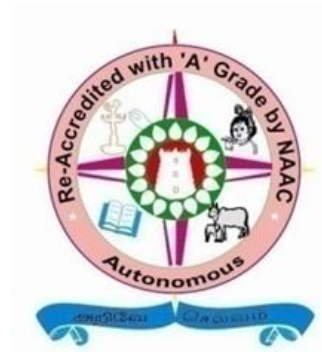


DEPARTMENT OF COMMERCE
(Retail Marketing)

Yadava College
(An Autonomous Institution, Re-accredited with 'A' by NAAC)
Govindarajan Campus, Thiruppalai, Madurai – 14.



Syllabus under CBCS for B.Com (RM)

With effect from the Academic Year
2022 - 2023

Yadava College (Autonomous)

GovindarajanCampas, Thiruppalai.
Madurai – 625014

Syllabus for the Degree of Bachelor of Commerce
Under CBCS
(This will come into force from the academic year 2022 – 2023)

Qualification for Admission:

Candidates should have passed the Higher Secondary Examination, Government of Tamil Nadu or any other examination accepted by the syndicate of Madurai Kamaraj University as equivalent there to.

Duration of the Course:

The students shall undergo the prescribed course of study for a period of three academic years (Six semesters).

Medium of Instruction: English

Subjects of Study:

- Part I** : Business Communication.
Business Management.
- Part II** : English
- Part III** : Core / Allied / Elective.
- Part IV** : Environmental Studies / Value Education / Non-Major Electives / Skill based Elective.
- Part V** : Physical Education / NSS / NCC / Extension Activities.

Blue Print of the Question Paper

Section	Type of Questions (Open Choice)	No. of. Questions	No. of. Questions to be Answered	Marks to each Questions	Total
A	Short answer Questions	15	10	2	20
B	Paragraph Questions	8	5	5	25
C	Essay Type Questions	5	3	10	30
Total Marks					75

TOTAL NUMBER OF PAPERS AND MARKS			Marks	Credit
Part I	2 Papers	2 x 100	200	6
Part II	2 Papers	2 x 100	200	6
Part III Core				
Theory	18 Papers	18 x 100	1800	71
Practical	1 Paper	1 x 100	100	2
Project	1 Paper	1 x 100	100	4
Allied				18
Theory	4 Papers	4 x 100	400	12
Electives	3 Papers	3 x 100	300	
Part IV				
Environmental Studies	1 Paper	1 x 100	100	2
Value education	1 Paper	1 x 100	100	2
Non major electives	2 Papers	2 x 100	200	4
Skill Based Electives	6 Papers	6 x 100	600	12
Part V				
Physical education / NSS / NCC / Extension activities				1
			41	140
			4100	140

Overall Passing Minimum 40%

External Minimum 35%

Internal

Test	20
Assignment	5

Total	25

	Name of the Subject	Hours / Weeks	Credit	Exam Duration	Internal	External	Total
Part	Semester – I						
I	Business Communication	4	3	3	25	75	100
II	English	5	3	3	25	75	100
III	Core: Financial Accounting - I	6	4	3	25	75	100
	MS - Office	4	2	3	25	75	100
	MS - Office Lab	2	2	3	40	60	100
	Allied: Managerial Economics	5	4	3	25	75	100
IV	Environmental Studies	2	2	3	25	75	100
	SBE: Communicative English	2	2	3	25	75	100
	Total	30	22				

	Name of the Subject	Hours / Weeks	Credit	Exam Duration	Internal	External	Total
Part	Semester – II						
I	Business Management	5	3	3	25	75	100
II	English	5	3	3	25	75	100
III	Core: Financial Accounting - II	6	4	3	25	75	100
	Retail Management	5	4	3	25	75	100
	Allied: Advertising and Sales Promotion	5	4	3	25	75	100
IV	Value Education	2	2	3	25	75	100
	SBE: Communicative English	2	2	3	25	75	100
	Total	30	22				

	Name of the Subject	Hours / Weeks	Credit	Exam Duration	Internal	External	Total
Part	Semester – III						
III	Core Financial Accounting III	6	4	3	25	75	100
	Business Statistics	6	4	3	25	75	100
	Entrepreneurial Development	4	3	3	25	75	100
	Modern Banking	5	3	3	25	75	100
	Allied Retail Development	5	5	3	25	75	100
IV	Non-Major Elective-TAA/TAB (Elements of Commerce – I)	2	2	3	25	75	100
	SBE Communicative English	2	2	3	25	75	100
	Total	30	23				

