encouraging self-directed learning and skill acquisition through individual development plans.	10	CO3
4	Team Performance Review	Introduction to performance evaluation techniques for sales teams: Purpose of performance evaluations in identifying strengths, weaknesses, and areas for improvement, Types of performance evaluation methods (e.g., self-assessment, peer assessment, manager assessment) Methods for conducting performance reviews and providing constructive feedback: Establishing clear evaluation criteria aligned with sales goals and objectives, conducting structured performance review meetings to discuss performance metrics and provide feedback Importance of regular performance feedback in driving sales team improvement: Creating a culture of continuous feedback and open communication, Recognizing and rewarding high performers while addressing performance issues promptly and constructively.	10	CO4

References Books:
Retailing Management: Principles and Practices by Gibson G. Vedamani (Recommended)
Sales Management: Decisions, Strategies and Cases by P. M. A. Kumar
Retail Management: Text and Cases by Swapna Pradhan
Sales Management: Concepts, Practice and Cases" by T. N. Ramanathan and Tapan K. Panda
Retail Manager's Handbook - Andra Wheeler
The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou
Retail Team Leader - RASCI Course Material



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Retail Department Manager - RASCI Course Material
Retail Store Manager - RASCI Course Material
e-Learning Source:
https://www.imit.ac.in/assets/documents/lecture-notes/lecture-notes-mba/Arm.pdf

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

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

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2025-26							
Course Code	CM258	Title of the Course	Inventory and Budget Management	L	T	P	C
Year	II	Semester	IV	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To understand the principles and techniques of retail inventory management. To develop proficiency in inventory turnover analysis, safety stock management, and supply chain integration. To gain an understanding of budget planning, forecasting, allocation, and control techniques specific to retail operations. To acquire the skills to analyze financial statements, monitor budget performance, and identify variances.						

Course Outcomes	
CO1	Learners will be able to develop and implement inventory management strategies resulting in enhanced customer satisfaction and increased profitability.
CO2	Learners will be able to implement inventory optimization strategies, including turnover ratio analysis, loss prevention measures, and technology solutions for efficient inventory management.
CO3	Learners will be able to manage retail store budgets by understanding financial statements, forecasting sales, and planning expenses effectively.
CO4	Learners will be able to monitor and control budgets using variance analysis, performance tracking, and cost-adjustment strategies to ensure financial stability in retail operations.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 60	Mapped CO
1	Inventory Management	Importance and objectives of Inventory Management in Retail, Overview of Inventory Costs and Their Impact on Profitability, Methods of Inventory Planning: ABC Analysis, EOQ, JIT. Forecasting Techniques for Demand Prediction, Seasonal Variation and its Impact on Inventory Planning. Inventory Control Techniques: Setting Reorder Points and Safety Stock Levels, Economic Order Quantity (EOQ) Calculation and Implementation, Just-in-Time (JIT) Inventory Management and Its Benefits, Inventory Classification and Categorization: ABC Analysis: Classification of inventory Items based on Value and Frequency of Sales. Inventory Segmentation: Differentiating inventory based on Characteristics such as Perishability and Seasonality. Product Life Cycle Management and its Impact on Inventory Classification, Inventory Reconciliation and Auditing: Regular Physical Inventory Counts and Cycle Counting Techniques, Inventory Reconciliation Processes Importance of Accuracy in Inventory Records.	15	CO1
2	Inventory Optimization Strategies	Inventory Turnover Ratio and its Significance: Strategies to Reduce Excess Inventory and Dead Stock. Vendor Managed Inventory (VMI) and Consignment Inventory. Inventory Loss Prevention: Causes of Inventory Shrinkage and Losses, Implementing Inventory Security Measures, Training Staff on Inventory Control and Theft Prevention. Week 9: Technology Solutions for Inventory Management: Barcoding and RFID Technology in Inventory Tracking, Benefits of Real-time Inventory Tracking Systems, Cloud-based Inventory Management Software.	15	CO2
3	Managing Retail Store Budgets	Introduction to Retail Store Budget Management: Overview and importance of budget management in retail operations, Role of budgeting in achieving financial goals and objectives, Key budgeting terminology and concepts in retail. Understanding Financial Statements: Interpreting income statements (profit and loss statements) in retail: revenue, cost of goods sold (COGS), and operating expenses, Balance sheets in retail: assets, liabilities, and equity, Cash flow statements in retail: cash inflows, outflows, and net cash flow. Budget Planning and Preparation Techniques for forecasting sales in retail stores, Historical data analysis, market trends, and seasonality factors. Identifying expense categories for budgeting: fixed expenses (e.g., rent, utilities), variable expenses (e.g., payroll, inventory), and discretionary expenses (e.g., marketing, promotions). Creating a sales budget - setting sales targets, incorporating sales forecasts, and considering factors affecting sales performance. Developing an expense budget - Allocating resources to various expense categories based on historical data and projected needs.	15	CO3
4	Budget Monitoring and Control	Budget Monitoring and Control: Overview of budget monitoring and control processes, Establishing performance metrics and benchmarks, Methods for tracking actual performance against budgeted targets, Comparing actual sales and expenses to budgeted figures. Variance analysis techniques: identifying and analyzing budget variances (favorable and unfavorable), Understanding the causes of budget variances and their implications for store operations, Implementing corrective actions - Adjusting spending plans, reallocating resources, and implementing cost-saving measures to address budget variances.	15	CO4

