



Tamil Nadu Open University

577, Anna Salai, Saidapet, Chennai – 600015, Tamil Nadu

TAMIL NADU OPEN UNIVERSITY
Regulations and Overview for
B.B.A Retail Management
(Non - Semester) in Distance Mode

[w.e.f Calendar Year 2021]



School of Management Studies
Tamil Nadu Open University
Chennai- 600 015



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577, Anna Salai, Saidapet, Chennai – 600015, Tamil Nadu

SCHOOL OF MANAGEMENT STUDIES B.B.A – Retail Management

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Programme's Mission and Objectives

BBA Retail Management would emphasize the study and creation of business applications to market retail products and services to meet the growing demand of personnel across the globe. This unique and industry specific programme is offered through distance mode.

Relevance of the Programme with HEI's Mission and Goals

Besides providing all the fundamental concepts of Management, this specialized BBA Programme in Retail Management integrates the learners with Store, Layout & Design and Retail Store Operations. This Programme acclimatizes the students about the environment of retailing and consumer behaviour. Further the programme familiarises the dynamics and complexities in the field of retailing in the emerging global context. The Candidates also acquire professional skills in using appropriate promotional techniques in marketing retail products and services.

Nature of Prospective Target Group of Learners

The tremendous growth in retail sector provide abundant employment opportunities for both skilled and unskilled man power, such growth encourages the working community in both organized /unorganised retail sector and job seekers in this sector to join this B.B.A - Retail Management Programme.

Appropriateness of Programme to be conducted in ODL Mode to Acquire Specific Skills and Competence

BBA Retail Management Programme in through distance learning mode is providing all the fundamental concepts of Management, and specialized knowledge and skill in the retail sector. The growing trend in the retail business compels even MNCs enter in to the retail business. The Candidates also acquire professional skills in using appropriate promotional techniques in marketing retail products and services.

Instructional Design

The Curriculum and the Syllabus for Bachelor of Business Administration (B.B.A) - Retail Management Programme has designed covering all the aspects of



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Management Concepts, Marketing, Retail Management, Human Resource and Financial. The duration of the Programme is Three Years and the medium of instruction is Tamil and English.

The Bachelor of Business Administration (B.B.A) Retail Management Programme is offered through the Learner Support Centres established by TNOU in the affiliated Arts and Science College, where the same Programme is offered through Conventional Mode.

The Faculty Members available at School of Management Studies of Tamil Nadu Open University and the faculties approved as Academic Counselors of TNOU at Learner Support Centres will be used for delivering the Bachelor of Business Administration (B.B.A) Retail Management Programme.

The credits systems suggested as per UGC-ODL Regulations-2020 have been assigned to BBA Retail Management. The total number of credit assigned for the Programme is 100. The Self Learning Materials in the form of print, e-content and audio/video materials wherever required has also been developed for the Programme.

Procedure for Admissions, Curriculum Transaction and Evaluation

The eligibility for Admission to the BBA Retail Management is +2 pass or its equivalent. The Programme Fee is Rs.11,250/- for three years, plus Registration and other Charges. The admission are carried out by Tamil Nadu Open University and through its Regional Centres located within the State of Tamil Nadu. The Theory Counselling and the Practical Counselling (if any) will be conducted through the Learners Support Centres of Tamil Nadu Open University. The evaluation will be carried by Tamil Nadu Open University consists of Continuous Internal Assessment through Assignment and External Assessment through Term End Examination.

Financial Assistance

Scholarship for SC/ST category available as per the norms of the State Government of Tamil Nadu. Complete Admission fee waiver for the Physically Challenged/ Differently abled persons.



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Policy of Programme Delivery

The Academic Calendar for the Programme will be available for the learners to track down the chronological events/ happenings. The Counselling schedule will be uploaded in the TNOU website and the same will be intimated to the students through SMS.

Evaluation System

Examination to Bachelor of B.B.A Retail Management Programme is designed to maintain quality and standard. Theory Examination will be conducted by the University in the identified Examination Centres. For the Assignment students may be permitted to write with the help of books/materials for each Course, which will be evaluated by the Evaluators appointed by the University.

Assignment: 1 assignment for 2 credits are to be prepared by the learners. E.g. If a Course is of Credit 4, then 2 number of Assignments are to be written by the learner to complete the continuous assessment of the course. Assignment carries 30 Marks (Average of Total no of Assignment), consists of Long Answer Questions (1000 words) for each Course.

Assignment 1	Answer any one of the question not exceeding 1000 words out of three questions.	1 x 30 = 30 Marks
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Term - End Examination: Students shall normally be allowed to appear for theory examination after completing the Assignments. The Term -End Examination shall Carry 70 Marks and the Question Paper has three Sections: A, B & C for the duration of 3 hours.

QUESTION PAPER PATTERN

Time: 3 Hours

Maximum Marks: 70

PART – A (3x3=9 Marks)

Answer any three questions out of five questions in 100 words

All questions carry equal marks

Question Distribution Method:

1. From Block-I
2. From Block -II
3. From Block -III



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4. From Block – IV
5. From Block – V

PART – B (3X7=21 Marks)

Answer any three questions out of five questions in 200 words

All questions carry equal marks

6. From Block -1
7. From Block -II
8. From Block – III
9. From Block –IV
10. From Block –V

PART – C (4X10=40 Marks)

Answer any four questions out of seven questions in 500 words

All questions carry equal marks

11. From Block -1
12. From Block -II
13. From Block – III
14. From Block –IV
15. From Block -V
16. From any Block.
17. From any Block.

Passing Minimum: The candidate shall be declared to have passed the examination if the candidate secures not less than 25 marks in the Term End Examinations (TEE) in each theory paper and secures not less than 13 marks in the Continuous Internal Assessment (CIA) and overall aggregated marks is 50 marks in both external and internal taken together.

Continuous Internal Assessment (CIA)		Term End Examination (TEE)		Overall Aggregate Marks	Maximum Marks
Minimum Pass Mark	Maximum Mark	Minimum Pass Mark	Maximum Mark	CIA + TEE	
13	30	25	70	40	100



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Classification of Successful Candidate

Candidates who pass all the Courses and who secure 60 per cent and above in the aggregate of marks will be placed in the First Class. Those securing 50 per cent and above but below 60 per cent in the aggregate will be placed in the Second Class.

Requirement of laboratory and Library Resources

The Programme will be offered through the Learner Support Centre (LSC) maintained by Tamil Nadu Open University. The LSC has the required infrastructural facilities to conduct the Counselling for the students who wish to clear their doubts. There is no lab component in B.B.A (Retail Management) programme. A well-equipped Library is available in the University Headquarters and the Regional Centres with required books and research journals. The Learners Support Centre through which the Degree Programme is to be offered is also equipped with a full-fledged library having books and journals related to management discipline for students reference

Quality Assurance Mechanism and expected Programme Outcome

The Quality of the BBA Retail Management is maintained by adopting the curriculum suggested by the UGC. As per UGC guidelines the Core courses, Elective courses, Subject specific elective courses, Skill enhancement courses are included in the Programme. The Curriculum of BBA Retail Management was approved by the Board of Studies held on 19.06.2020.

The curriculum is developed with sixteen core courses and three practical courses. The curriculum of BBA Retail Management has been designed with a help of academia and industry and approved by the Board of Studies which includes subject experts from various Universities, Colleges and Industries. To ensure the quality of the programme curriculum will be updated once in a three year for incorporating new requirements the subject demands. The well equipped system is evolved to obtain feedback from the learners and the academic counsellors who are the main stake holders of the BBA Retail Management programme for appraising the effective delivery of course content of the programme.



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As a part of Quality assurance the curriculum for the Programme will be updated once in three years. Necessary steps will be taken to obtain feedback from the students and the Academic Counsellors who are part of the Programme for effective delivery of the Programme.

After completion of the Bachelor of Business Administration (B.B.A) Retail Management Programme, the Learners will acquire knowledge in Business, Retailing and Managerial Skills and this will in-turn help them to get employment or enabling entrepreneurial skill in the field Retail Industry, Business Organization and Government.

Programme Learning Objectives (PLOs)

- PLO1. Impart the learners with various managerial and retailing activities in functional areas of business management discipline.
- PLO2. Transfer knowledge, abilities, and attitudes towards an organization's overall vision.
- PLO3. Equip learners to develop an understanding of business operations and practices while focusing on management principles and theories.
- PLO4. To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
- PLO5. Apply the various concepts, theories, and models in the area of HR, Marketing, Retailing, E-Commerce and Finance.

Programme Specific Objectives

While studying B.B.A Retail Management Programme, the learners will be able to;

- PSO1. Comprehend the evolution of management theory, the key contributors, and their contributions to the development of management thought.
- PSO2. Comprehend basics of business organization and its forms and importance and role of Business Combinations.
- PSO3. Analyse statistical data and Construct Index numbers and their use and test the adequacy of Index number formulae.



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- PSO4. Examine the determinants of working capital requirement of the company and its tools for smooth functioning of business.
- PSO5. Analyse the various traditional and modern methods of performance appraisal along with their implementation.
- PSO6. Explain the core connects of operations, its strategic importance and how it can provide a competitive advantage in the workplace.
- PSO7. Describe the retailing process and the budgetary controls of retail store.
- PSO8. Design a store layout based on the type of business and implement the right visual merchandising method to attract customers.
- PSO9. Enumerate the financial merchandise management and describe about pricing strategies in retailing.
- PSO10. Apply the advantage of gaining knowledge of international markets to grow the national markets.

Programme Outcomes

After completion of the B.B.A Retail Management, the learners will be able to;

- POC1. Impart the evolution of management theory/thoughts and functions of management and the roles and responsibilities associated with managerial functions.
- POC2. Apply accounting rules in determining financial results and preparation of financial statement and methods of charging depreciation and valuation of stock.
- POC3. Examine the applications of economic concepts and Review the concepts of business organisations and various combinations of business.
- POC4. Analyse the financial statement for profit Maximization and Explain changes in financial position of corporate entity and solve complex managerial problems.
- POC5. Interpret the results of statistical analysis for improved managerial decision making by acquainting adequate knowledge through principles, theory and models of business management, Accounting, Marketing, Finance, IT, and Human Resource.



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- POC6. Demonstrate the understanding of theoretical concepts and framework required for effective Human Resource Management
- POC7. Recognise strategy implementation alternatives for effective decision making and different alternative strategies for effective decision making.
- POC8. Acquire in-depth knowledge of various fundamentals, theories and principles related to the research and apply the acquired knowledge in carrying out research studies for decision making.
- POC9. Integrate concepts related to retailing and visual merchandising and create an appropriate store layout.
- POC10. Detail the retail financial management and budgetary controls of a retail store.
- POC11. Inculcate market information to assess the retailing environment and formulate effective retail strategies.