	Name of the Subject	Hours / Weeks	Credit	Exam Duration	Internal	External	Total
Part	Semester – IV						
III	Core Business Environment	4	3	3	25	75	100
	Partnership Accounts	6	4	3	25	75	100
	Business Mathematics	6	4	3	25	75	100
	Allied Insurance Principles and Practice	5	5	3	25	75	100
	Elective – I Modern Marketing	5	4	3	25	75	100
IV	Non-Major Elective-TAA/TAB (Elements of Commerce – II)	2	2	3	25	75	100
	SBE Communicative English	2	2	3	25	75	100
	Total	30	24				

	Name of the Subject	Hours / Weeks	Credit	Exam Duration	Internal	External	Total
Part	Semester – V						
III	Core Income tax I	6	5	3	25	75	100
	Export Import Procedure and Documentation	6	4	3	25	75	100
	Business Law	5	4	3	25	75	100
	Costing	6	5	3	25	75	100
	Elective – II Company Accounts	5	4	3	25	75	100
IV	SBE Soft Skills	2	2	3	25	75	100
	Total	30	24				

	Name of the Subject	Hours / Weeks	Credit	Exam Duration	Internal	External	Total
Part	Semester – V						
III	Core Income tax II	6	5	3	25	75	100
	Sales Management	5	4	3	25	75	100
	Project	5	4	3	25	75	100
	Management Accounting	6	5	3	25	75	100
	Elective – III Auditing	6	4	3	25	75	100
IV	SBE General Knowledge	2	2	3	25	75	100
V.	Physical Education/ NCC/NSS/ Extension Activities	-	1	-	-	-	-
	Total	30	25				
	Total	180	140				

Electives

SEMESTER	PAPERS
IV	(A) Modern Marketing (B) Consumer Behaviour
V	(A) Company Accounts (B) Company Law
VI	(A) Auditing (B) Principles of Co-operation

Non Major Electives

SEMESTER	PAPERS
III	Elements of Commerce I
IV	Elements of Commerce II

Skill Based Electives

SEMESTER	PAPERS
I, II, III & IV	Communicative English
V	Soft Skills
VI	General Knowledge

PO NO	PROGRAMME OUTCOMES
PO – 1	The students will be ready for employment opportunities in retail industry and entrepreneurship
PO – 2	Retail is a dynamic industry, comprising a vast employment in modern business
PO – 3	The candidate ready for functional areas like taxation, corporate accounting
PO – 4	The candidate ready for functional areas like Law and practice of modern banking, Insurance sector, Business law, Retail franchising
PO – 5	The candidate ready for functional areas like Retail development, Business environment, Practical Auditing and Modern marketing

PSO NO	PROGRAMME SPECIFIC OUTCOMES
PO – 1	Understand the concept of the retail sector
PO – 2	Know the modern marketing and e-banking activities
PO – 3	Maintain different types of accounts in all size of firm
PO – 4	Have a sound knowledge of direct taxation
PO – 5	Handle the legal issues of the organization

YADAVA COLLEGE (Autonomous), MADURAI-14
DEPARTMENT OF COMMERCE
(Retail Marketing)

Semester : I	BUSINESS COMMUNICATION	Hours/ Week : 4
Sub-Code :		Credit : 3

Objective:

To enable the students to acquire the written and oral business communication skills.

Course Content

UNIT - I

Business Communication: Meaning – Importance of Effective Business Communication- Modern Communication Methods – Business Letters: Need – Functions - Kinds -Essentials of Effective Business Letters - Layout.

CO – 1	<i>To develop oral and written business communication skills</i>
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UNIT - II

Trade Enquiries and Correspondence - Orders and their Execution - Credit and Status Enquiries – Complaints and Adjustments - Collection Letters – Sales Letters – Circular Letters.

CO – 2	To understand about trade enquires, & also the concept of collection letter
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UNIT – III

Banking Correspondence - Insurance Correspondence - Agency Correspondence.