References Books:
Swapna Pradhan "Retailing Management Text & Cases," Tata McGraw Hill Education Private Limited, New Delhi
David Gilbert "Retailing Management," Pearson Education, New Delhi
Retail Management Fifth Edition By Pearson authored by Dr. Gibson Vedamani
Principles of Inventory Management: When You Are Down to Four, Order More! By B. Srinivasan
Inventory Management: Advanced Methods for Managing Inventory within Business Systems" by John Denton
Financial Management for Retailers" by C.B. Gupta
e-Learning Source:
https://egyankosh.ac.in/bitstream/123456789/30797/1/Unit-5.pdf



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

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

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2025-26							
Course Code	CM259	Title of the Course	Retail Entrepreneurship	L	T	P	C
Year	II	Semester	IV	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To develop a comprehensive understanding of the retail industry in the Indian context and the key factors that contribute to entrepreneurial success within this sector. To gain knowledge across various aspects of retail entrepreneurship, including business planning, financial management, marketing strategies, and customer relationship management, to launch and sustain a successful retail venture.						

Course Outcomes	
CO1	Learners will be able to analyze the role of entrepreneurship in economic development, assess key entrepreneurial traits, and apply theoretical perspectives to entrepreneurial success.
CO2	Learners will be able to categorize different types of retail entrepreneurs based on business models, product focus, and scale, while evaluating the challenges and contributions of women and social entrepreneurs.
CO3	Learners will be able to develop a comprehensive business plan, incorporating market research, legal and financial planning, and funding strategies for retail ventures.
CO4	Learners will be able to formulate marketing strategies, implement CRM practices, manage retail operations efficiently, and use performance evaluation techniques for business growth.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 45	Mapped CO
1	Foundations of Entrepreneurship Development	Entrepreneurship: Concept and Need of Entrepreneurship Development, Definition of Entrepreneur, Importance of Entrepreneurship in the Economy, Significance of Growth of Entrepreneurial Activities, Key traits and Characteristics of Successful Entrepreneurs, Differences between Entrepreneurs and Employees; Case study: Mr. Kishore Biyani (Future Group), Mr. Radhakrishna Damani (DMart). Theories of Entrepreneurship: Innovation Theory by Schumpeter, Imitating Theory, Theory of High Achievement by McClelland, X-Efficiency Theory by Leibenstein; External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economic, Personal, Role of Entrepreneurial culture in Entrepreneurship Development, Role of entrepreneurs in innovation and job creation; Case Study.	10	CO1
2	Types & Classification of Retail Entrepreneurs	Classification based on Business Model: Independent retailers, Franchisees, Online retail entrepreneurs, Brick-and-mortar store owners; Classification based on Product Focus: Specialty retailers, Convenience store owners, E-commerce niche entrepreneurs, multi-category retailers; Classification based on Scale: Small-scale local retailers, Regional retail chains, National retail brands. Women Entrepreneurs – concept, development and problems faced by Women Entrepreneurs. Development of Women Entrepreneurs with reference to Self Help Group (Kiran Mazumdar, Falguni Nayar); Social entrepreneurship – concept, development of Social entrepreneurship in India, importance and Social responsibility of NGOs. (Case study: Sumita Ghose (Rangasutra), Ajaita Shah (Frontier Markets))	10	CO2
3	Business Plan	Identifying Business Opportunities: Market research and analysis, Identifying niche markets and target customers, SWOT analysis for retail business; Legal and Regulatory Framework: Business registration and licenses in India, Understanding GST (Goods and Services Tax), Employment laws and regulations; Business Plan Development: Components of a retail business plan, Setting goals and objectives, financial projections, and budgeting; Financial Management: Basics of accounting for retail businesses, Cash flow management, Pricing strategies and profit margins; Funding Options for Retail Ventures: Bootstrapping vs. seeking external funding, Bank loans, government schemes, and other sources of financing, Pitching to investors.	15	CO3
4	Marketing and Operations	Marketing Strategies for Retail: Marketing plan, Digital marketing techniques for retail, Customer segmentation and targeting; Customer Relationship Management (CRM): Importance of customer satisfaction, Building customer loyalty programs, Handling customer complaints and feedback; Branding and Promotions: Brand-building strategies for retail businesses, Promotional campaigns and events, and Public relations for retail entrepreneurs; Managing Operations: Training for staff on service excellence and selling techniques, inventory control, supplier selection, managing stock levels, benefits of technology integration, leveraging e-commerce; Evaluating Performance and Continuous Improvement: Key performance indicators (KPIs) for retail businesses, Monitoring and evaluating business performance, Implementing changes for continuous improvement.	10	CO4