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Mapping the Curriculum

Course Code Programme Learning Outcomes	BFTMN-11	BBAEGN-11	BBARN-11	BBARN-12	BBARN-13	BBARN-21	BBARN-22	BBARN-23	BBARN-24	BBARN-25	BBARN-25	CCEN	BBARN-31	BBARN-32	BBARN-33	BBARN-34	BBARN-35	BBARN-36
Knowledge		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Research		✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Communication		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Problem Solving		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Science and Society		✓		✓			✓	✓		✓		✓						
Life-Long Learning										✓		✓						
Modern Tool Usage				✓			✓		✓	✓		✓						
Project Management			✓		✓		✓		✓	✓		✓						✓
Environment and Sustainability					✓			✓		✓	✓	✓	✓	✓	✓	✓	✓	



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B.B.A Retail Management

(Distance Mode – Non-Semester)

(From Calendar Year 2021 onwards)

S No.	Course Code	Course title	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
					CIA	TEE		
First Year								
1	*BFTMN-11	தமிழ் -1 (Tamil Language-1)	6	3	30	70	100	40
2	*BBAEGN - 11	Business English	6	3	30	70	100	40
3	*BBARN-11	Principles of Management	6	3	30	70	100	40
4	*BBARN-12	Financial and Management Accounting	6	3	30	70	100	40
5	**BBARN-13	Managerial Economics	6	3	30	70	100	40
Total			30		150	350	500	
Second Year								
S No.	Course Code	Course title	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
					CIA	TEE		
6	*BBARN-21	Introduction to Retailing	6	3	30	70	100	40
7	**BBARN-22	Business Statistics	6	3	30	70	100	40
8	*BBARN-23	Marketing Management	6	3	30	70	100	40
9	*BBARN-24	Human Resource Management	6	3	30	70	100	40
10	*BBARN-25	Store Layout, Design and Visual Merchandising	6	3	30	70	100	40
11	*CCE	Environmental Studies	4	3	30	70	100	40
Total			34		180	420	600	



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Third Year								
S No.	Course Code	Course title	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
					CIA	TEE		
12	*BBARN -31	Merchandise Management and Pricing	6	3	30	70	100	40
13	*BBARN -32	Retail Store Operations	6	3	30	70	100	40
14	*BBARN -33	Consumer Buying Behaviour	6	3	30	70	100	40
15	*BBARN -34	Customer Service and Personal Selling in Retailing	6	3	30	70	100	40
16	*BBARN -35	Logistics and Supply Chain Management	6	3	30	70	100	40
17	**BBARN -36	Information Technology and E-tailing	6	3	30	70	100	40
Total			36		180	420	600	
Grand Total			100		510	1190	1700	

Continuous Internal Assessment - (CIA) Term End Examination - (TEE)

* - Core Course ** - Elective Course



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BBA Retail Management - I Year Syllabus

பாடப்பெயர்(Course Title) : தமிழ் - 1 (மொழிப்பாடம்)

பாடக்குறியீடு (Course Title) : BFTMN -11

பாட கற்றல்அளவெண் (Course Credits) : 6

பாட நோக்கங்கள்

CO1. தமிழ் இலக்கியங்களை அறிமுக நோக்கில் எடுத்துரைத்தல்.

CO2. மொழித்திறன், மொழியறிவு, இலக்கியப் பொது அறிவு பெறும் வகையில் விவரித்தல்.

தொகுதி 1 சமய இலக்கியம்

பிரிவு – 1 பன்னிரு திருமுறைகள்

தமிழில் சமய இலக்கியங்கள் – சமய இலக்கியத் தோற்றம், சமணமும் பௌத்தமும், சைவ சமய வளர்ச்சி, பன்னிரு திருமுறை பட்டியல் - திருஞானசம்பந்தர் தேவாரம் பாடல் சிறப்புகள். - (திருநாவுக்கரசரின் மாசில் வீணையும், நம்கடம்பனைப் பெற்றவள், சுந்தரர் - பித்தா பிறைசூடி, பொன்னார் மேனியனே, மாணிக்கவாசகர் - வானாகி மண்ணாகி, பால்நினைந்து ஊட்டும், திருமூலரின் ஒன்றே குலமும் ஒருவனேதேவனும், அன்பும் சிவமும் இரண்டென்பர், காரைக்காலம்மையார் - இன்று நமக்கெளிதே மாலுக்கும், அறிவானும் தானே அறிவிப்பான்.

பிரிவு – 2 நாலாயிரத் திவ்யப் பிரபந்தம்

முதல் மூன்று ஆழ்வார்கள் – பொய்கையாழ்வார் பாடல் - வையம் தகளியா வார்கடலே, பூத்ததாழ்வார் பாடல் - அன்பே தகளியா ஆர்வமே - பேயாழ்வார் – திருக்கண்டேன் பொன்மேனி கண்டேன், திருமழிசை ஆழ்வார் பாடல் – அன்பாய்



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ஆரமுதம் ஆவாய், நம்மாழ்வார் - இவையும் அவையும் உவையும், மதுரகவியாழ்வார் - நன்மையால் மிக்க நான்மறை, குலசேகராழ்வார் - செல்வத்து அரம்பையர்கள், பெரியாழ்வார் - மாணிக்கம் கட்டி வயிரம் இடைகட்டி - ஆண்டாள் - மத்தளம் கொட்ட வரிசங்கம், தொண்டரடிப் பொடியாழ்வார் - பச்சைமா மலைபோல் மேனி, திருப்பாணாழ்வார் - கொண்டல் வண்ணனைக் கோவலனாய், திருமங்கையாழ்வார் - குலம்தரும், செல்வம் தந்திடும், அடியார்.

பிரிவு - 3 சீறாப்புராணம் (கதீசா கனவு கண்ட படலம்)

சீறாப்புராணம் - காப்பிய அமைப்பு, கதீசா கனவு கண்ட படலம், காப்பிய முன்கதைச் சுருக்கம், படலக் கதைச் சுருக்கம் - கதீசா கனவு கண்டு எழுதல் - கதீசா கண்ட கனவு, கதீசாவின் ஏமாற்றம் - கதீசாவின் இயல்பு நிலையில் மாற்றம் - ஒப்பனை துறந்த விரக்தி, பஞ்சணை பொருந்தா நிலை - கதீசாவின் புலம்பல் - விதிவசம் பொருந்துமோ எனல், மாதுலன் வசனம் சிதையுமோ எனல், கதீசா தேம்புதல். - மெசறாவின் மடல் வருதல் - மெசறா எழுதிய பத்திரம், சித்திர வரிதொறும் முத்தமிடுதல், கடலில் தவிப்பார்க்குக் கிடைத்த மரக்கலம்.

பிரிவு - 4 தேம்பாவணி (காட்சிப் படலம்)

தேம்பாவணி - காப்பிய அமைப்பு, காட்சி படலம், காப்பிய முன்கதைச் சுருக்கம், படலக் கதைச் சுருக்கம், - கோவர் கூட்டம் வந்து காணுதல் - குழந்தை இயேசுவைத் தொழுதல், முல்லையார் தந்த முல்லை மாலை, பேரின்பத்தால் உயிர் ஊஞ்சலாடல் - கோவலர் போற்றி வாழ்த்துதல் - நீவிப் போன ஆட்டை மீட்கவோ உதித்தனை எனல், பிணிக் குலத்தக்கது உதித்த பெற்றி போற்றல், அன்னையையும் ஆண்டவரையும் வாழ்த்துதல் - கோவலர் செலுத்திய காணிக்கை - இடைச்சியர் மாலை சாத்தல்,



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இடையர் தந்த பால் காணிக்கை, குழந்தைஇயேசுவின் அருள்நோக்கு – ஓகனோடு
ஒங்குதாயும் வாழ்த்தினாள் – அன்பால் பீறிட்டஆனந்தக் கண்ணீர் மழை, வேந்தரை
நீக்கி ஆயரைத் தெரிந்ததென் எனல்.

தொகுதி 2 சிற்றிலக்கியமும் இக்காலக் கவிதை இலக்கியமும்

பிரிவு – 5 முத்தொள்ளாயிரம்

(யானை மறம் - மருப்பு ஊசி யாக, கொடிமதில் பாய்ந்துஇற்ற, அயிற்கதவம்
பாய்ந்துழக்கி, கைக்கிளைப் பாடல்கள் – உழுத உழுத்தஞ்சேய், நாண் ஒருபால் வாங்க
நலன் ஒருபால், ஆய்மணிப் பைம்பூண் எனத் தொடங்கும் பாடல்கள்)

நந்திக்கலம்பகம் (ஊசல், மறம் உறுப்பில் அமைந்த பாடல்கள்)

தமிழில் சிற்றிலக்கியங்கள் – சிற்றிலக்கியத் தோற்றம், சிற்றிலக்கிய வகைகள்,
கலம்பகம், பிள்ளைத்தமிழ் – முத்தொள்ளாயிரம் - நூல்பெயர் விளக்கம், அமைப்பு,
யானை மறம் விளக்கம், கைக்கிளை விளக்கம், - முத்தொள்ளாயிரம் – யானை மறம்
பாடல்கள் – பாண்டியன் யானை மறம் – ஒரு பாடல், சோழன் யானை மறம் –
ஒருபாடல், சேரன் யானை மறம் – ஒரு பாடல் – முத்தொள்ளாயிரம் – கைக்கிளைப்
பாடல்கள் – பாண்டியன் கைக்கிளை – ஒருபாடல், சோழன் கைக்கிளை ஒருபாடல்,
சேரன் கைக்கிளை ஒரு பாடல், - நந்திக்கலம்பகம் – ஊசல், மறம் – கலம்பக ஊறுப்புகள்
18 விளக்கம், ஊசல் உறுப்பில் அமைந்த பாடல், மறம் உறுப்பில் அமைந்த பாடல் –
நந்திக்கலம்பகம், தலைவன் தலைவி கூற்று – தலைவன் கூற்றுப் பாடல், தலைவி
கூற்றப் பாடல்.



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பிரிவு – 6 மீனாட்சியம்மை பிள்ளைத்தமிழ் (அம்புலி பருவம்)

பிள்ளைத் தமிழ் விளக்கம் – பிள்ளைத் தமிழின் பத்துப் பருவங்கள், பிள்ளைத் தமிழுக்கு அம்புலி – விளக்கம், - சாமம் என்னும் வழிமுறை – சாமம் விளக்கம், சாமம் வழிமுறைப்பாடல் –தானம் என்னும் வழிமுறை – தானம் விளக்கம், தானம் வழிமுறைப் பாடல் – பேதம் என்னும் வழிமுறை – பேதம் விளக்கம், பேதம் வழிமுறைப் பாடல் – தண்டம் என்னும் வழிமுறை – தண்டம் விளக்கம், தண்டம் வழிமுறைப் பாடல்.

பிரிவு – 7 இக்கால மரபுக்கவிதைகளும் பாட்டு இலக்கியமும்

மரபுக் கவிதைகளும் பாட்டு இலக்கியமும் – மரபுக் கவிதைகள் விளக்கம், பாட்டுக்கள் – வள்ளலார், பாரதியார், பாரதிதாசன் – வள்ளலார் இராமலிங்க அடிகள் பாடல் – ஒருமையுடன் நினது திருமலரடி... - பாரதியார் – யாமறிந்த மொழிகளிலே – பாரதிதாசன் – காலைஇளம் பரிதியிலே... நாமக்கல் கவிஞர், கவிமணி – நாமக்கல் கவிஞர் இராமலிங்கம்பிள்ளை பாடல் –தமிழென்று சொல்லடா... - கவிமணி தேசிகவிநாயகம் பிள்ளை - புலர்ந்து விடியும் பொழுதினிலே...சுரதா, முடியரசன் – சுரதா – சுவரின்மேல் ஒட்டிக் கொண்டிருக்கும் – முடியரசன் – சாதியைத்தான் முன்வைத்துச் சான்றுகின்றார். கண்ணதாசன் – கேள்வி பிறந்தது அன்று, மருதகாசி – சமரசம் உலாவும் இடமே, பட்டுக்கோட்டையார் – சின்னப்பயலே சின்னப்பயலே...