CO – 3	<i>To write up the Banking, insurance, agency correspondence.</i>
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UNIT – IV

Company Secretarial Correspondence (Includes Agenda, Minutes and Report Writing)

CO – 4	To Describe the company secretarial correspondence.
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UNIT – V

Application Letters – Preparation of Resume - Interview: Meaning – Objective and Techniques of various types of Interviews – Public Speech – Characteristics of a good Speech – Business Report Presentations.

CO – 5	<i>To prepare application letters & business report presentations.</i>
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Text Book:

Business Communication : N.S. Raghunathan, B. Santhanam,
Margham Publications, Chennai - 2017

Books for Reference:

Essentials of Business Communication : Rajendra Pal, Sultan Chand &
Sons, New Delhi – 2017.
Business Communication : Ramesh, MS, & C. C Pattanshetti,
R. Chand & Co. New Delhi – 2016.
Effective Business Communication Concept : Rodriquez M V, Vikas Publishing
Company - 2016

Web Resources:

- 1.<https://www.toppr.com/guides/?s=Business+Communication>+
- 2.<https://www.toppr.com/guides/?s=Electronic+communication>+

Pedagogy: Chalk & Talk, Assignments, Group Exercises .

Name of the Course Designer

1. Prof.K.RAMACHANDRAN
2. Prof.T.SATHYA DEVI

YADAVA COLLEGE (Autonomous), MADURAI-14
DEPARTMENT OF COMMERCE
(Retail Marketing)

Semester : I	FINANCIAL ACCOUNTING – I	Hours/ Week : 6
Sub-Code :		Credit : 4

Objective:

To provide a thorough knowledge on the fundamental concepts and practical problems in Financial Accounting.

Course Content

UNIT – I

Introduction to Accounting: Definition of Accounting – Objectives of Accounting – Methods of Accounting – Types of Accounts – Accounting rules – Accounting Transactions – Double Entry Book keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book – Preparation Subsidiary Books.

CO – 1	<i>To enable the students to get an idea on vision of Accounting</i>
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UNIT – II

Final Accounts: Introduction – Preparation of Manufacturing Account – Trading Account – Profit and Loss Account – Balance Sheet – Adjustments.

CO – 2	<i>To Preparation of final accounts</i>
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UNIT – III

Rectification of Errors: Classification of Errors – Suspense Accounts – Bank Reconciliation Statement: Need – Meaning – Causes for Differences between cash book and Pass Book – Method of Preparation of Bank reconciliation statement – Proforma bank reconciliation statement – Bank balance to be shown in balance sheet – Adjustments in cash book – Illustrations.

CO – 3	<i>To apply BRS quantitative skills to Analyses and solve business problems</i>
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UNIT – IV

Bills of Exchange – Introduction – Definition of Bills of Exchange – Features of Bills of Exchange – Distinction between Bills of Exchange and Promissory notes – Recording Transactions in Journal and Ledger – Retiring a Bill under rebate – Dishonour of Bills – Renewal of a Bill – Insolvency of Acceptor (Drawee)

CO – 4	<i>To enable to calculate bill of exchange accounting</i>
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UNIT – V

Depreciation Accounting: Meaning – Characteristics – Objectives – Basic factors affecting the amount of depreciation – Methods of recording depreciation – Methods of Providing depreciation – Straight line method – Diminishing balance method - Annuity Method.

CO – 5	<i>To enable students to prepare depreciation accounting by various method</i>
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Text Book:

Advanced Accountancy : T.S. Reddy, A. Murthy, Margham Publications
Chennai - 2018.

Books for Reference:

Advanced Accountancy : R.L.Gupta and M.Radhasamy, Sultan Chand
Publication, New Delhi, 2017.

Advanced Accountancy : S.P.Jain ad K.L.Narang, Kalyani Publication,
Ludhiyana, 2017.

Advanced Accounts : M.C.Shukla, T.S.Grewal and S.C.Gupta,
S. Chand Publication, 2017.

Web Resources:

1.<https://www.toppr.com/guides/?s=final+accounts+>

2.<https://www.toppr.com/guides/?s=depreciation+accounting+>

3. <https://www.toppr.com/guides/?s=Rectification+of+Errors>

Pedagogy: Chalk & Talk, Assignments, Group Exercises and PPT.