References Books:
"Retail Management: Text and Cases" by Swapna Pradhan.
"Management and Entrepreneurship" by N.V.R. Naidu and T. Krishna Rao, I.K. International Publishing House, New Delhi, 2018.
"Small Business and Entrepreneurship" by S. Anil Kumar, I.K. International Publishing House, New Delhi, 2008.
"Entrepreneurship Development" by Bairaj Singh, Wisdom Publications, Delhi, 2005.
"New Venture Creation Entrepreneurship for 21st Century" by Timmons and Spinelli, Tata McGraw-Hill, New Delhi.



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"Retailing Environment and Operations" by Newman, Andrew J. and Peter Cullen, Thomson Learning, India, 2010.

"Entrepreneurship Development" by C.V. Bakshi, Excel Publications.

e-Learning Source:

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	3	-	2	1	-	-	1	2
CO2	2	2	-	2	-	2	1	1	-	1	1
CO3	1	2	2	2	-	2	2	2	-	-	1
CO4	2	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	CM260	Title of the Course	Logistics and Supply Chain Management	L	T	P	C
Year	II	Semester	IV	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	<p>To understand the fundamental principles and concepts of logistics and supply chain management as they apply to the retail industry.</p> <p>To analyze the design and operation of retail supply chains, including transportation, warehousing, and inventory management strategies.</p> <p>To evaluate the role of technology, sustainability, and ethical considerations in retail logistics and supply chain management practices.</p>						