பிரிவு – 8 புதுக் கவிதைகளும் ஐக்கூக் கவிதைகளும்

புதுக்கவிதைகளும் ஐக்கூக் கவிதைகளும் – புதுக் கவிதைகள் விளக்கம், - நா. காமராசன் – பாற்கடல் அமுதத்தை..., அப்துல் ரகுமான்– நாற்காலியாய் இருந்தவன் ..., மீரா – மூட்டைமூட்டையாய்..., சிற்பி – அகன்ற உலகு நான்..., இன்குலாப் – பதவியூர் போகும்..., மு. மேத்தா –என்னுடைய சம்பளநாளில்..., அபி – பகல்வெளியில்



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எங்கோ..., ஈரோடு தமிழன்பன் –நீலச் சேற்றில்..., சேசாலம் – மண்ணின் வெடிப்பை..., வைரமுத்து – அவிழ்ந்த கூந்தலைஅள்ளிமுடிக்க..., ஐக்கூக் கவிதைகள் – அப்துல் ரகுமான் – இரவெல்லாம் ..., அமுதபாரதி – எரியும் பிணங்கள், மித்ரா – பசித்த குழந்தைகள், அறிவுமதி – மரம் வெட்டிய..., கழனியூரன் – அன்புடைமை...

தொகுதி -3 உரைநடை இலக்கியம்

பிரிவு – 9 மு. வரதராசனாரின் “தமிழுக்கு முதல் இடம்”

தமிழில் உரைநடை வளர்ச்சி – உரைநடையின் தோற்றம், தமிழில் கட்டுரைகள், தமிழில் மணிப்பிரவாள நடை, தமிழில் தனித்தமிழ்நடை, - மு. வரதராசனார் உரைநடை,- மொழிப்பற்று நூல் அறிமுகம், தமிழுக்கு முதல் இடம் – கட்டுரை உட்பொருள் – தமிழுக்கு முதல் இடம் – தமிழ்நாட்டுக் கோயில்களில் வடமொழி, தமிழ் இசை கருநாடக இசையாகமாறிப்போனது, தமிழ் இசைக்கு முதல் இடம், ஆட்சித் துறையில் தமிழுக்கு முதல் இடம், ஆட்சிமொழி எவ்வழி பிறகுறைகள் அவ்வழி, இதழியல் துறையில் தமிழுக்கு முதல் இடம், ஆங்கிலப் பத்திரிகைகளும் அமாவாசைச் சாமியார்களும்.

பிரிவு – 10 பாரதிதாசனின் “அமைதி” நாடகம்

தமிழில் உரைநடை நாடக வளர்ச்சி, - தமிழில் நாடகங்களின் தோற்றம், 20 ஆம் நூற்றாண்டில்

தமிழ் நாடகங்களின் நிலை, முத்தமிழில் நாடகத்தமிழ் விளக்கம், மௌன மொழி உலகப் பொதுமொழி. – பாரதிதாசன் என்னும் நாடக ஆசிரியர் – புரட்சிக்கவிஞரின் நாடகப் புரட்சி, பிரெஞ்சு நாடகத் தாக்கம், அமைதியின் சிறப்பு – அமைதி நாடகக்



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கதைச் சுருக்கம் – அமைதி களம் ஒன்று, களம் – இரண்டு , களம் மூன்று, களம் நான்கு, களம் ஐந்து, களம் ஆறு, களம் ஏழு, அமைதி நாடகத் திறனாய்வு.

பிரிவு – 11 ஜெயகாந்தனின் “நான் இருக்கிறேன்” – சிறுகதை

தமிழ் உரைநடையில் சிறுகதை வளர்ச்சி – தமிழில் கதை இலக்கியத் தோற்றம், தமிழ்ச் சிறுகதைகளின் தோற்றமும் வளர்ச்சியும், சிறுகதை இலக்கணம் – தமிழ்ச் சிறுகதைகளில் ஜெயகாந்தன் – ஜெயகாந்தன் சிறுகுறிப்பு – கதை அரங்கம் அறிமும், நான் இருக்கிறேன் கதைச் சுருக்கம் – நான் இருக்கிறேன் சிறுகதை – வியாதிக்காரன் அனுபவங்கள், சாகக் கற்றுக்கொடுத்தநொண்டி, வாழக் கற்றுக்கொடுத்த வியாதிக்காரன், நான் இருக்கிறேன் அம்மா, - நான் இருக்கிறேன் – சிறுகதைத் திறனாய்வு.

பிரிவு - 12 வா.செ.குழந்தைசாமியின் அறிவியல் தமிழ் ஆக்கம் இற்றை நிலை

அறிவியல் தமிழ் - இயற்றுதல் அறிந்தோம் புனைதல் இல்லை - தமிழில் அறிவியல் இலக்கியம் படைப்போம் - வா.செ. குழந்தைசாமி - அறிமுகம் - அறிவியல் தமிழ் - எந்தத் துறைகளைக் குறிக்கும் - அறிவியல் தமிழை உள்ளடக்கியது - தோற்றம் - கலைச்சொல்லாக்கப் பணி - விடுதலைக்குமுன் - விடுதலைக்குப்பின் - பாடநூல் நிறுவனத்தின் பங்கு - பதிப்பகங்களின் பங்கு - பல்கலைக்கழகங்களின் பங்கு - இதழ்களின் பங்கு - இலங்கைத் தமிழரின் பங்கு - கருத வேண்டியவை.

தொகுதி 4 தமிழ் இலக்கிய வரலாறு

பிரிவு - 13 சமய இலக்கியக் காலம் (கி.பி.700 - கி.பி 1100)

தமிழில் சமய இலக்கியங்கள் - சமண இலக்கியத் தோற்றம் - த்த இலக்கியத் தோற்றம் - தமிழில் பௌத்த இலக்கியங்கள் - வைணவ இலக்கியங்கள் - சைவ இலக்கியத்



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தோற்றம் - தமிழில் சைவ இலக்கியங்கள் - வைணவ இலக்கியத் த தோற்றம் - தமிழில் வைணவ இலக்கியங்கள் - தமிழில் இசுலாமிய இலக்கியங்கள் - தமிழில் கிறித்தவ இலக்கியங்கள்.

பிரிவு - 14 சிற்றிலக்கியக் காலம் (கி.பி. 700 - கி.பி. 1400)

சிற்றிலக்கியத் த தோற்றம் - சிற்றிலக்கிய வகைகள் - இலக்கண நூல்கள் - உலா - கலம்பகம் - பரணி - பிள்ளைத்தமிழ் - கோவை - தூது.

பிரிவு - 15 உரையாசிரியர்கள் காலம் (கி.பி. 1200 கிபி. 1800)

உரைநூல்களின் தோற்றம் - பயன்கள் - உரை வகைகள் - நக்கீரர் - இளம்பூரணர் - பேராசிரியர் - சேனாவரையர் - நச்சினார்க்கினியர் - கல்லாடர் - தெய்வச்சிலையார் - போன்றோர் - அடியார்க்கு நல்லார் - பரிமேலழகர் - பிரபந்த உரையாசிரியர்கள் - நன்னூல் உரையாசிரியர்கள்.

பிரிவு - 16 புத்திலக்கியக் காலம் (கி.பி. 1800 - கிபி 2000)

தமிழில் புதினம் - தமிழில் சிறுகதை - தமிழில் புதுக்கவிதைகள் - தமிழில் உரைநடைநாடகங்கள் - புதினங்கள் - சிறுகதைகள் - இலக்கியங்கள் - மரபுக் கவிதை இலக்கியங்கள் - புதுக்கவிதை இலக்கியங்கள் - தமிழில் ஐக்கூக் கவிதைகள்.

தொகுதி 5 மொழித்திறன்கள்

பிரிவு - 17 கருத்துப் பரிமாற்ற மொழித்திறன்

கருத்து விளக்கக் கட்டுரைகள் - செய்திக் கட்டுரைகள் - சொற்பொழிவு - குழு விவாதங்கள் - நண்பர்களுடன் உரையாடும் திறன் - கணினித் தமிழ் - கட்டுரை - பெண்ணியம் - தலைப்பு - தேர்ந்தெடுக்கும் முறை - தகவல்கள் சேகரிக்கும் முறை - தகவல் திரட்டல் - நகைச்சுவைத் திறன் - அவை அறிதல் - உச்சரிப்புக் கவனம் - குழு



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விவாத அமைப்பும் குறிக்கோளும் - உரையாடலில் - சுயபுராணம் தவிர்த்தல் -
உடன்பட வைக்கும் நாகரிக உத்தி.

பிரிவு - 18 அலுவலகத் தொடர்பு மடல்கள்

நட்புறவு மடல்கள் - வேண்டுகோள் மடல்கள் - குறை தெரிவிக்கும் / புகார் மடல்கள் -
கருத்து மடல்கள் - விண்ணப்ப மடல்கள் - அலுவலகத் தொடர்பு மடல்கள் - விண்ணப்ப
மடலின் படிநிலைகள் - தன்குறிப்பு விவரங்கள் - விண்ணப்ப மடலின் வடிவமைப்பு -
விண்ணப்பமடல் எழுதும் முறை - குறிப்பு - வரைவு - கடிதம் - குறிப்பு மடல் -
அலுவலக ஆணை - நேர்முகக் கடிதம்.

பிரிவு - 19 எழுத்து - சொல் பிழைகளும் திருத்தமும்

ஒலி மயக்கம் தரும் எழுத்துக்கள் - ர,ற ஒலி மயக்கம் - ந, ன, ண ஒலி மயக்கம் -
ல, ள, ழ, ஒலி மயக்கம் - சொல் முதலில் வரும் எழுத்து மரபுகள் - சொல் இடையில் வரும்
எழுத்து மரபுகள் - சொற்களின் சந்திப்பு மரபுகள் - வேற்றுமைப் புணர்ச்சியும் அல்வழிப்
புணர்ச்சியும் - உயிர்முன் உயிர் புணர்தல் - குற்றியலுகரப் புணர்ச்சி - வல்லின ஒற்று
மிகும் இடங்களும் மிகா இடங்களும்.

பிரிவு - 20 இலக்கிய அறிவு வினா விடை

பாடப்பகுதி தொடர்பானவை - பொதுவான தமிழ் இலக்கியம் தொடர்பானவை.

பார்வை நூல்கள்:

1. மு. வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்ய அக்காதெமி, புதுடெல்லி.
2. மது. ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம்,
மதுரை.