Name of the Course Designer

1. Dr.T.CHOCKALINGAM.
2. Prof.K.RAMACHANDRAN.

YADAVA COLLEGE (Autonomous), MADURAI-14
DEPARTMENT OF COMMERCE
(Retail Marketing)

Semester : I	MS – OFFICE	Hours/ Week : 4
Sub-Code :		Credit : 2

Objective:

To provide a thorough knowledge of the fundamentals of the computer software and familiarize the students with the MS documents.

Course Content

UNIT - I

Introduction: Working with Windows – Components – MS – Office Applications – Advantage of MS Office.

CO – 1	<i>Identify MS Office basic concepts and terminology.</i>
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UNIT – II

Microsoft Word: Working with word Documents – Moving, Correcting and Inserting Text – Printing a document – Editing Word documents – Selecting, Moving , Copying text – Using Undo and Redo Features – spell checking – formatting text – inserting page numbers – Header and footer – using tables and graphics-using Excel with other programmes..

CO – 2	<i>Work with basic features of Word</i>
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UNIT – III

Improving the appearance of a worksheet: using fonts and their Attributes – changing columns width – formatting text and numbers using auto format – spell checking – creating, enhancing and printing a chart

CO – 3	<i>Identify the work sheets and concepts</i>
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UNIT – IV

Microsoft Excel: Building a Spread Sheet – Selecting Worksheet items – using Auto fill – adding and removing rows and columns – Undoing and Redoing – copy and moving information – creating and copying formula – naming ranges using functions.

CO – 4	<i>Use critical thinking skills to design and create spread sheets</i>
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UNIT – V

Power point 2000: creating a new presentation – opening a presentation
creating a new slide – slide numbering – inserting picture – saving a presentation – closing a presentation.

CO – 5	<i>To Detail power point presentation</i>
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Text Book:

MS. Office : Vijayalakshmi Sundaram, Sri Meenakshi Publications,
Karaikudi, 2016.

Books for Reference:

MS – Office 2000 : Sanjay Saxena
Computer Practice : V. Rameshbabu, R. Samyuktha
Fundamentals of Computer : V. Rajaraman, Prentice Hall, (I) New Delhi -2017

Web Resources:

- 1.https://www.tutorialspoint.com/ms_office_introduction.htm
- 2.<https://testbook.com/learn/ms-excel/>

Pedagogy: Chalk & Talk, Assignments, Group Exercises and PPT.

Name of the Course Designer

1. Prof.K.RAMACHANDRAN.
2. Prof.T.SATHYA DEVI

YADAVA COLLEGE (Autonomous), MADURAI-14
DEPARTMENT OF COMMERCE
(Retail Marketing)

Semester : I	MS OFFICE - LAB	Hours/ Week : 2
Sub-Code :		Credit : 2

Course Content

1. Write a letter to the principal of your college requesting for a conduct certificate by creating word document.
2. Insert any picture from the clip art on a text box and change the text box line by using line style.
3. Write a MS –word program on mail merge concept.
4. Write a MS-excel program on Stock Analysis.
5. Write a MS-excel program on budget calculation.
6. Write a MS-excel program on P&L Account.
7. Write a MS-office program on cricket Analysis.
8. Enter your last semester five subject and their marks and divide it by 5 for finding out of percentage and grade.
9. Prepare on Organisation chart of a limited company and present it in a slide.
10. Create a new slide for welcoming your juniors using blank presentation

Web Resources:

1. <https://www.geeksforgeeks.org/text-alignment-in-ms-word/>

2. <https://www.bing.com/search?q=Write>

Pedagogy: Chalk & Talk, Assignments, Group Exercises and PPT.

Name of the Course Designer

3. Prof.K.RAMACHANDRAN.

4. Prof.TSATHYA DEVI

YADAVA COLLEGE (Autonomous), MADURAI-14

DEPARTMENT OF COMMERCE

(Retail Marketing)

Semester : I	MANAGERIAL ECONOMICS	Hours/ Week : 5
Sub-Code :		Credit : 4

Objective:

To enable the students to acquire knowledge on the fundamentals of Business Economics.

UNIT – I

Introduction: Definition of Economics and Managerial Economics - Nature and Scope of Managerial Economics - Economics and Managerial Economics Differentiation – Functions of Managerial Economics- Role of Managerial Economist in Business.

CO – 1	To enhance the students on managerial economics
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UNIT – II

Business Firm: Firm and Industry- Differences- Objectives of a Modern Business Firm – Five Fundamental Concepts: The Concepts -The Incremental Concept - The Concepts of Time Perspective- The Opportunity Cost Concept -The Discounting Concept and the Equi-Marginal Concept.