Course Outcomes	
CO1	Learners will be able to define key terms and concepts related to logistics and supply chain management in the context of retail.
CO2	Learners will be able to apply theoretical knowledge to analyze and optimize the design and operation of retail supply chains.
CO3	Learners will be able to implement efficient warehouse management strategies, optimize inventory flow, and utilize automation technologies to enhance retail distribution operations.
CO4	Learners will be able to demonstrate critical thinking skills by evaluating the impact of technology, sustainability initiatives, and ethical considerations on retail logistics and supply chain.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 45	Mapped CO
1	Introduction to Supply Chain Management	Supply Chain Management: Concept, Objectives of Retail Supply Chain, Evolution of Supply Chain Management, Issues involved in developing the Supply Chain Management, Supply Chain integration, Integrated Supply Chain Management: Vendor Management - Value Chain; Innovations in Supply Chain Management: Collaborative Planning Forecasting and Replenishment - Cross Docking.	10	CO1
2	Retail Supply Chain and Transportation Logistics	Retail supply chain network design principles: Factors influencing facility location decisions in retail (proximity to markets, transportation infrastructure, labor availability, etc.); Inventory management strategies in retail: ABC analysis, Economic Order Quantity (EOQ), Just-in- Time (JIT) inventory, Vendor-managed inventory (VMI) and Collaborative Planning, Forecasting, and Replenishment (CPFR) in retail; Modes of transportation in retail logistics: Road transport, Rail transport, Air transport, Sea transport. Carrier selection criteria and management strategies; Last-mile delivery challenges and solutions: Delivery route optimization, Urban logistics solutions (e.g., micro-fulfillment centers), Transportation cost management techniques and optimization strategies.	10	CO2
3	Warehousing and Distribution in Retail	Types and functions of warehouses in retail: Distribution centers, Fulfillment centers, Cross-docking facilities, Warehouse layout and design considerations for retail operations. Warehouse operations: Receiving and put-away, Order picking and packing, Shipping and dispatch. Warehouse automation technologies: Automated storage and retrieval systems (AS/RS), Robotics and automated guided vehicles (AGVs).	10	CO3
4	Technology and Green Logistics in Retail	Role of information technology in retail logistics: Warehouse Management Systems (WMS), Transportation Management Systems (TMS), Enterprise Resource Planning (ERP) systems, RFID and barcode technologies in retail logistics, Internet of Things (IoT) applications in retail logistics. Emerging technologies in retail logistics: Artificial Intelligence (AI) for demand forecasting and route optimization, Blockchain for supply chain transparency and traceability. Environmental sustainability considerations in retail logistics: Green transportation initiatives, Sustainable packaging solutions; Ethical issues in supply chain management: Fair labor practices, Ethical sourcing, Responsible disposal of waste and returns, Corporate Social Responsibility (CSR) initiatives in retail logistics.	15	CO4

References Books:											
Retail Logistics: A Study on Supply Chain Management in Organized Retail Sector in India by R. Srinivasan and K. Chandrasekaran											
Logistics and Supply Chain Management in Retail by Prakash Chandra Sahu and Sunil Sharma											
Supply Chain Management: Text and Cases by Janat Shah, M. Rammohan, and G. Raghuram											
Retail Management: Principles and Practices" by Swapna Pradhan											
e-Learning Source:											

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



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

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Effective from Session: 2025-26							
Course Code	CM261	Title of the Course	Enterprise Resource Planning (ERP)	L	T	P	C
Year	II	Semester	IV	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To outline the overall Framework of an enterprise system. To understand the need for an ERP solution in a retailing organisation. To describe the importance and functions of computer application system.						

Course Outcomes	
CO1	The learners will be able discuss the features and factors that needs to be considered for ERP systems.
CO2	The learners will be able to understand the need, applications, and impact of ERP in retail, including BPR and BPM.
CO3	The learners will be able to identify ERP functional modules, their benefits, and emerging trends in retail.
CO4	The learners will be able to carry out accounting and other administrative functions of the job role on a computer.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to ERP	Overarching structure of an enterprise system, evolution and utilities of Enterprise Resource Planning (ERP), risks and benefits of an ERP system, features of fundamental technology used in enterprise resource planning, factors that need to be considered in planning and designing of ERP systems, Implementation of cross-functional integrated ERP systems.	10	CO1
2	ERP Solutions	Need for an ERP solution in a Retailing Organisation, characteristics and applications of ERP software solutions that are used by Small, Medium, and Large retail organisations, Significance of Business Process Re-engineering (BPR) in ERP solutions with respect to business processes of a Retail organisation, Need for business process management (BPM), Co-relation between ERP solution and BPM of an organisation, Elements of BPM lifecycle.	10	CO2
3	Functional Modules	Functional modules used in various functions & departments of a retail store (Small, Medium & Large), features, advantages and benefits of different functional modules of ERP used by Retail organisations (Small, Medium and Large), Emerging trends in ERP.	10	CO3
4	Computer Skills	Software and related skills required to carry out accounting and other administrative functions of the job role on a computer, Importance and functions of computer applications - MS Office, Internet applications & email applications, Orientation to POS software(s) in retail, Introduction to CRM software.	15	CO4