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3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
4. தமிழண்ணல், இனிய தமிழ்மொழியின் இயல்புகள் 1,2,3- பகுதிகள், மீனாட்சி புத்தக நிலையம், மதுரை.
5. முத்து – கண்ணப்பன்,தி.. தமிழில் தவறுகளைத் தவிர்ப்போம், பாரிநிலையம், 184, பிராட்வே, சென்னை.
6. கீ. இராமலிங்கனார், தமிழில் எழுதுவோம், கழக வெளியீடு, சென்னை.
7. செ. முத்துவீராசாமி நாயுடு, ஆவணங்களும் பதிவுமுறைகளும், கழக வெளியீடு, சென்னை.
8. டாக்டர் சு. பாலசுப்பிரமணியன், தகவல் தொடர்புக் கல்வி, மாநிலப் பள்ளிசாராக் கல்விக் கருவூலம், சென்னை.
9. எஸ். கலைவாணி, இதழியல் உத்திகள், பராசக்தி வெளியீடு, குற்றாலம்.
10. டாக்டர் அ. சாந்தா, டாக்டர் வீ. மோகன், மக்கள் ஊடகத் தொடர்பியல் புதிய பரிமாணங்கள், மீடியா பப்ளிகேஷன்ஸ், மதுரை.
11. பி.எஸ். ஆச்சார்யா, உயர்வுதரும் உரையாடல்கலை, நர்மதா பதிப்பகம், சென்னை.
12. மு. முத்துக்காளத்தி, பேசுவது எப்படி, கண்ணம்மாள் பதிப்பகம், பாரி நிலையம், சென்னை.

இணையத் தளங்கள்/மின்னூலகங்கள்

1. www.tamilvu.org
2. www.tamildigitallibrary.in
3. <https://www.tamiluniversity.ac.in/english/library2-/digital-library>



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4. <https://www.tamilelibrary.org>

5. www.projectmadurai.org

பாடத்தினைப் படிப்பதால் விளையும் பயன்கள்

CLO1. தமிழிலுள்ள இக்கால இலக்கிய வகைகளான மரபுக் கவிதை, புதுக் கவிதை,

சிறுகதை, நாவல், கட்டுரை , நாடக இலக்கியம் பற்றி மாணவர்கள்

விரிவாக எடுத்துரைப்பார்கள்.

CLO2. புதுமைப்பித்தன், பிரபஞ்சன், மகாகவி பாரதியார், பாவேந்தர் பாரதிதாசன்,

கவிமணி தேசிக விநாயகம் பிள்ளை ஆகியோர் படைப்புகள் பற்றி

எடுத்துரைப்பர்.

CLO3. மு.வ. , திரு.வி.க. ஆகியோரின் தமிழ் நடையின் சிறப்புகள் பற்றி

எடுத்துரைப்பர்.



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Course Title : Business English

Course Code : BBAEGN -11

Course Credit : 6

COURSE OBJECTIVE

CO1. Provide an overview of prerequisites to Business Communication and its importance in commerce and trade.

CO2. Plan and develop writing competency strategies: Letters-Parts, Structure, Types Statement of Purpose

CO3. Gain knowledge about the various types of business and bank and insurance correspondences.

CO4. Discuss the different types of reports and their purposes.

CO5. Explain the correct practices of the strategies of Effective business writing and E-Communication.

COURSE SYLLABUS

BLOCK I: Business Communication

Business Communication – Meaning – Objective and scope – Methods of communication – Types – Barriers – Principles of communication – communication process.

BLOCK II: Business Correspondence

Layout of a letter – Business Inquiries and Replies – Quotations – Order – Execution of orders – Cancellation of orders – Claims – Adjustments and settlement of accounts – Sales letters – Circular letters.

BLOCK III: Banking and Insurance Correspondence

Collection letters – Application letters – Import Export correspondence – Bank Correspondence – Insurance correspondence.

BLOCK IV: Report Writing

Report writing – Reports by Individual – Committees – Annual Report – Press report – Speeches – Preparation of Agenda – Quorum - Minutes.

BLOCK V: E-Communication

Strategic Importance of E-Communication - Email, Text Messaging, Slide or Visual Presentation - Internet - Video conferencing - Group Discussion – Social Networking.



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References:

1. Lesikar, R.V. & Flatley, M.E., (2002) Basic Business Communication Skills for Empowering Internet Generation, 9th Edition, Tata Mc Graw Hill Publishing Company Ltd, New Delhi.
2. Pattan Shetty C.S & Ramesh M.S., (1999), Effective Business English and correspondence, R. Chand & Company, New Delhi.
3. R S N Pillai, V bagavathi, (2010), Modern Commercial Correspondence, S. Chand Publishing, New Delhi.
4. N.S.Raghunathan & B.Sanathanam, (2013), Business Communication, Margham Publications, Chennai.
5. Rajendra Pal, J. S. Korlahalli, (2015), Essentials of Business Communication, 13th Edition, Sultan Chand & Sons, New Delhi.
6. R C Sharma Krishna Mohan, (2002), Business Correspondence and Report Writing, Tata McGraw-Hill Education, 3rd Edition, 7th west Patel Nagar, New Delhi.
7. Robert L. Shurter, (1948), Effective letters and Business, McGraw Hill Co, US

Web Resources:

1. <http://www.rapodar.ac.in/pdf/elearn/Business%20Communication%20Semester%20I%20notes.pdf>
2. <https://dreamtopper.in/bba-business-communication-notes/>
3. <https://www.geektonight.com/business-communication-pdf-notes/>
4. <https://freebookcentre.net/business-books-download/Business-Communication.html>
5. <https://nptel.ac.in/courses/109104031>

COURSE OUTCOME

On completion of this course, the students will be able to:

- CLO1. Provides basic knowledge and clarity about communication and overcome the communication barrier in the business world.
- CLO2. Identify the appropriate usage of informative business messages /letters and write an informative business message as per the layout of a letter
- CLO3. Design banking and insurance correspondence that would be required in their professional lives
- CLO4. Compose effective report writing and business proposals
- CLO5. Identify social media platforms and common types of tools for audio, video, and web sharing tools that are typically less frequently used by businesses



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Course Title : Principles of Management

Course Code : BBARN - 11

Course Credit : 6

COURSE OBJECTIVES

- CO1. Familiarize the students with the conceptual framework of Management and evolution of Management thoughts.
- CO2. Get insight knowledge on the concept of planning and decision making.
- CO3. Familiarize the students with principles of organization and its organization structure and applications of span of management
- CO4. Outline the manpower planning (HRP) in which to assess the sources and methods of Recruitment and Selection process.
- CO5. Provide an insight about coordination and controlling system /techniques of an organization for attaining the common goal.

COURSE SYLLABUS

BLOCK I: Overview of Management Concepts

Management – meaning- Features, functions – Management as an art, science, profession – Evolution of Management Thoughts

BLOCK II: Planning & Decision Making

Planning – introduction, Process, importance, nature and scope, types, steps in Planning – Types of Plan - Management By Objectives (MBO) - Decision making – Types of decisions - decision making process - difficulties in decision making.

BLOCK III: Organisation

Organising – Features, importance – Principles of organisations – types – Organisation structure – Delegation – Span of Management – Line and staff relationship – Use of staff units and committees

BLOCK IV: Staffing & Directing

Staffing – Manpower Planning – Sources and Methods of recruitment – Selection process – Training and Development - Directing – Nature and purpose – Communication process



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BLOCK V: Controlling & Coordination

Controlling – Significance and limitations of Control – Control process –Types of Control - Requirements of a good Control System- Budgetary and non- budgetary control- Coordination- Needs and Importance - Types and techniques requisites for excellence of Coordination

References:

1. Dinkar Pagare, (2015), Principles of Management, Sultan Chand & Sons, New Delhi.
2. Gupta, C.B., (2014), Management Theory and Practice, Fourteenth Edition, Sultan Chand & Sons, New Delhi.
3. Harold Koontz, Cyril O'Donnell and Heinz Weihrich, (2017), Essentials of Management, 5th Revised Edition, McGraw-Hill Inc., US, (ISE Editions).
4. Prasad, L.M. (2015), Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
5. Sherlekar, S.A.& Sherlekar V.S, (2014), Principles of Business Management, 3rd Edition, Himalaya Publishing House Pvt. Ltd, Mumbai.
6. Tripathi, P C and Reddy, P N (2012), Principles of Management, 5th Edition, Tata McGraw Hill Education private limited, 7th west P atel Nagar, New Delhi.
7. Tripathi P.C,(2017), Principles of Management, 6th Edition, Tata McGraw Hill Education private limited, 7th west Patel Nagar, New Delhi.

Web Resources:

1. <https://open.lib.umn.edu/principlesmanagement/>
2. <https://nios.ac.in/media/documents/VocInsServices/m1-4f.pdf>
3. <https://www.cliffsnotes.com/study-guides/principles-of-management>
4. <http://www.freebookcentre.net/business-books-download/Introduction-to-Principles-of-Management.html>
5. <https://archive.nptel.ac.in/courses/110/107/110107150/>
6. <https://archive.nptel.ac.in/courses/110/105/110105146/>

COURSE OUTCOME

On completion of this course, the students will be able to:

CLO1. Illustrate the basic concepts of management and practices.



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CLO2. Gain insight about various management styles and apply them in real business conditions and understand their implications.

CLO3. Evaluate the HRP process, staffing, performance appraisal and training. Analyze and apply the best management practices in the organization.

CLO4. Enumerate the organisation structure and direct the people in way of effective leadership, motivation and communications.

CLO5. Assess the various controlling measures / techniques to make corrective decision to reduce the cost and time



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Course Title : Financial and Management Accounting

Course Code : BBARN - 12

Course Credit : 6

COURSE OBJECTIVE

CO1. Understand the basic concepts of financial accounting, cost accounting and management accounting.

CO2. Gain knowledge about the various tools from accounting and cost accounting which in-turn would facilitate the decision making.

CO3. Differentiate Management accounting and Cost accounting.

CO4. Understand the fund flow and cash flow of the working capital.

CO5. Develop analytical abilities to face the business situations.

COURSE SYLLABUS

BLOCK I: Fundamentals of Financial Accounting

Financial Accounting – meaning – objectives - scope of financial accounting. Basic Accounting concepts – Double Entry Book-Keeping -Journal - Ledger and Subsidiary books – Accounting equation- Meaning and role of debit and credit Differences between book-keeping and accounting.

BLOCK II: Trial Balance

Introduction , Meaning , Objectives of preparing a trial balance , - Methods of preparing a trial balance - Rectification of errors – Trading account – Profit and loss account – Balance sheet – Preparation of final accounts.

BLOCK III: Fundamentals of Management Accounting

Management accounting – Meaning and scope - Distinction between Management Accounting and Financial Accounting - Ratio analysis – Nature of analysis – Classification of ratios- Steps in Ratio Analysis – Liquidity, Profitability, Turnover and Capital structure ratio – Interpretations.

BLOCK IV: Fund Flow and Cash Flow Analysis

Fund flow analysis – Concept of funds – Schedule of changes in working capital - Sources and Application of funds – Preparation of funds flow statements- Cash flow analysis- Cash from operations - Preparation of Cash Flow Statement - Format of Cash Flow Statement



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BLOCK V: Marginal Cost and Budget

Introduction - Concept of Marginal Costing -Characteristics of Marginal Costing , Difference between Absorption Costing and Marginal Costing -Cost-volume-Profit (CVP) relationship – Break-even analysis.

Budget and budgetary control – advantages and limitations – Essential features of Budgetary Control- Steps in budgetary Control -Classification and preparation of budgets

References:

1. Finney, H.A.; Miller, Herbert E., (1953), Principles of Accounting, Introductory, 5th Edition Prentice-Hall., New York.
2. S.P Jain & K.L. Narang, (2016), Advanced Accountancy Principles of Accounting, Kalyani Publishers / Lyall Bk Depot, New Delhi.
3. Dr.S.N.Maheswari, (2016), Management Accounting and Financial Control, Sultan Chand & Sons Pvt. Ltd., New Delhi.
4. Shashi K. Gupta & R.K. Sharma, (2016), Management Accounting Principles & Practice, 13th Revised Edition, Kalyani Publishers / LyallBk Depot, New Delhi.
5. M C Shukla, S C Gupta & T S Grewal, (2016) Advanced Accounts Volume I, 19th Edition, S. Chand Publishing, New Delhi.