CO – 2	To familiarize students about Business Firm and Fundamental Concept
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UNIT - III

Demand Analysis: Meaning of Demand – Law of Demand, Types of Demand (Income, Cross Price) Factors Determining Demand – Meaning of Elasticity of Demand – Measurement of Elasticity Demand – Meaning of Supply – Law of Supply – Factors determining of Supply.

CO – 3	To understand the law of demand and Analysis.
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UNIT – IV

Forecasting Analysis:Sales and Demand Forecasting – Meaning, Factors Involved Demand Forecasting, Short Term and Long Term Forecasting–43AZM-OIDTMethods of Forecasting, for an Established Product and New Product.

CO – 4	To make them understand Forecasting Analysis.
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UNIT – V

Pricing and Profit : Profit Planning – Profit Forecasting – Pricing Policies, Methods of Pricing Policies – Pioneer Pricing, Skimming Pricing, Penetration Pricing – Capital Budgeting.

CO – 5	To know the profit planning and profit and Pricing.
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Book for Study:

Managerial Economics

: Dr.N.SRINIVASAN, MEENAKSHI
PATHIPPAGAM, Madurai

Books for Reference:

1. Business Economics by K.P.M. Sundharam & E.N. Sundharam, Sultan Chant & Sons New Delhi -110 002.
2. Managerial Economics (Analysis, Problems and Cases) by P. L. Mehta, Sultan Chant & Sons, New Delhi -110 002.
3. Economic Analysis by K. P. M. SUNDHARAM & E. N. SUNDHARAM, SULTHAN CHAND & Sons, New Delhi -110 002.
4. Comprehensive Managerial Economics by P. L. Mehta, Sultan chant & Sons, New Delhi -110 002.

Web Resources:

1. http://www.yourarticlelibrary.com/business_economics
2. <http://www.yourarticlelibrary.com/material/economics>

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Name of the Course Designer

1. Prof.K.RAMACHANDRAN.
2. Prof.T.SATHYA DEVI

YADAVA COLLEGE (Autonomous), MADURAI-14
DEPARTMENT OF COMMERCE
(Retail Marketing)

Semester : II	BUSINESS MANAGEMENT	Hours/ Week : 5
Sub-Code :		Credit : 3

Objective:

The course provides the basic theoretical knowledge to design the Management structure.

Course Content

UNIT I: Introduction - Management

Meaning and Definition of Management-Concepts – Nature and Characteristics – Levels – Importance – Roles and Skills of a Manager – Managerial Functions – Process of Management –Steps- Approaches to Principles of Management.

CO – 1	To understand the theory and practice of Business Management and its functions.
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UNIT II: Planning

Nature – Objectives- Advantages- Limitations –Types – Process. Single Use Plans - Multi Use Plans – Objectives – Strategy – Policy – Procedures. MBO- Concept- Process- Advantages Limitations. Decision making – Types – Process – Problems and Steps to Overcome.

CO – 2	To understand basic principles of building design and planning.
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UNIT III: Organising

Meaning – Nature – Steps – Formal and Informal Organisation. Authority – Meaning – Types – Limits. Meaning of Responsibility and Accountability. Delegation – Meaning – Benefits – Demerits – Types – Process – Reasons for Non Delegation –Guidelines for Effective Delegation. Decentralisation of Authority – Advantages – Disadvantages – Centralisation – Advantages and Disadvantages.

CO – 3	To develop knowledge on how to organize the management functions.
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UNIT IV: Staffing & Directing

Meaning – Elements and Functions – Importance. Recruitment – Sources – Selection – Procedure – Placement – Orientation. Training- Process – Need and Advantages. Meaning – Characteristics – Techniques. Motivation- Meaning-NatureImportance-Process- Financial and Non-Financial Incentives.Theories of Motivation- Maslow Theory- Herzberg Theory.

CO – 4	To study the various elements of Staffing.
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UNIT V: Leadership & Controlling

Leadership-Meaning-Nature-Leadership vs. Management- FunctionsImportance-Types or Styles of Leadership. Control – Meaning – Nature – Elements – Need – Control Process.

