



Integral University, Lucknow

Effective from Session: 2025-26							
Course Code	CM251	Title of the Course	Retail Sales Management	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To understand the principles and practices of retail sales management. To develop effective sales strategies for diverse retail environments. To apply the retail selling techniques.						

Course Outcomes	
CO1	Learners will be able to demonstrate a solid understanding of the fundamental concepts, theories, and techniques involved in managing sales within the retail industry.
CO2	Learners will be able to develop and implement sales strategies tailored to various retail formats, including brick-and-mortar stores, e-commerce platforms, and omnichannel retail environments.
CO3	Learners will be able to demonstrate the use of sales techniques, including personal selling, negotiation, persuasion, and effective communication, while leveraging product knowledge to enhance customer engagement and sales performance.
CO4	Learners will be able to analyse real-world retail sales management practices through case studies, evaluate successful sales strategies, identify challenges, and derive lessons for improving sales initiatives.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 60	Mapped CO
1	Introduction to Retail Sales Management and Consumer Behaviour	Introduction to Retail Sales Management: Types of retail formats (e.g., department stores, specialty stores, e-commerce), Global retail trends and market size; Importance of sales management in retail: Role of sales in revenue generation and customer satisfaction, Impact of effective sales management on overall retail performance, Evolution of retail sales: Historical development of retail sales practices, Emergence of modern retail concepts and strategies, Trends and challenges in retail sales management: Technological advancements and their impact on retail sales, Changing consumer preferences and shopping behaviors, Competition in the retail industry and strategies for differentiation; Understanding Consumer Behavior: Consumer psychology and buying behavior, Psychological factors influencing consumer decisions (e.g., motivation, perception, attitudes), Social and cultural influences on consumer behavior, Factors influencing consumer purchasing decisions: Economic factors (e.g., income, price sensitivity), Personal factors (e.g., lifestyle, personality), Situational factors (e.g., time constraints, urgency), Segmentation, targeting, and positioning in retail sales: Market segmentation strategies based on demographic, psychographic, and behavioral factors, Target market selection and identification of consumer segments: Positioning strategies to differentiate products and attract target consumers.	15	CO1
2	Sales Planning and Strategy	Setting sales objectives and targets - SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives, establishing realistic sales targets based on market analysis and business goals; Sales forecasting techniques - Time-series analysis, Regression analysis, Qualitative methods (e.g., expert opinion, market research); Developing sales strategies for different retail formats - Tailoring sales strategies for brick-and-mortar stores, online retail, and omnichannel environments, Promotional strategies (e.g., discounts, loyalty programs) to drive sales and customer engagement	15	CO2
3	Sales Techniques and Skills	Personal selling techniques - Building rapport with customers, needs assessment and solution selling, handling objections, and closing sales, Customer Buying Cycle Vs Retail Sales Cycle; Effective communication in sales - Verbal communication skills (e.g., active listening, persuasive language), Non-verbal communication cues (e.g., body language, facial expressions), Written communication skills for email correspondence, proposals, etc; Negotiation and persuasion skills - Principled negotiation techniques, overcoming resistance and objections: types of objections, objection handling techniques, Creating win-win outcomes for both the seller and the customer; Importance of product knowledge - Features, Advantages and Benefits (FAB) of products, use of FABING technique during customer interaction, techniques for product demonstration, upselling & cross selling techniques	15	CO3
4	Case Studies and Presentation	Analysis of real-world retail sales management cases: Case studies on successful sales management strategies in retail companies; Discussion of challenges faced, and lessons learned in implementing sales initiatives	15	CO4

References Books:
Retail Management Fifth Edition By Pearson authored by Dr. Gibson Vedamani
Hammond, Richard. Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S. Chand
e-Learning Source:
https://www.sim.edu.in/wp-content/uploads/2018/02/RETAIL-MANAGEMENT-Notes.pdf



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

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	CM252	Title of the Course	E-Commerce & Omni Channel Retailing	L	T	P	C
Year	II	Semester	III	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To develop a comprehensive understanding of E-commerce & Omni Channel Retailing. To identify the practical skills required to utilize data analytics, customer engagement techniques, and emerging technologies.						