Web Resources:

1. <https://www.studocu.com/in/document/bangalore-university/bachelor-of-business-administration/financial-accounting-bba-ist-sem/2592625>
2. <http://www.freebookcentre.net/business-books-download/Financial-Accounting.html>
3. <https://digimat.in/nptel/courses/video/110101131/L24.html>
4. <https://www.dynamictutorialsandservices.org/2018/10/management-accounting-notes.html>
5. https://www.tutorialspoint.com/accounting_basics/management_accounting_ratio_analysis.htm
6. <https://www.dynamictutorialsandservices.org/2018/10/management-accounting-notes-marginal.html>
7. <http://www.freebookcentre.net/business-books-download/Management-Accounting.html>



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8. <https://archive.nptel.ac.in/courses/110/101/110101003/>

COURSE OUTCOME

On completion of this course, the students will be able to:

- CLO1. Identify the underlying principles, characteristics and objectives of a set of financial statements.
- CLO2. Understand the Assets & liabilities of the business firms.
- CLO3. Gain knowledge in the practical applications of financial and management accounting.
- CLO4. Elaborate the fund and cash flow analysis and preparation of statement.
- CLO5. Understand the marginal costing and budgetary controls.



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Course Title : Managerial Economics

Course Code : BBARN - 13

Course Credit : 6

COURSE OBJECTIVE

- CO1. Gain knowledge on concept of managerial economics and its business applications and to describe about the law demand and how we can forecast the demand for appropriate business decisions
- CO2. Explain the concept of production laws in which we learn to combine the various factors of productions to attain desirable outputs
- CO3. Realise the supply law match with demand for fixing the price on a commodity and to explain the concept of cost analysis
- CO4. Discuss the market structure and to fix the price on commodity in various competitive markets
- CO5. Point out the various pricing strategies and pricing output decisions under market structure.

COURSE SYLLABUS

BLOCK I: Introduction & Demand Analysis

Definition and Scope of Managerial Economics – Relationship between Micro, Macro and Managerial Economics - Role and responsibility of Managerial Economist - Demand Analysis –Law of demand – Price, Income and Cross Elasticity of demand - Demand Forecasting - meaning and methods

BLOCK II: Production Function

Factors of Production – Law of Production Function - Law of increasing returns – Law of constant returns - Law of diminishing returns – Least combination – Economics of Scale

BLOCK III: Supply & Cost Analysis

Supply – Law of Supply - Supply determinants – Elasticity of supply – cost analysis – Different cost concepts – Cost output relationship – Short run and long run – Revenue curves of firms

BLOCK IV: Market Structure

Market Structure and it's classifications – Pricing under perfect competition – Pricing



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under monopoly – Comparison of perfect competition and monopoly – Features of Monopolistic Competition –Pricing under Monopolistic competition – Oligopoly

BLOCK V: Pricing & Profit Analysis

Pricing Policy and Methods — General consideration of pricing – methods of pricing – Dual pricing –Pricing in different stages of life cycle of a Product - Price discrimination - Profit - Nature of Profit -Profit Planning -Break Even Analysis- Concept of Profit Maximisation - Profit Forecasting

References:

1. K K Dewett & M H Navalur, (2006), Modern Economic Theory, S. Chand Publishing, New Delhi.
2. P L Mehta ,(2016), Managerial Economics Analysis , Problems and Cases, Sultan Chand & Sons, New Delhi .
3. V Mote, Samuel Paul , G. Gupta,(2017),Managerial Economics : Concepts & Cases, Tata McGraw-Hill Publishing Company limited, New Delhi.
4. Dr.S.Sankaran, (2012), Business Economics, 3rd Edition, Margham Publications, Chennai.
5. R.L. Varshney , K.L. Maheshwari, (2014), Managerial Economics, 19th Edition Sultan Chand & Sons, New Delhi .

Web Resources:

1. https://www.tutorialspoint.com/managerial_economics/managerial_economics_tutorial.pdf
2. <https://www.geektonight.com/business-economics-notes-pdf/>
3. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
4. <http://www.freebookcentre.net/business-books-download/Managerial-Economics.html>
5. <https://www.digimat.in/nptel/courses/video/110101005/L01.html>
6. <https://archive.nptel.ac.in/courses/110/101/110101149/>



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COURSE OUTCOME

On completion of this course, the students will be able to:

- CLO1. Gain knowledge on the applications of managerial economics in terms of business decision and forwarded planning and to analysis the law demand and assess the demand forecast
- CLO2. Apply the concept of production laws by which to identify marginal product and price so as to reach equilibrium
- CLO3. Divulge the supply law and how the supply intersect with the demand so as to fix the price on a commodity.
- CLO4. Explore the market structure and to assess the various competitive positions in the market structure.
- CLO5. Find the pricing strategies which are adopted by the organisations in the different situations.



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Course Title : Introduction to Retailing

Course Code : BBARN - 21

Course Credit : 6

COURSE OBJECTIVE

CO1. Impart the basic knowledge of retail marketing of goods.

CO2. Make aware of retail marketing location.

CO3. Understand the concept of retail service and the classification of service and quality.

CO4. Make clear idea about investment strategy

CO5. State the various retail factors and emerging trends in retailing.

COURSE SYLLABUS

BLOCK I: Overview

Retailing - Definition, Nature, Scope – Meaning – Types - Classification – Retailing & Marketing - Growing importance of retailing- Factors influencing retailing – Functions and activities of Retailing- Stores Location –Factors to be consider in choosing a Location – Types of Retail Locations – Retail Location and Strategy - Other Retail Location Opportunities.

BLOCK II: Classification

Retail outlets by Ownership & Organisation - Retail categories - Types of business organisation- Types of Retail store ownership - Classification on the basis of ownership - Classification on the basis of Merchandise mix, Non store retailing - Other retail models.

BLOCK III: Retail service

Services & Quality in Retailing - Factors constituting retailing - The service – product concept - The intangible-tangible product continuum - A classification of service and quality - Service Recovery – Retail Services Management - Implementation of service management - Growing emphasis on control of quality - Key terms of quality - Characteristics of quality and Long term Benefit.

BLOCK IV: Retail Location

Retail in India - The origin of retail in India - Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail locations, Measurement of success of location- Drivers of retail change in India - Changing income profiles - Difference between rural and urban India - Changes in



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consumption patterns - Foreign direct investment in retail – Employment in Retailing.

BLOCK V: Emerging Trends in Retailing

Modern retail formats- Organised retailing-The size of retail in India - Clothing, textiles and fashion accessories - Food and food services - Books and music - Other emerging sectors - Retail realities - Challenges to retail development in India- E-tailing.

References:

1. Gibson G. Vedamani, (2012), Retail Management: Functional Principles and Practices, 4th Edition, Jaico Publishing, Bengaluru.
2. Michael Levy and Barton AWeitz, (2019), Retailing Management, 10th Revised edition, McGraw-Hill Inc., US, (ISE Editions).
3. R. Sudharshan, S. Ravi Prakash and M. Subrahmanya Sarma, (2007), Retail Management: Principles & Practices, 1st Edition, New Century Publications, New Delhi.

Web Resources:

1. <https://www.mpgmahavidyalaya.org/userfiles/Retail%20Management%20Self-Learning%20Manual.pdf>
2. <https://gfgc.kar.nic.in/vemagal/FileHandler/61-72ae8417-1fcc-4590-8def-7cba23116ed2.pdf>
3. https://www.youtube.com/results?search_query=Introduction+to+Retailing
4. https://www.slideshare.net/rithikloveboy4u/introduction-to-retailing-42915447?qid=2cb2e2fb-ecd4-4b48-9931-34579c7e7f63&v=&b=&from_search=8
5. <https://archive.nptel.ac.in/courses/110/105/110105158/>
6. <https://slideplayer.com/search/?q=Introduction+to+Retailing>
7. <https://slideplayer.com/slide/3458379/>

Course Outcome

On completion of this course, the students will be able to:

- CLO1. Realize the concepts of retailing and marketing.
- CLO2. Demonstrate the skill of choosing a retail location.
- CLO3. Understand the various factors of global retail marketing environment.
- CLO4. Apply the basic concepts of retail marketing
- CLO5. Understand recent trends in retail marketing.



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Course Title : Business Statistics

Course Code : BBARN - 22

Course Credit : 6

COURSE OBJECTIVE

CO1. Describe the fundamentals of Statistics and its application in the field of Business.

CO2. Explain and evaluate about measures of central tendency.

CO3. Discuss the basic concepts of Correlation and Regression.

CO4. Clarify the concepts and purpose of Index Numbers.

CO5. Study about averages & Measures of Dispersion and time series.

COURSE SYLLABUS

BLOCK I: Statistics on Overview

Statistics: meaning, nature and scope - Use of statistics in business – Primary data and secondary data – Frequency distribution – Histogram; Graphs and diagrams.

BLOCK II: Measures of Central Tendency

Measures of central tendency – Arithmetic mean, mode, median, geometric and harmonic mean - measures of dispersion – range, quartile deviation, mean deviation and standard deviation – coefficient of variation.

BLOCK III: Correlation & Regression

Correlation – Types of Correlation – Measures of Correlation - Karl Pearson's Co-efficient of Correlation – Spearman Rank Correlation Co-efficient.

Simple regression analysis – Regression equation, Fitting of Regression lines – Relationship between Regression Co-efficient and Correlation Co-efficient.

BLOCK IV: Index Numbers

Index Number - Definition of Index Numbers, Uses – Problems in the construction of index numbers - Simple and Weighted index numbers - Chain and Fixed base index – Cost of living index numbers.

BLOCK V: Time Series

Analysis of Time Series – Definition – Components of Time Series, Uses - Measures of Secular Trend - Measure of Seasonal Variation - Method of simple average only.



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References:

1. Gupta, B.N., (2015), Business Statistics, First Revised Edition, SBPD, New Delhi.
2. S. P. Gupta, (2012), Statistical Methods, 42nd Revised Edition Sultan Chand & Sons Pvt. Ltd., New Delhi.
3. Pillai, R.S.N. & Bagavathi, V., (2012), Statistics – Theory & Practice, 5th Revised Edition, S.Chand & Co., New Delhi.
4. Sinha, V.C. & Gupta, A., (2015), Business Statistics, First Edition, SBPD, New Delhi.

Web Resources:

1. <https://bbamantra.com/business-statistics-formulas-guide/>
2. https://www.gurukpo.com/Content/BBA/BBA_III_sem_Statistical_Methods.pdf
3. <https://ddegjust.ac.in/studymaterial/mcom/mc-106.pdf>
4. <http://www.freebookcentre.net/business-books-download/Business-Statistics.html>
5. <https://www.digimat.in/nptel/courses/video/110107114/L01.html>

COURSE OUTCOME

On completion of this course, the students will be able to:

- CLO1. Get insight knowledge on basic concepts of business statistics and its applications.
- CLO2. Apply the statistical tools in measuring the central tendency.
- CLO3. Gain knowledge in the application of Correlation and Regression for business decisions making.
- CLO4. Develop the concepts Index Numbers which is used for business taking making.
- CLO5. Illustrate the methods of statistical tools and apply various techniques of time series models.