CO – 5	To expose to the importance of Directing techniques.
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Text Book:

Business Management : Gupta.C.B., (2018), Sultan Chand & Sons 15th revised edition

Books for Reference:

Principles of Management : Balaji C.D, (2015), MarghamPulications.
Business Management, :DinkarPagare, (2018), Sultan Chand & Sons.
Principles of Management : Dipak Kumar Bhattacharyya, (2011),

Web Resources:

- 1.<http://www.yourarticlelibrary.com/management/delegation-and-decentralisation-ofauthority-business-management/5347>
- 2.<https://www.managementstudyguide.com/manpower-planning.htm>

Pedagogy: Chalk & Talk, Assignments, Group Exercises and PPT.

Name of the Course Designer

1. **Dr.T.CHOCKALINGAM**
2. **Prof.K.RAMACHANDRAN**

YADAVA COLLEGE (Autonomous), MADURAI-14
DEPARTMENT OF COMMERCE
(Retail Marketing)

Semester : II	FINANCIAL ACCOUNTING – II	Hours/ Week : 6
Sub-Code :		Credit : 4

Objective:

To familiarize the students with Non-Profit Organizations, Consignment, accounting practices, Joint Venture, Single Entry and Fire Insurance Claims.

Course Content

UNIT – I

Consignment Account: Distinction between sale and consignment – Account sales – Accounting Treatment for Consignment Transactions – Journal Entries in Consignor’s Books – Books of Consignee – Journal entries in Consignee’s.

CO – 1	<i>To design the basic concept and terms of the Consignment Accounting</i>
---------------	--

UNIT – II

Joint Venture Accounts: Meaning – Features of Joint Venture – Accounting entries when a separate set of Books is Kept – When separate set of books is not kept – Journal entries – Memorandum Joint Venture method.

CO – 2	<i>To familiarize students with the accounting treatment adopted for joint venture accounts</i>
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UNIT – III

Single Entry System or Accounts from Incomplete Records: Ascertainment of profit – Net worth method – Conversion Method – Preparation of Balance Sheet.

CO – 3	<i>To understand the basic in preparing single entry system</i>
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UNIT – IV

Accounts of Non – Profit Organizations: Receipts and Payments Account – Income and Expenditure Account – Balance Sheet.

CO – 4	<i>To apply the knowledge in evaluating for non-profit trading concerns</i>
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UNIT – V

Fire Insurance Claims: Need for fire Insurance – Computation of claim to be lodged for loss of stock – Gross profit ratio – Abnormal items – Average Clause – Loss of Profit (simple problem only).

CO – 5	<i>To understand the basic idea of fire insurance claim</i>
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Text Book:

Advanced Accountancy : T.S. Reddy, A. Murthy, Margham Publications, Chennai – 2018

Books for Reference:

Advanced Accountancy : R.L.Gupta and M.Radhasamy, Sultan Chand & Sons, New Delhi – 2017.
Advanced Accountancy : S.P.Jain and K.L.Narang, Kalayani Publication, New Delhi – 2017.
Advanced Accounts : M.C.Shukla, T.S.Grewal and S.C.Gupta, Sultan Chand & Sons, New Delhi – 2017.

Web Resources:

- 1.<https://www.accountingformanagement.org/consignment-account/>
- 2.<https://www.toppr.com/guides/accountancy/accounting-for-not-for-profit-organisations/meaning-characteristics-accounting/>

Pedagogy: Chalk & Talk, Assignments, Group Exercises .

Name of the Course Designer

1. Dr.T.CHOCKALINGAM
2. Prof.K.RAMACHANDRAN

YADAVA COLLEGE (Autonomous), MADURAI-14
DEPARTMENT OF COMMERCE
(Retail Marketing)

Semester : II	RETAIL MANAGEMENT	Hours/ Week : 5
Sub-Code :		Credit : 4

Objective:

To familiarize the students with the Retail Management, Retail Environment.

Course Content

Unit – I

Retailing:

Retailing Meaning, objectives, scope, nature and Evolution. Retailer in the Distribution Channel- Retailer- Functions and Benefits- Retail Scenario – Current and Future.

CO – 1	Explain the key role of retail in industrialized societies, and the impact of key market/retail trends upon this sector in the local and global contexts
---------------	--

Unit – II

Retailing Environment:

Economic, Political, Legal, Technological and Global Competitive Environment. Type of Competition - Framework for Analysing Competition.