Course Outcomes	
CO1	Learners will be able to apply effective omni channel retailing strategies to enhance customer satisfaction and loyalty across various touchpoints.
CO2	Learners will be able to evaluate and implement technology and infrastructure solutions for omni-channel retailing, including digital platforms, inventory management systems, and secure payment and security frameworks.
CO3	Learners will be able to develop and apply omni-channel marketing strategies and customer engagement techniques, including CRM, personalization, content marketing, and multi-channel customer support.
CO4	Learners will be able to analyze and interpret data analytics, customer insights, and performance metrics in omni-channel retailing while assessing future trends, innovations, and globalization impacts in retail.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 45	Mapped CO
1	Introduction to E-commerce and Omni Channel Retailing	Definition of e-commerce and online retailing, models of online retailing, factors impacting online retailing, trends & future of e-commerce, future of cross-border retailing & trade; Introduction to E-commerce & Omni Channel Retailing; Understanding Omni Channel Retailing: Definition and Evolution, Importance in Modern Retail, Key Concepts and Components; Consumer Behaviour in Omni Channel Retailing: Shifting Consumer Expectations, Omni-channel Shopping Journeys, Impact of Technology on Consumer Behaviour; Benefits and Challenges of Omni Channel Retailing; Advantages for Retailers and Consumers, Operational Challenges and Solutions, Case Studies of Successful Omni Channel Strategies.	10	CO1
2	Technology and Infrastructure for Omni Channel	Digital Platforms and Integration: E-commerce Platforms, Mobile Apps and Responsive Websites, CRM Systems and Data Integration; Inventory Management Systems: Centralized vs. Decentralized Inventory, Order Fulfillment Processes, Inventory Optimization Techniques; Payment and Security Systems: Secure Payment Gateways, Fraud Detection and Prevention, Compliance with Payment Regulations.	10	CO2
3	Marketing and Customer Engagement in Omni Channel	Omni Channel Marketing Strategies: Personalization Techniques, Content Marketing Across Channels, Social Media Integration; Customer Relationship Management (CRM): Building Customer Profiles, Loyalty Programs and Rewards, Retargeting and Remarketing Strategies; Customer Service and Support: Multi-channel Customer Service, Chatbots and AI in Customer; Support, Handling Returns and Exchanges.	10	CO3
4	Data Analytics, Insights, and Future Trends in Omni Channel	Data Collection and Analysis: Omni Channel Data Sources, Data Analytics Tools and Techniques, Predictive Analytics for Retail; Customer Insights and Segmentation: Customer Journey Mapping, Segmentation Strategies, Behavioural Analytics; Performance Measurement and KPIs: Key Performance Indicators (KPIs) in Omni Channel Retailing, Dashboards and Reporting Tools, Continuous Improvement Processes; Future Trends and Innovations: Introduction to Emerging Technologies in Retail: AI and Machine Learning Applications, Augmented Reality (AR) and Virtual Reality (VR) in Retail, Internet of Things (IoT) in Retail Operations; Globalization and Cross-border Retailing: Cross-border E-commerce Trends, Localization Strategies, Regulatory and Legal Considerations.	15	CO4

References Books:	
<i>Omni-Channel Retailing: The Complete Guide to Effective Omnichannel Retailing</i> by Tim Prow and Jennifer Kubal.	
<i>Omni-Channel Retail: How to Build Winning Stores in a Digital World</i> by Chris Adkins and Holger Schmidt.	
<i>Retail Management: A Strategic Approach</i> by Swapna Pradhan.	
<i>E-tailing</i> by Ashok Kumar Gupta.	
e-Learning Source:	
egyankosh.ac.in/bitstream/123456789/111595/1/Unit-10.pdf	



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

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

<p style="text-align: center;">Name & Sign of Program Coordinator</p>	<p style="text-align: center;">Sign & Seal of HoD</p>
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Integral University, Lucknow

Effective from Session: 2025-26							
Course Code	CM253	Title of the Course	Fundamentals of Financial & Cost Accounting	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To understand the basic concept of accounting practices in an organization. To recognize the role of cost accountancy and cost management. To describe the common practices of accounting in a department of a business organisation.						

Course Outcomes	
CO1	The learners will be able to understand basic fundamental accounting principles, concepts, and practices applicable to retail businesses.
CO2	Learners will be able to prepare and interpret final accounts with adjustments, and assess their impact on business performance in a retail context.
CO3	Learners will be able to apply departmental accounting procedures, including allocation of income and expenses, and preparation of departmental financial statements.
CO4	The learner will be able to apply cost accounting principles in retail operations, including cost classification, management, and control strategies for financial decision-making.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 60	Mapped CO
1	Introduction to Financial Accounting (Part 1)	Basic accounting practices in retail organizations - meaning, definition, objectives, scope, basic terms, accounting principles in retail business, branches of accounting. Uses & limitations of Accounting, Concepts & Conventions.	15	CO1
2	Introduction to Financial Accounting (Part 2) & Final Accounts	Statements of Final Accounts - Meaning, need & objectives, types of Trading Account - Meaning & need, Profit & loss Account - meaning & Need, Balance Sheet - Meaning & need. Meaning of final accounts with adjustment entry, Impact of profit & loss account and balance sheet on business goals of the organisation, markup & mark down practices in retail, impact of mark up and mark down on financial accounting & profits.	15	CO3
3	Accounting Practices	Common practices of accounting in a department of a business organisation, Departmental accounting and role of Accountants, Basis of Allocation of Expenses and Incomes / Receipts, Inter Departmental Transfer: At Cost Price and Invoice Price, Stock Reserve, Departmental Trading and Profit and Loss Account and Balance Sheet.	15	CO3
4	Cost Accounting	Role of cost accountancy and cost management in retail store operations, Definitions: Cost, Costing and Cost Accounting, Classification of Cost on different bases, Cost Allocation and Apportionment, Cost management, Cost control.	15	CO4