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Course Title : Marketing Management

Course Code : BBARN - 23

Course Credit : 6

COURSE OBJECTIVE

- CO1. Introduce the fundamental concept of Marketing Management and Marketing Mix as a framework for Marketing Decision making
- CO2. Explain the buying behaviour of consumer and the strategies followed by marketer in segmenting the market.
- CO3. Describe the stages of the product life cycle and identify an appropriate marketing mix for a particular product or service.
- CO4. Familiarize the different pricing policy and chosen the appropriate channels of distribution.
- CO5. Discuss the framework of promotional policy adopted by the organisation to popularise its product and services

COURSE SYLLABUS

BLOCK I: Introduction to Marketing management

Marketing: Meaning, Nature and Scope – Marketing Management – Functions of Marketing – Types of Markets - Difference between Marketing and Selling - Various Environmental Factors affecting Marketing Function

BLOCK II: Buying Behaviour & Market Segmentation

Buyer behaviour – Factors influencing buyer behaviour – Buying Motives – Stages of buying decision process - Market segmentation – Need and basis of Segmentation – Concept of Marketing Mix – Marketing Strategy.

BLOCK III: The Product

Product – Definition – Classification – Consumer Goods – Industrial goods – Product Life Cycle – Product Mix – Product Planning – Branding – Packaging – Developing new Products

BLOCK IV: Pricing & Physical Distribution

Pricing – Objectives – Pricing Policies and Procedures – Factors influencing pricing decisions – New product pricing – Psychological aspects in pricing.

Physical distribution – Channels of distribution – Types of Channel – Channel Policy



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– Wholesalers, Retailers and Middle men and their functions.

BLOCK V: Promotion

Promotion – Advertising – Personal Selling – Sales Promotion – Publicity- Recent Trends in Marketing: E-marketing, Relationship marketing, Mobile marketing.

References:

1. Gupta C.B. Nair N. Rajan, (2020), *Marketing Management - Text & Cases, 19th edition*, Sultan Chand & Sons, New Delhi .
2. Philip Kotler & Kevin Lane Keller, (2016), *Marketing Management*, 15th Edition, Pearson Education India, Noida
3. V S Ramaswamy & S Namakumari, (2010), *Marketing Management*, 4th Edition, Om Books International, New Delhi.
4. Rustom S. Davar, (1993), *Modern Marketing Management*, Ubs Publishers' Distributors Pvt.Ltd, New Delhi.
5. S.A. Sherlekar & R. Krishnamoorthy (2015), *Principles of Marketing*, Himalaya Publishing House Pvt. Ltd., Mumbai.

Web Resources:

1. <https://www.geektonight.com/marketing-management-pdf>
2. https://www.academia.edu/32346771/MARKETING_MANAGEMENT_NOTES_pdf
3. <http://kamarajcollege.ac.in/Department/BBA/III%20Year/002%20Core%2014%20-%20Marketing%20Management%20-%20V%20Sem.pdf>
4. <http://www.freebookcentre.net/business-books-download/Marketing-Management.html>
5. <https://archive.nptel.ac.in/courses/110/104/110104068/>

COURSE OUTCOME

On completion of this course, the students will be able to:

- CLO1. Illustrate key marketing concepts, theories, and techniques for analysing a variety of marketing situations
- CLO2. Identify the various steps towards the buying behaviour of a consumer and to explore the market segmentation.



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CLO3. Demonstrate the product mix and to assess every stage of PLC and planning for introduce new product in the market.

CLO4. Assess and conclude the pricing policies of the business concern and how to distribute the commodities and find out the suitable channels.

CLO5. Explore a suitable promotion mix which is a key component of the business to reach the ultimate consumers



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Course Title : Human Resource Management

Course Code : BBARN - 24

Course Credit : 6

COURSE OBJECTIVE

CO1. Describe the fundamental concepts, functions and evolution of human resource management

CO2. Gain knowledge on HRP and procedures and practices used for recruiting and selecting suitable employees.

CO3. Study the training requirements and design a successful orientation and training progress

CO4. Discuss the appropriate policies and practices involved the performance discipline process

CO5. State the significance of employee benefits to both employers and employees

COURSE SYLLABUS

BLOCK I: Introduction to Human Resource Management

HRM Concept and Functions, Role, Status and competencies of HR Manager - HR Policies - Evolution of HRM - HRM vs HRD - Evolution of HRM - Emerging Challenges of Human Resource Management - Workforce diversity; Empowerment - Human Resource Information System.

BLOCK II: Acquisition of Human Resource

Human Resource Planning- Quantitative and Qualitative Dimensions - job analysis – job description and job specification - Recruitment and Selection – meaning – process of requirement – sources and techniques of Recruitment – Meaning and Process of Selection – Selection Tests and Interviews – placement, induction, socialisation and Retention.

BLOCK III: Training and Development

Concept and Importance -Training and development methods –Identifying Training and Development Needs - Designing Training Programmes - Role Specific and Competency Based Training - Evaluating Training Effectiveness - Training Process Outsourcing - Management Development - Career Development.



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BLOCK IV: Performance Appraisal

Nature, objectives and importance - Modern Methods and techniques of performance appraisal - potential appraisal and employee counselling - job changes - transfers and promotions -Problems in Performance Appraisal – Essentials of Effective Appraisal System – Job Evaluation – Concepts, Process and Objectives – Advantages and Limitations – Methods.

BLOCK V: Compensation and Maintenance

Compensation - Concept and policies- wage and Salary administration -Methods of wage payments and incentive plans - Fringe benefits - Performance linked compensation - Employee health, welfare and safety social security - Employer-Employee relations- grievance handling and redressal.

References:

1. K.Aswathappa, (2013), Human Resource Management: Text and Cases, 7th Edition, McGraw-Hill Education, New Delhi.
2. Gupta, C.B., (2013), Human Resource Management, Fourteenth Edition, Sultan Chand & Sons, New Delhi.
3. Khanka, S.S., (2007), Human Resource Management- Text and Cases, First Reprint Edition, S. Chand& Co., Ltd., New Delhi.
4. Prasad, L.M., (2014), Human Resource Management, Third Edition, Sultan Chand & Sons, New Delhi.
5. V.S.P. Rao,(2016), Human Resource Management, Taxmann Publications Pvt. Ltd., Mumbai.
6. SubbaRao, P., (2011), Essentials of Human Resource Management and Industrial Relation, Second Edition Reprint, Himalaya Publishing House, Mumbai.
7. Tripathi, P.C., (2010), Human Resource Management, Sixth Edition, Sultan Chand and Sons, New Delhi.

Web Resources:

1. <http://www.freebookcentre.net/business-books-download/Lecture-Notes-On-Human-Resource-Management.html>
2. <https://www.devensharmaclassroom.in/2022/07/human-resource-development-hrd-bba-mba.html>



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3. <https://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf>
4. <https://archive.nptel.ac.in/courses/122/105/122105020/>

COURSE OUTCOME

On completion of this course, the students will be able to:

- CLO1. Demonstrate the importance of human resources and their effective management in organizations.
- CLO2. Demonstrate a basic understanding of different tools used in forecasting and planning human resource needs and assess recruitment and selection process.
- CLO3. Describe appropriate implementation, monitoring and assessment procedures of training and development
- CLO4. Explain the importance of the performance management system in enhancing employee performance
- CLO5. Interpret a market comparison as part of compensation analysis and maintainance



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Course Title : **Store Layout, Design and Visual Merchandising**

Course Code : **BBARN - 25**

Course Credit : **6**

COURSE OBJECTIVE

- CO1. Familiarise the students with organised retail and the value it creates.
- CO2. Discuss the Store Layout Management
- CO3. Understand about the importance of store design
- CO4. Gain knowledge about visual merchandising and presentation techniques
- CO5. Understand about visual communication and its effectiveness.

COURSE SYLLABUS

BLOCK I: Store Layout

Store Layout: Types of Layout – Grid – Race track- Free Form Layouts – The Circulation Plan – Store Layout Management – Allocating Space – Types of Space Needed – Back Room – Offices and Other Functional Spaces – Aisles, Service Areas and Other non-selling areas- Floor Merchandise Space- Space allocation for a New Store - Considerations in Layout selection – Feature areas – End Caps – Promotional Area – Free Standing Fixtures and Mannequins – Windows – POP Areas – Walls.

BLOCK II: Space Planning

Space Planning – Location of Departments – Relative vocational Advantages – Evaluation a Department Layout – Location of Merchandize department – Use pf Plano grams – Leveraging Space.

BLOCK III: Importance of Store Design

Importance of Store Design – Exterior Store Design – Interior Store Design – Fixtures, Flooring & Ceiling & Lighting – Graphics & Signages - Atmospherics.

BLOCK IV: Visual Merchandising

Visual Merchandising – Importance of Visual Merchandising - Displaying the Merchandise – Maintaining Good Merchandising – Using Shop Windows Effectively – Prop Master - Presentation Techniques – Ideal Oriented Presentation – Item Oriented Presentation – Color Presentation, Ice Lining, Vertical Merchandising –



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Tonnage Merchandising- Frontage Presentation – Fixtures – Straight Rack - Gondola

BLOCK V: Visual Communication

Visual Communication – Name, Logo and Retail Identity - Lighting – Color – Music - Scent

References:

1. Claus Ebster& Marion Garaus, (2015), Store Design and Visual Merchandising: Creating Store Space That Encourages, 2nd Edition, Business Expert Press, New York,UK.
2. Michael Levy and Barton A Weitz, (2017),Retailing Management - Global Edition,8thEdition,McGraw Hill Higher Education, New Delhi.
3. Ralph D. Shipp,(1985),Retail Merchandising: Principles and Applications, 3rd Edition, Houghton Mifflin Co, Boston, USA.
4. R. Sudharshan, S. Ravi Prakash and M. SubrahmanyaSarma, 1stEdition (2007),Retail Management: Principles and Practices, New Century Publications, New Delhi.
5. Tony Morgan, (2016), Visual Merchandising, 3rd Edition, Laurence King, London, UK.
6. William R. Davidson, Daniel J. Sweeney and Ronald W. Stampfl, 6th Edition (1988)Retailing Management, John Wiley & Sons, Hoboken, NJ.

Web Resources:

1. <https://www.pdfdrive.com/store-location-design-visual-merchandising-d39571342.html>
2. <https://courseware.cutm.ac.in/wp-content/uploads/2020/06/Store-Layout.pdf>
3. https://www.slideshare.net/Wsachin/store-layout-design-and-merchandising?qid=a0214033-fdfc-4ebb-84d9-a6718f98e121&v=&b=&from_search=2
4. https://www.youtube.com/results?search_query=Store+Layout%2C+Design+and+Visual+Merchandising
5. <https://slideplayer.com/slide/9222822/>
6. <https://slideplayer.com/slide/14367061/>

COURSE OUTCOME

On completion of this course, the students will be able to:

CLO1. Consider layout selection through understanding types and features of layout.

CLO2. Plan spacing through proper layout.



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CLO3.Acquire knowledge about floor, ceiling, lighting and overall store designing.

CLO4.Evolve an effective visual merchandising mechanism for the retail store

CLO5.Equip themselves with skill of visual communication.