CO – 2	Develop the different winning strategy for different retail formats.
---------------	--

Unit – III

Retail Organisation and Formats:

Store Based and Non- Store Based Formats. Generalist and Specialist Retailer-Service Retailing, E-tailing.

CO – 3	Apply the moral and ethical dilemmas that face the retailing industry in today's business environment.
---------------	--

Unit – IV

Stores Management:

Role of Stores Manager in Store Merchandising- Item Space Allocation- Arrangement of Self Service – Factors of Self Service- Check out Operations - Check Out Systems and Productivity

CO – 4	Point out how technology in retailing affects all channel members..
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Unit – V

Understanding Consumption and Consumer:

Changing Consumer Demography - Life Style Changes – Shopping Behaviour – Retail and Outlet Choice - – Legal and Ethical Issues in Retailing – Retailing - Indian experience (GST impact).

CO – 5	Prepare to face various retail opportunities and Predict the retailing trends
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Text Book:

1. Retail Marketing :B.N.Mishra, ManitMishra,Vrinda Publications, Delhi.

Books for Reference

1. Retail Management : Michael Levy & Baston a. Weitz Pvt Ltd. Delhi
2. Retail Management : Petes Fleming, Jaico Publication.

Web Resources:

1. <https://www.wallstreetmojo.com/retail-management/notes.pdf>
2. <https://www.material/retailmanagement.pdf>

Pedagogy: Chalk & Talk, Assignments, Group Exercises.

Name of the Course Designer

1. Prof.M.GOPALAKRISHNAN
2. Prof.K. RAMACHANDRAN

YADAVA COLLEGE (Autonomous), MADURAI-14
DEPARTMENT OF COMMERCE
(Retail Marketing)

Semester : II	ADVERTISING AND SALES PROMOTION	Hours/ Week : 5
Sub-Code :		Credit : 4

Objective:

To make the students understand the importance of advertising and media's role in advertising and sales promotion.

Course Content

Unit – I

Introduction: Advertising Meaning – importance – objectives – media forms of media – press newspaper trade journal – magazines – outdoor advertising poster – banners- neon signs, publicity literature booklets, folders house organs – direct mail advertising cinema and theatre programme - radio and television advertising – exhibition – trade fair – transportation advertising.

CO – 1	To develop an idea about advertisement and its functions
---------------	---

Unit – II

Advertising Agencies And Advertising Copies: Advertising agencies – advertising budget – advertising appeals – advertising organization – social effects of advertising – advertising copy – objectives – essentials – types – elements of copy writing: Headlines, body copy – illustration – catch phrases and slogans – identification marks.

CO – 2	To familiarize students about advertising media and its classification of advertising media
---------------	--

Unit – III

Advertising Campaign: Advertising layout – functions – design of layout – typography printing process – lithography – printing plates and reproduction papers, and cloth – size of advertising – repeat advertising – advertising campaign – steps in campaign planning.

CO – 3	To analyze sales promotion, knowledge on design and execution of advertising
---------------	---

Unit – IV

Sales Force Management: Sales force management – importance – sales force decision – sales force size – recruitment and selection – training – methods – motivation salesman controlling – compensation and incentives – fixing sales territories – quota – Evaluation.

CO – 4	To understand online sales promotions.
--------	--

Unit – V

Sales Promotion and Personal selling: Sales promotion: Meaning – methods – promotional strategy – marketing communication and persuasion – promotional instruments: advertising – techniques of sale promotion – consumer and dealers promotion. After sales service – packing guarantee – personal selling – objectives – salesmanship – process of personal selling – types of salesman.

CO – 5	This subject will help the students to become a good advertisers and sales executives
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Text Book :

Advertising and Sales Promotion : Dr. G. Ayyanar, Limraa Publications
(Educational Publishers), 2017 Madurai.

Books for Reference:

Advertising and Salesmanship : P. Saravanavel and S. Sumathi
Advertising & Sales Promotion : S.H.H. Kazmi, Satish K Batra
Sale Promotion : Julian cummings

Web Resources:

1. https://www.material/sales_promotion.pdf
2. <https://www.material/advertising.pdf>

Pedagogy: Chalk & Talk, Assignments, Group Exercises .

Name of the Course Designer

3. Prof.T.SATHYA DEVI
4. Prof.KRAMACHANDRAN