References Books:	
Enterprise Resource Planning Concepts: Understanding the Power of ERP for Today's Businesses Second Edition - Dr. Jill A O'Sullivan (Author), Gene Caiola (Author)	
Retail Store Operations A Complete Guide - 2020 Edition - by Gerardus Blokdyk (Author)	
e-Learning Source:	
https://sim.edu.in/wp-content/uploads/2018/11/B.Com-CA-II-Semester.pdf	

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

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

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2025-26							
Course Code	CM262	Title of the Course	Leadership Skills (Training/OJT)	L	T	P	C
Year	II	Semester	IV	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	<p>To understand foundational theories and models of leadership.</p> <p>To develop decision-making, conflict resolving and problem-solving skills essential for effective leadership.</p> <p>Acquire practical experience through simulated leadership scenarios and on-the-job training.</p> <p>To comprehend ethical leadership principles and professionalism in practice.</p>						

Course Outcomes	
CO1	The learners will be able to acquire knowledge of key theories and models in leadership.
CO2	The learners will be able to make informed decisions, resolve conflicts, and solve problems.
CO3	The learners will be able to explain the principles of ethical leadership.
CO4	The learners will be able to gain practical skills in leadership through participation in simulated leadership scenarios and on-the-job training.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 45	Mapped CO
1	Foundations of Leadership	Introduction to leadership theories (trait, behavioral, contingency, transformational, etc.), Understanding different leadership styles and their applications, Practical Exercise: Self-assessment of leadership style and reflection.	10	CO1
2	Decision-Making and Problem-Solving	Decision-Making Models: Rational decision-making model, Bounded rationality model, Intuitive decision-making, Practical Exercise: Case studies to apply different decision-making models. Problem-Solving Strategies: Define the problem and gather information, generate alternative solutions, evaluate and select the best solution, Practical Exercise: Group problem-solving activities with real-world scenarios.	10	CO2
3	Conflict Resolution and Negotiation & Ethical Leadership	Identifying Sources of Conflict: Task-related conflicts, Relationship conflicts, Process conflicts. Practical Exercise: Role-playing scenarios to identify and analyze different types of conflicts. Conflict Resolution Techniques: Collaborative problem-solving, Compromise and negotiation, Mediation and arbitration, Practical Exercise: Role-playing conflict resolution scenarios with feedback sessions; Ethical Leadership Principles: Integrity and honesty, Respect for others, Accountability and transparency, empathy, Practical Exercise: Case studies and discussions on ethical dilemmas in leadership.	10	CO3
4	Coaching and Providing Feedback	Introduction to Coaching and Feedback: Overview of coaching and feedback, Importance of coaching and feedback in the workplace, Understanding the coaching process, Setting expectations for the course. Principles of Effective Coaching: Active listening and empathy, Asking powerful questions, Providing constructive feedback, Role-playing exercises on coaching conversations. Giving Feedback Effectively: Components of effective feedback, feedback models (e.g., SBI - Situation-Behavior-Impact), Practice sessions on giving and receiving feedback, Tips for delivering feedback with empathy and clarity. Coaching Techniques and Strategies: Goal setting and action planning, Coaching for performance improvement, Handling resistance and difficult conversations, Role-playing scenarios on coaching challenges. Application and Action Planning: Reflecting on key learnings, identifying opportunities for applying coaching and feedback skills with peers, Creating individual action plans for ongoing development.	15	CO4

References Books:											
"Leadership: Theory and Practice" by Dr. R.K. Uppal and Dr. Preeti Uppal											
"Management Decision Making: Concepts, Methods and Cases" by Dr. P.K. Vijayan and Dr. S.N. Mukherjee											
"Conflict Management: A Practical Guide to Developing Negotiation Strategies"											
"Ethics in Management: Concepts and Cases" by Dr. R.P. Singh											
"Indian Corporate Ethics" by Dr. R. Balasubramaniam											
"Managerial Coaching Skills: A Practical Guide" by Dr. Sangeeta Shankar and Dr. Renuka Kamath											
"Effective Feedback Skills" by Dr. S.C. Mandal											
"Feedback: Giving, Seeking and Using" by Dr. Rashmi Kathuria and Dr. Kirti Sharma											
e-Learning Source:											