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Course Title : Environmental Studies

Course Code : CCEN

Course Credit : 4

COURSE OBJECTIVE

- CO1. Develop a comprehensive understanding of the concept, scope of environment studies and public awareness about environment collective response for its protection.
- CO2. Provide a dynamic window onto the changing natural and social environments that comprises our world.
- CO3. Describe and identify the organisms with similar needs that compete for resources.
- CO4. Engage directly with key contemporary issues - such as globalisation, climate change, environmental management and cultural transformation - whilst also developing valuable analytical and communication skills.
- CO5. Determine the flexibility to tailor your module choices to your academic interests.
-

COURSE SYLLABUS

Unit 1: Multidisciplinary nature of environmental studies: Definition, scope and importance - Need for public awareness

Unit 2: Natural Resources:

- Renewable and non-renewable resources: Natural resources and associated problems.
 - a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
 - b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
 - c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
 - d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.



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e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.

f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

Unit 3: Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem: - a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 4: Biodiversity and its conservation:

- Introduction – Definition: genetic, species and ecosystem diversity.
- Bio- geographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values • Biodiversity at global, National and local levels.
- India as a mega-diversity nation
- Hot-spots of biodiversity.
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit 5 : Environmental Pollution:

- Definition
- Cause, effects and control measures of: - a. Air pollution b. Water pollution c. Soil pollution
- Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards



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- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management: floods, earthquake, cyclone and landslides.

Unit 6: Social Issues and the Environment:

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case Studies
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust- Case Studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation.
- Public awareness.

Unit 7: Human Population and the Environment:

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.
- Environment and human health.
- Human Rights.
- Value Education.
- HIV/AIDS.
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.



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- Case Studies.

Unit: 8 Field Work Visit:

- Visit to a local area to document environmental assets-river / forest/ grassland/ hill / mountain

References

1. Brusseau, M.L., Pepper, I.L., and Gerba, C.P. (2019). Environmental and Pollution Science, 3rd Edition. Academic Press, USA. (pp. 1-520).
2. Divan, S. and Rosencranz, A. (2002). Environmental Law and Policy in India: Cases, Material & Statutes, 2nd Edition. Oxford University Press, India. (pp. 1-837).
3. Gadgil, M., and Guha, R. (1993). This Fissured Land: An Ecological History of India. University of California Press, Berkeley, USA. (pp. 1-245).
4. Raven, P.H, Hassenzahl, D.M., Hager, M.C, Giff, N.Y., and Berg, L.R. (2015). Environment, 8th Edition. Wiley Publishing, USA. (pp. 1-472).
5. Singh, J.S., Singh, S.P., and Gupta, S.R. (2017). Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi. (pp.1-842)

Web Resources:

1. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_ENS_LECTURE_NO_TES.pdf
2. <https://archive.nptel.ac.in/courses/127/105/127105018/>

COURSE OUTCOME

On completion of this course, the students will be able to:

- CLO1.Acquiring wide knowledge on natural processes and resources that sustain life and govern economy.
- CLO2.Appreciate the consequences of human actions on the web of life, global economy, and quality of human life.
- CLO3.Develop critical thinking for shaping strategies (scientific, social, economic, administrative, and legal) for environmental protection, conservation of biodiversity, environmental equity, and sustainable development.
- CLO4.Inculcate values and attitudes towards understanding complex environmental economic- social challenges, and active participation in solving current environmental problems and preventing the future ones.
- CLO5.Adopt sustainability as a practice in life, society, and industry.



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BBA Retail Management - III Year Syllabus

Course Title : Merchandise Management and Pricing

Course Code : BBARN - 31

Course Credit : 6

COURSE OBJECTIVE

- CO1. Understand the concepts of merchandising & its importance.
 - CO2. Learn the roles and responsibilities of merchandiser and buyer.
 - CO3. Understand about merchandise planning and merchandising control.
 - CO4. Formulate the financial merchandise management.
 - CO5. Describe about pricing strategies in retailing.
-

COURSE SYLLABUS

BLOCK I: Overview

Merchandising - Meaning of merchandising – Evolution of merchandising – Factors affecting the merchandising function – Roles and Responsibilities of merchandiser – Roles and responsibilities of the buyer – The concept of Life style merchandising.

BLOCK II: Merchandise Plans

Merchandise Planning – Devising merchandise plans – Developing Sales Forecast – Forecasting at the store (SKU) – Collaborative planning forecasting and replenishment (CPFR) - Determining the merchandise requirements – Merchandising control – Assortment planning – The range plan – The model stock plan – Tools used for merchandise planning.

BLOCK III: Merchandise Implementation and Evaluation

Merchandising sourcing – Identifying the source of supply – Merchandise Implementation, Supply Sources: Vendor Search, Selection & Evaluation Contracting & evaluating the sources of supply – Negotiating with vendors – Establishing vendor relationship – Analyzing vendor performance – Advantages - The process of private label creation.

BLOCK IV: Financial Merchandise Management

Financial Merchandise Management – Merchandise Budget Plan – Components Evaluation – Open – to – Buy Systems – Allocating Merchandise to Stores –



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Evaluating the Merchandise Performance- Inventory Valuation: The Cost Method;
The Retail Method, Unit Control System, Financial Inventory Control

BLOCK V: Pricing Strategies

Pricing in Retailing – External influences on retail pricing strategy – Retail pricing objectives – Retail pricing strategies – Consumer response to pricing- Cost Oriented; Demand Oriented; EDLP

References:

1. Michael Levy and Barton A Weitz, (2017),Retailing Management - Global Edition, 8th Edition, McGraw Hill Higher Education, New Delhi.
2. Ralph D. Shipp, (1985),Retail Merchandising : Principles and Applications, 3rd Edition, Houghton Mifflin Co, Boston, USA.
3. R. Sudharshan, S. Ravi Prakash and M. SubrahmanyaSarma, (2007),Retail Management: Principles and Practices, 1st Edition, New Century Publications, New Delhi.
4. William R. Davidson, Daniel J. Sweeney and Ronald W. Stampfl, (1988),Retailing Management, 6th Edition, John Wiley & Sons, Hoboken, NJ.

Web Resources:

1. <https://www.bizmove.com/books/guide-to-effective-retail-merchandise-management.pdf>
2. <https://www.slideshare.net/DrSelvamohanaK/merchandise-management-243743495>
3. https://www.youtube.com/results?search_query=Merchandise+Management+and+Pricing
4. <https://archive.nptel.ac.in/courses/110/105/110105158/>

COURSE OUTCOME

On completion of this course, the students will be able to:

- CLO1. Enumerate the factors affecting merchandising functions.
- CLO2. Forecast sales and determine the merchandise requirements
- CLO3. Negotiate with vendors.
- CLO4. Understand Consumer response to pricing.
- CLO5. Evaluate merchandise performance.



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Course Title : Retail Store Operations

Course Code : BBARN - 32

Course Credit : 6

COURSE OBJECTIVE

CO1. Describe about how to get the store ready and easy to shop for customers.

CO2. Understand the inventory management in retail stores.

CO3. Learn about the sales support functions, such as Credit Management: Outsourcing, Computerization, etc.

CO4. Describe the asset management and budgeting process of retail stores.

CO5. Elaborate the store maintenance and credit management.

COURSE SYLLABUS

BLOCK I: Fundamentals of Retail Operations

Elements & Components of Retail Operation - Store Administration and Management Premises - Roles of Store Manager- Retail Organisation Structure: Organisation of a Single-store Retailer; Regional Departmental Store; Chain of Stores

BLOCK II: Inventory Management

Managing Inventory & Display: Inventory Techniques - ABC Analysis – EOQ – SAP Analysis – GAP Model – Perpetual Inventory Control – Sales Forecast – CPFR Merchandise Reordering Plano-grams – Promotional Ordering.

BLOCK III: Retail Operations

Space Allocation: Operation's Blueprint - Store format; Size; Space Allocation; Personnel Utilization- Managing Receipts - Store level and receiving and marking - Case Receiving – Item Check in - Self Service and Check out operations : Merchandising Factors in self-service – Applying Simplification in the Selling Process – Check out Operations – Checkout Systems and Productivity.

BLOCK IV: Asset Management

Asset Management: The Strategic Profit Model; Other Key Business Ratios; Financial Trends in Retailing Budgeting & Resource Allocation: Preliminary Budgeting Decisions; On going Budgeting Process



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BLOCK V: Store and Credit Management

Store Security: Cause of Shrinkage; Scale of Retail Crime; Dealing with Crime; Retail Loss Prevention – Insurance – Store Maintenance – Energy Management – Credit Management – Credit Management: Outsourcing; Computerisation; Crisis Management.

References:

1. Barry Berman & Joel R Evans, (2012), Retailing Management: A Strategic Approach, 12th Edition, Pearson Education India, Noida.
2. Chetan Bajaj, Rajnish Tuli and Nidhi V Srivastava, (2010), Retail Management, 2nd Edition, Oxford Publications, Bengaluru.
3. Michael Levy and Barton A Weitz, (2017), Retailing Management - Global Edition, 8th Edition, McGraw Hill Higher Education, New Delhi.
4. William R. Davidson, Daniel J. Sweeney and Ronald W. Stampfl, (1988), Retailing Management, 6th Edition, John Wiley & Sons, Hoboken, NJ.

Web Resources:

1. <https://www.pdfdrive.com/retail-store-management-e47690441.html>
2. https://www.youtube.com/results?search_query=Retail+Store+Operations
3. <https://www.slideshare.net/AmitGarg1/retail-store-operations-brief>
4. <https://archive.nptel.ac.in/courses/110/105/110105158/>

COURSE OUTCOME

On completion of this course, the students will be able to:

- CLO1. Acquire knowledge about store manager.
- CLO2. Manage inventory through understanding ABC analysis, EOQ, GAP.
- CLO3. Prepare and manage receipts.
- CLO4. Handle customer complaints.
- CLO5. Manage crisis, credit and store.



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Course Title : Consumer Buying Behaviour

Course Code : BBARN - 33

Course Credit : 6

Course Objective

- CO1. Understand consumer behaviour in an informed and systematic way.
 - CO2. Analyse personal, socio-cultural, and environmental dimensions that influence consumer decisions making.
 - CO3. Learn designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour.
 - CO4. Understand the application of market research in framing effective marketing strategies.
 - CO5. Enumerate the retail market segmentation.
-

COURSE SYLLABUS

BLOCK I: Overview of Consumer Behaviour

Consumer Behaviour – Definition and Scope – Need for studying Consumer Behaviour - Consumer Behaviour and Decision Making – Consumer value, satisfaction and retention.

BLOCK II: Buying Decision

Types of buying decision – Extended problem solving – Intended problem solving – Habitual decision making – Buying process in Retailing – Information Service – Evaluation – Choice – Visit – Loyalty.

BLOCK III: Attitude and Buying Behaviour

Meaning of attitude - nature and characteristics of attitude - types of attitude - learning of attitude - sources of influence on attitude formation - Model of attitude - Tricomponent attitude model – multi - attribute attitude model-Individual determinants and Buying behaviour – Role of perception, motivation, personality, attitude.

BLOCK IV: Culture and Cross – Cultural influence of Buying Behaviour

Culture and Cross- Cultural influence of buying behaviour - Meaning of culture, Characteristics of culture, function of culture - types of culture - Cross-cultural consumer analysis - cross cultural marketing objectives - Basic areas for cross-



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cultural marketing - problem in cross cultural marketing -Social factor influencing family– Family – Culture – Sub Culture – Reference group

BLOCK V: Retail Market Segmentation

Retail market segmentation – Criteria for segmentation – Approach for Segmentation – Composite segmentation approach.

