



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				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	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								



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				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								