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



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CO3	-	2	-	2	-	3	2	-	-	2	2
CO4	1	2	-	3	-	2	2	-	-	1	1

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

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2025-26							
Course Code	CM263	Title of the Course	Introduction to Statutory and Legal framework for Retail Business Enterprises	L	T	P	C
Year	II	Semester	IV	1	0	0	1
Pre-Requisite	None	Co-requisite	None				
Course Objectives	<p>To understand the foundational legal principles and regulatory requirements governing retail business enterprises.</p> <p>To analyze and apply statutory regulations to ensure legal compliance and ethical business practices in the retail sector.</p> <p>To evaluate risk factors and devise proactive measures to manage legal liabilities and resolve disputes effectively within a retail business context.</p>						

Course Outcomes	
CO1	Learners will demonstrate the ability to identify and adhere to legal and regulatory requirements pertinent to retail business operations.
CO2	Learners will apply legal principles and ethical considerations to resolve practical challenges and mitigate risks within the retail sector.
CO3	Learners will analyze the impact of statutory regulations on retail business strategies and develop proactive measures to ensure compliance and minimize legal liabilities.
CO4	Learners will identify common legal challenges in retail and apply dispute resolution methods such as litigation, arbitration, and mediation.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 15	Mapped CO
1	Legal Foundations	<p>Introduction to Legal Framework: Overview of legal systems and sources of law (common law, statutes, regulations), importance of legal compliance in retail business enterprises.</p> <p>Business Structures and Registrations: Different types of business structures (sole proprietorship, partnership, corporation), Registration requirements and procedures for retail businesses, Pros and cons of each business structure.</p> <p>Contracts and Agreements: Basics of contract law relevant to retail business transactions, Common types of contracts in retail (leases, vendor agreements, employment contracts), Key elements of a valid contract and potential pitfalls.</p> <p>Intellectual Property: Overview of intellectual property rights (trademarks, copyrights, patents), importance of protecting intellectual property in retail businesses, Strategies for safeguarding intellectual property rights.</p>	4	CO1
2	Compliance and Regulations	<p>Employment Law: Employment standards, regulations, and obligations in the retail sector, Worker classifications, wages, working hours, and benefits, Discrimination and harassment laws applicable to retail businesses, Consumer Protection Laws: Overview of consumer rights and responsibilities, Regulations governing product safety, labeling, and advertising, Handling customer complaints and disputes, Health and Safety Regulations: Workplace health and safety requirements for retail establishments, OSHA (Occupational Safety and Health Administration) regulations, Creating a safe environment for employees and customers, Environmental Regulations: Environmental considerations in retail operations, Waste management, recycling, and pollution control regulations, Sustainable practices and compliance with environmental laws.</p>	4	CO2
3	Risk Management and Compliance	<p>Data Protection and Privacy: Overview of data protection laws relevant to retail businesses, Handling customer data, privacy policies, and GDPR compliance (if applicable). Taxation and Financial Regulations: Tax obligations for retail businesses (sales tax, income tax), Tax planning strategies and compliance best practices. Licensing and Permits: Types of licenses and permits required for retail operations, Application processes, renewal procedures, and compliance checks, Consequences of operating without necessary licenses or permits. Risk Management and Insurance: Identifying and mitigating risks in retail operations, Types of insurance coverage (liability insurance, property insurance), Importance of risk management strategies for business continuity. Legal Challenges and Dispute Resolution: Common legal issues faced by retail businesses (contract disputes, liability claims), Methods of dispute resolution (litigation, arbitration, mediation).</p>	5	CO3
4	Legal Challenges and Dispute Resolution	<p>Legal Challenges and Dispute Resolution: Common legal issues faced by retail businesses (contract disputes, liability claims), Methods of dispute resolution (litigation, arbitration, mediation).</p>	2	CO4

References Books:											
Retail Management: Principles and Practices by Swapna Pradhan											
Legal Aspects of Business by Akhileshwar Pathak											
Business Laws for Retail Managers by K.R. Bulchandani											
Legal Environment of Business in India by Tulsian											
e-Learning Source:											

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

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



Integral University, Lucknow

Name & Sign of Program Coordinator	Sign & Seal of HoD
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