References:

1. Henry Assael (2003)Consumer Behaviour: A Strategic Approach, Cengage Learning, Boston, USA.
2. Jay D. Lindquist and M. Joseph Sirgy Shopper (2003)Buyer and Consumer Behavior: Theory and Marketing Applications, Atomic Dog Publishing Inc, OH, USA.
3. Michael Levy and Barton A Weitz, (2017), Retailing Management - Global Edition,,8th Revised Edition, McGraw Hill Higher Education, New Delhi.
4. Leon G. Schiffman, Leslie Kanuk and Havard Hansen, (2013), Consumer Behaviour, Financial Times, 2nd Edition, Prentice Hall, London, New Jersey, USA.

Web Resources:

1. <https://www.magadhuniversity.ac.in/download/econtent/pdf/INTRODUCTION%20TO%20CONSUMER%20BEHAVIOUR-1.pdf>
2. <https://www.himpub.com/documents/Chapter1482.pdf>
3. <https://archive.nptel.ac.in/courses/110/105/110105029/>
4. <https://www.youtube.com/watch?v=60eRK7AwwM>
5. <https://www.youtube.com/watch?v=zPFeoNkZYGc>
6. https://www.youtube.com/watch?v=2QIZ_EM_u1I
7. https://www.youtube.com/watch?v=BWJpYBD_9IU
8. <https://www.youtube.com/watch?v=0srjdRDh99Y>

COURSE OUTCOME

On completion of this course, the students will be able to:

CLO1. Analyze personal and environmental factors that influence consumer decisions.

CLO2. Understand market segmentation.



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CLO3. Develop perception, motivation, personality, attitude of buying behaviour.

CLO4. Develop problem solving and decision making skill.

CLO5. Skill to value and retain the consumer.



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Course Title : Customer Service and Personal Selling in Retailing

Course Code : BBARN - 34

Course Credit : 6

COURSE OBJECTIVE

- CO1. Learn about customer service and its importance.
- CO2. Understand the customer relationship management and personal selling.
- CO3. Define the process of Customer Relationship Management in retail.
- CO4. Elaborate the retail selling process and theories of personal selling.
- CO5. Understand the responsibilities of Sales Personnel and Careers in retailing.

COURSE SYLLABUS

BLOCK I: Overview

Customer service – Nature of Customer Service – Customer and Customer Satisfaction – Customer Service in Retailing - Types of Customer Service in Retailing - Importance of service in Retail – Services Vs Large Retailers - Steps in evolving effective customer service model in retail.

BLOCK II: Customer Service Gap Model

Reasons for gaps in service – Steps in reducing customer service gap - Collecting customer information and enhancing loyalty – Service recovery-SERVQUAL model.

BLOCK III: Customer Relationship Management in Retail

Customer Relationship Management – Process – Collection of customer data – analysing and identifying target customers – Developing and implementing Customer Relationship programmes - Customer Relationship Management in retail.

BLOCK IV: Personal Selling

Personal Selling – Types of Personal Selling - Role of personal selling in retailing – Effective Personal Selling Tips - Retail selling process – Theories of personal selling – Difference between advertisement and personal selling – Role of sales personnel in retail organisation.



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BLOCK V: Responsibilities of Sales person

Duties and responsibilities of Sales Personnel – Traits of sales personnel - Qualities of Sales Personnel – Appearance – Communication – Vocabulary – Building Rapport – Ego problems – Adequacy of Knowledge - Careers in retailing – Traits required for successful Retailer – Employment Aspects of A Retailing Career – Different Careers in Retailing – Setting Up Own Firm.

References:

1. Barry Berman & Joel R Evans, (2012),Retail Management: A Strategic Approach, 12th Edition, Pearson Education India, Noida.
2. James R. Ogden and Denise T. Ogden, (2004),Retailing: Integrated Retail Management ,1st Edition , South-Western College Pub, Mason, Ohio.
3. Michael Levy and Barton A Weitz, (2017),Retailing Management - Global Edition, 8th Revised Edition ,McGraw Hill Higher Education, New Delhi.
4. William R. Davidson, Daniel J. Sweeney and Ronald W. Stampfl, (1988),6th Edition, Retailing Management, John Wiley & Sons, Hoboken, NJ.

Web Resources:

1. <https://freebookcentre.net/business-books-download/Retail-Marketing.html>
2. <https://nptel.ac.in/courses/110104117>
3. <https://www.youtube.com/watch?v=qGea0jAjeeU>
4. <https://www.youtube.com/watch?v=W6nod2nx-8s>
5. <https://www.youtube.com/watch?v=Tbe2fVljJ8Y>
6. https://www.youtube.com/results?search_query=Customer+Service+and+Personal+Selling+in+Retailing

COURSE OUTCOME

On completion of this course, the students will be able to:

- CLO1. Describe the steps in evolving effective customer service model in retail.
- CLO2. Identify the customer service gap.
- CLO3. Understand Customer Relationship Management.
- CLO4. Aware about advertising and personal selling.
- CLO5. Develop communication skills and aware about traits and qualities of sales personnel.



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Course Title : Logistics and Supply Chain Management

Course Code : BBARN - 35

Course Credit : 6

COURSE OBJECTIVE

CO1. Understand the fundamentals of Supply Chain Management (SCM) including its role in an organization and in integrating firms in a supply chain.

CO2. Detail about the various innovations in supply chain management

CO3. Describe about the retail logistics, inventory and transportation management.

CO4. Understand the logistics in electronic retailing.

CO5. Enumerate the supply chain of E-Business.

COURSE SYLLABUS

BLOCK I: Fundamentals of Supply Chain Management

Concept of Supply Chain Management - Objectives of Retail Supply Chain – Evolution of Supply Chain Management – Issues involved in developing the Supply Chain Management – Supply Chain Integration.

BLOCK II: Vendor Management

Integrated Supply Chain Management: Vendor Management – Value Chain - Innovations in Supply Chain Management: Collaborative Planning Forecasting and Replenishment – Cross Docking.

BLOCK III: Retail Logistics, Inventory and Transportation Management

Retail Logistics - Definition – Evolution – Functions – Applications – Inventory Management – Transportation Management – Multimodal Transport: Modal Characteristics; Modal Comparisons; International Air Cargo Transport; Coastal and Ocean transportation

BLOCK IV: Distribution Centre

Distribution Centre - Management of Inbound and Outbound Logistics - Quick Response Delivery System – Logistics of Electronic Retailing – Outsourcing – 3PL & Other outsourcing methods.



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BLOCK V: E-Supply Chain

Coordinating a supply chain and the role of E-business - E-business and the supply chain – Financial evaluation of supply chain decisions - Activities of E-SCM - Supply Chain Replenishment, E-Procurement, Supply Chain Monitoring and Control - Inventory Management Using Wireless Devices, Collaborative Planning, Collaborative Design and Product Development - E-Logistics.

References:

1. Haffey, D., (2015), Digital Business and E-Commerce Management: Strategy, Implementation and Practice, 6th Edition, Pearson Education Limited, United Kingdom.
2. Michael Hugos and Chris Thomas, (2005), Supply Chain Management in the Retail industry, John Wiley & Sons, Hoboken, NJ.
3. Michael Levy and Barton A Weitz, (2017), Retailing Management - Global Edition, 8th Edition, McGraw Hill Higher Education, New Delhi.
4. Sunil Chopra and Peter Meindl, (2014), Supply Chain Management: Strategy, Planning, and Operation, 6th Revised Edition, Pearson Education India, Noida.

Web Resources:

1. <https://ocw.mit.edu/courses/esd-273j-logistics-and-supply-chain-management-fall-2009/pages/lecture-notes/>
2. https://www.youtube.com/watch?v=A_0ParIzMjE
3. <https://www.youtube.com/watch?v=raqi4gjMLm8>
4. <https://www.youtube.com/watch?v=IZPO5RciZEo>
5. <https://www.youtube.com/watch?v=4-QU7WiVxh8>
6. <https://nptel.ac.in/courses/110106045>
7. https://www.youtube.com/results?search_query=Logistics+and+Supply+Chain+Management

Course Outcome

On completion of this course, the students will be able to:

- CLO1. Comprehend concepts of supply chain management.
- CLO2. Manage vendor by understanding Collaborative Planning Forecasting and Replenishment.
- CLO3. Manage inventory by understanding Multimodal Transport.
- CLO4. Manage Inbound and Outbound Logistics.
- CLO5. Co- ordinate supply chain and evaluate supply chain decisions.



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Course Title : Information Technology and E-tailing

Course Code : BBARN - 36

Course Credit : 6

COURSE OBJECTIVE

- CO1. Explain the social impact of information technology, both locally and globally, and the need for security, privacy and ethical implications in information systems usage.
 - CO2. Understand about database marketing and the limitations of web applications.
 - CO3. Describe about electronic retailing.
 - CO4. Describe the application of IT in retailing.
 - CO5. Develop the capacity to initiate/lead an e-business venture/business segment.
-

COURSE SYLLABUS

BLOCK I: Fundamentals of Information Technology in Retailing

Information Technology – Meaning and its growing role in retailing – Indian scenario – Applications of Information Technology in retailing.

BLOCK II: RMIS

Retail Management Information System –Types of information systems - Role of retail data capture in retail transaction – Campaign management- Database management, data warehousing, data mining.

BLOCK III: Coding Systems

Adopting coding systems – Radio Frequency identification (RFID) – Benefits of data base marketing – Limitation of web applications – Information technology innovation to tackle web limitations.

BLOCK IV: Electronic Application

Electronic retailing -Electronic point of sale (EPOS) - Electronic funds transfer and point of sale (EFTPOS) – Quick response replenishment system - Electronic loyalty scheme.

BLOCK V: Role of Information Technology

IT for competitive advantage-Information technology in merchandising – Information technology in Supply chain management - Information technology in Customer Relationship management –E-Commerce in retailing institutions-



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Database marketing, data mining and business intelligence - Business data communication.

References:

1. Barry Berman & Joel R Evans, (2012), Retailing Management: A Strategic Approach, 12th Edition, Pearson Education India, Noida.
2. A.Jaiswal, (2003), Fundamentals of Computers & Information Technology, Dreamtech Press, New Delhi.
3. Michael Levy and Barton A Weitz, (2017), Retailing Management - Global Edition, 8th Revised Edition, McGraw Hill Higher Education, New Delhi.
4. Rosemary Varley and Mohammed Rafiq, (2003), Principles of Retail Management, Palgrave Macmillan, London.
5. RK Taxali, (2001), PC Software of Windows Made Simple, 2nd Edition, McGraw Hill Education, New Delhi.

Web Resources:

1. <http://www.freebookcentre.net/business-books-download/Information-Technology-and-E-Business.html>
2. <https://www.techtarget.com/searchcio/definition/e-commerce>
3. <https://www.youtube.com/watch?v=9EkUt6WJDUI>
4. https://www.youtube.com/results?search_query=Information+Technology+and+E-tailing

Course Outcome

On completion of this course, the students will be able to:

- CLO1. Apply Information Technology in retailing.
- CLO2. Manage campaigns by knowing information systems.
- CLO3. Tackle web limitations through Information technology innovation.
- CLO4. Able to do electronic fund transfer.
- CLO5. Manage merchandising, Supply chain, Customer Relationship through Information technology.