References Books:	
Basics of Accounting - Jain & Narang	
Basic of Accounting - T. S. Grewal	
e-Learning Source:	
https://icmai.in/upload/Students/Syllabus2022/Fdn_Stdy_Mtrl/Paper2_25-06-2024_R.pdf	

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	1	-	2	-	2	-	2	-
CO2	2	1	3	1	-	1	-	2	-	2	-
CO3	2	1	3	2	-	1	-	2	-	2	-
CO4	2	2	2	2	1	2	-	2	1	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	CM254	Title of the Course	Managerial Economics	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To understand the concepts and applications of Managerial Economics. To interpret the cost dimensions in a business venture. To recognise the role of pricing in markets and market structures.						

Course Outcomes	
CO1	The learners will be able to understand the role of managerial economist in a firm.
CO2	The learners will be able to analyze demand, including factors affecting it, elasticity, and forecasting methods.
CO3	The learners will be able to understand cost concepts and break-even analysis to help in business planning.
CO4	Learners will be able to assess pricing strategies and profit planning, including price-output decisions under different market structures, profit determinants, and theories related to profit management.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs. 60	Mapped CO
1	Introduction to Managerial Economics	The concepts and application of managerial economics - Meaning, Nature, Scope, relationship with other sciences & its Significance; Economics applied to Business Decisions, Theory of firm & industry.	15	CO1
2	Demand Analysis	Demand Analysis - Law of demand, determinants of demand, demand curve, consumer surplus, Elasticity of demand & Demand forecasting.	15	CO2
3	Elements of Costs & Break-Even Analysis	Elements of Cost - Average, Marginal & total cost, Basic cost curves - Relation between production & cost; Break Even Analysis - Break Even point - Managerial use of B.E.P. and its limitation - Factors influencing P/V decisions.	15	CO3
4	Elements of Pricing & Profit Planning	The elements of pricing, profit planning & management - Price output decisions, classification of markets - Structures and their making features, Pricing under Perfect Competition and Monopoly; Profit Planning & Management - Types of Profit, some concepts related to profit, factors determining profit in short- & long-term Dynamics of surplus, Theory & residual claimant theory of Profit.	15	CO4

References Books:	
Managerial Economics - A Problem Solving Approach, Luke M. Froeb, Brian T. McCann, Michael R. Ward, and Mikhael Shor	
Managerial Economics and Business Strategy, Michael Baye and Jeff Prince	
Managerial Economics: Craig H Peterson and Jain, Pearson education	
Managerial Economics: Vanitha Rawal, Pearson Education	
e-Learning Source:	
https://sde.uoc.ac.in/sites/default/files/sde_videos/Managerial%20Economics%20(%20B.Com_.).pdf	

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

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

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Integral University, Lucknow

Effective from Session: 2025-26							
Course Code	CM255	Title of the Course	Practical in Retail Sales Management (Practical/Field Project/OJT)	L	T	P	C
Year	II	Semester	III	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	<p>To apply the key principles and techniques of retail sales management, including customer interaction, sales strategies, and team management.</p> <p>To apply retail sales software/tools effectively to manage inventory, analyze sales data, and enhance customer relationships.</p>						

Course Outcomes	
CO1	Learners will be able to apply retail sales management concepts by using sales software, setting up mock sales scenarios, and designing promotional campaigns.
CO2	Learners will develop effective customer interaction skills through role-playing exercises, product demonstrations, and peer feedback.
CO3	Learners will demonstrate techniques for handling customer objections and closing sales through practical exercises and feedback sessions.
CO4	Learners will gain hands-on experience with retail sales technology, including POS and CRM systems, for transaction processing, inventory management, and customer segmentation.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
			45	
1	Introduction to Practical Retail Sales Management	Overview: Explanation of the format and objectives of practical sessions, Discussion of the importance of practical application in retail sales management education; Introduction to retail sales management software/tools: Demonstration of common retail sales software/tools (e.g., POS systems, CRM software), Hands-on exploration of software interfaces and basic functionalities; Setting up mock retail sales scenarios: Role assignment for simulated sales interactions; Scenario creation: Role plays or OJT demonstration on different types of customer interactions (e.g., product inquiry, complaint handling); Designing and executing promotional campaigns: Planning and organizing sales events, promotional campaigns, special festive events, product launches, clearance sales.	15	CO1
2	Customer Interaction and Sales Techniques (Part 1)	Role-playing exercises: Customer greetings and engagement, Students pair up and take turns practicing initial greetings and engaging customers in conversation; Feedback session: Peer evaluation and instructor feedback on communication skills and approachability; Demonstrating product features and benefits: Introduction to a selection of products for demonstration; Role-playing scenarios: Students take turns demonstrating product features and explaining benefits to customers.	10	CO2
3	Customer Interaction and Sales Techniques (Part 2) & Handling Objections	Handling customer objections and closing sales: Identification of common objections in retail sales; Role-playing exercises: Students practice responding to objections and techniques for closing sales; Feedback and debrief: Discussion of effective strategies and areas for improvement.	10	CO3
4	Using Retail Sales Software and Technology	Hands-on training with POS systems: Simulation exercises: Students practice processing transactions, issuing refunds, and managing inventory using POS software; Troubleshooting scenarios: Students troubleshoot common POS system errors and practice resolving issues; Introduction to CRM software for sales management: CRM software exploration: Students navigate through CRM software interfaces, input customer data, and track interactions; Customer segmentation exercise: Using CRM software to segment customer data and target specific customer groups for marketing campaigns.	10	CO4

References Books:											
Retail Management: Text and Cases" by Swapna Pradhan											
Retail Management Fifth Edition By Pearson authored by Dr. Gibson Vedamani											
Retail sales Associate - RASCI Course Material											
Retail Team Leader - RASCI Course material											
e-Learning Source:											

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

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	CM256	Title of the Course	Strategic Productivity Management	L	T	P	C
Year	II	Semester	III	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	<p>To understand Retail Math and performance analysis methods to determine business performance of the store and suggest improvements measures.</p> <p>To acquire work planning, time management skills including lateral thinking ability to stay productive at workplace.</p>						

Course Outcomes	
CO1	The learners will be able to apply analytical skills and recommend measures to improve store performance.
CO2	Learners will be able to apply work planning and time management techniques, including priority setting, delegation, and overcoming procrastination, to enhance productivity.
CO3	Learners will be able to utilize lateral thinking techniques to approach problem-solving creatively, reframe problems, and generate innovative ideas.
CO4	Learners will be able to apply lateral thinking principles to real-world scenarios, overcoming cognitive biases and using creative problem-solving strategies in various fields.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Retail Math and Performance Analysis	Definition of GMROL/GMROF/GMROI (gross margin return on Labour/gross margin return on selling feet/gross margin on inventory), merchandise intensity & service intensity, conversion rate, average transaction & items per invoice; Application of GMROL/GMROF/GMROI to improve the sales in a store. KPIs to monitor and measure store performance, methods and policies to collect KPI data, techniques used to analyse and draw conclusions from data, formats for reporting data analysis. Analytical and statistical techniques to analyse the curated data and determine: customer behavior and insights, Store business performance, Trends of data, Impact of internal and external factors on business; Use the findings to prepare a SWOT report and provide recommendations for improvement.	12	CO1
2	Work Planning and Time Management	Concept of Work planning, Planning & Organizing Tools & Practices, work 'Priority Matrix', concept of procrastination and reasons for the same. Find out your work leisure quotient - Psychometric test. Art of Delegation, of saying professional 'No', time log sheet and its uses.	10	CO2
3	Lateral Thinking (Part 1)	Overview of Lateral Thinking: Definition and principles of lateral thinking, Contrasting lateral thinking with vertical thinking, Importance of lateral thinking in problem-solving and creativity. Applying Lateral Thinking in Problem-Solving: The role of perception in problem-solving, Identifying and reframing problem statements. Creative Idea Generation: Brainstorming techniques for generating creative ideas, encouraging divergent thinking and exploring unconventional solutions.	11	CO3
4	Lateral Thinking (Part 2) & Practical Applications	Overcoming Mental Blocks: Identifying and challenging common assumptions. Techniques for breaking free from mental models and cognitive biases. Creative Problem Exploration, exploring multiple perspectives and viewpoints. Leveraging analogies, metaphors, and lateral connections. Practical Applications of Lateral Thinking - Case Studies: Analysis of real-world examples where lateral thinking led to innovative solutions. Discussion on the application of lateral thinking in various fields (business, science, arts, etc.). Group activities or scenarios where participants apply lateral thinking techniques to solve complex problems. Feedback and reflection on the effectiveness of lateral thinking approaches.	12	CO4

References Books:											
Retail Management: Text and Cases" by Swapna Pradhan											
Getting Things Done: The Art of Stress-Free Productivity" by David Allen											
Lateral Thinking: Creativity Step by Step" by Edward de Bono											
Six Thinking Hats" by Edward de Bono											
e-Learning Source:											

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

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



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