St. Albert's College (Autonomous)

VMA1CMT0119 – BUSINESS MATHEMATICS AND STATISTICS

Course Instructor

Name	Sem, Programme & Batch	Email
JILU ANTONY	BVOC RM semester I 2019-20	jiluantony@alberts.edu.in

Duration of Course:

No	Activity	Duration
1	Contact hours	51 (Including assignments)
2	Assessment (CAE & ESE)	7
	Total	58
	Remedial Sessions/Peer Tutoring/Tutorials (need based & Optional)	4

I. Course Objectives:

1. Understand the role of statistics in business and the analytical tools available for making business decisions.
2. Discuss critically the uses and limitations of statistical analysis
3. Describe and discuss the concepts tools and techniques used in business statistical analysis

II. Course Delivery Plan

This course is a course requiring lot of student centric learning processes. The teaching methods include lectures, discussions, field based assignments etc.

Topics	Session No & Date(s)	Methodology and Duration
Topics	Session No & Date(s)	Methodology and Duration
These are the topics to be covered in the modules		

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Interest Concept of Present Value Simple Interest, Compound Interest, Advantages and disadvantages of simple interest Advantages and disadvantages of compound interest Equated Monthly Instalment (EMI) by Reducing and Flat Interest System,	06-Jun-19 07-Jun-19 10-Jun-19 11-Jun-19 12-Jun-19 13-Jun-19 14-Jun-19 17-Jun-19 18-Jun-19 19-Jun-19 20-Jun-19 21-Jun-19 24-Jun-19 25-Jun-19 26-Jun-19 27-Jun-19 28-Jun-19 29-Jun-19	Class exercises Lectures GD
Profit and Loss Price Cost Price, Selling Price, Marked Price, Loss Trade Discount Advantages and disadvantages of Trade Discount Cash Discount Advantages and disadvantages of Cash Discount Commission, Brokerage, Distinguish between Commission and Brokerge Problems on these topics.	01-Jul-19 02-Jul-19 03-Jul-19 04-Jul-19 05-Jul-19 08-Jul-19 09-Jul-19 10-Jul-19 11-Jul-19 12-Jul-19 16-Jul-19 17-Jul-19 18-Jul-19 19-Jul-19 22-Jul-19 23-Jul-19 24-Jul-19 25-Jul-19 26-Jul-19	GD Lectures
Introduction and Origin of statistics	29-Jul-19 30-Jul-19	

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	Meaning of statistics Importance of statistics Uses of statistics Scope of statistics in management, business, government, banking, insurance, investment etc. limitations of statistics. Relationship with business and industry. Collection of data Collection, Primary data Secondary data Advantages and disadvantages of data collection classification tabulation of statistical data. Pie diagrams. Graphic representation. Histogram Line graph Ogives : Less than ogive and more than ogive	01-Aug-19 02-Aug-19 05-Aug-19 06-Aug-19 07-Aug-19 08-Aug-19 16-Aug-19 19-Aug-19 20-Aug-19 21-Aug-19 22-Aug-19 24-Aug-19 26-Aug-19 27-Aug-19 29-Aug-19 30-Aug-19 02-Sep-19 03-Sep-19 04-Sep-19 05-Sep-19 06-Sep-19 16-Sep-19 17-Sep-19 18-Sep-19 19-Sep-19	GD, Lectures Class exercises
	Frequency Distribution, Measures of Central Tendency Meaning of Central tendency Arithmetic Mean Median	20-Sep-19 23-Sep-19 24-Sep-19 25-Sep-19 26-Sep-19 27-Sep-19 28-Sep-19 30-Sep-19 01-Oct-19	GD, Lectures, Class exercises

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Mode **Scope of Central tendency** **Limitations of Central tendency** **relationship with other sciences** **Statistics as a subject** **Descriptive Statistics** **Inferential Statistics.** **Presentation of Uni-variate Data: Construction of a frequency distribution**	02-Oct-19 03-Oct-19 04-Oct-19 05-Oct-19	
Measures of Central tendency, **Dispersion and their measures.** **Range** **Quartile Deviation** **Mean Deviation** **Standard Deviation** **Probability: Theory,** **Concepts of probability** **Simple application of addition theorem** **and multiplication Theorem**	09-Oct-19 10-Oct-19 11-Oct-19 14-Oct-19 15-Oct-19 16-Oct-19 17-Oct-19 18-Oct-19 23-Oct-19 24-Oct-19 25-Oct-19 28-Oct-19 29-Oct-19 30-Oct-19 31-Oct-19	GD, Lectures, Class exercises

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III. Innovative Learning Programmes

Name of Programme	Duration	Type	Proposed Time
"Quiz me up"	5 days	Experimental learning	3rd week

IV. Assignments and Seminars

Assignments

The following Assignment needs to be submitted to Google Classroom. Both the assignments & presentation are individual assignments.

No	Topics	Activity	Submission Deadlines	
Assignment	Assignment on Collection of data	Preparation of assignment		
Seminar	PowerPoint presentation on given topic	PowerPoint Presentation for a presentation of 10 minutes duration		

Note: Failure to upload the assignment to Google Classroom *on the date mentioned will result in 0 marks for the assignment. Requests for extension of dates for submission not entertained.*

V. Attendance (one component in class participation):

95-100%	5
90-95%	4
85-90%	3
80-85%	2
75-80%	1
<75	**Not eligible for appearing for ESE**

VI. Required reading:

1. Thukral, J K (2008) Business Mathematics; Mayur Publications, New Delhi.

Dr Department of Retail Management

St. Albert's College (Autonomous)

2. Nag, N.K (2001) Business Mathematics & Statistics; Kalyani Publishers, New Delhi.
3. Soni, R.S.(2009) Essentials of Business Mathematics and Statistics; Ane Books Pvt. Ltd, New Delhi.
4. Sharma AK (2005), Business Statistics, Discovery Publishing House, New Delhi
5. Kapoor, V.K.(2004)Business Mathematics; Sultan Chand & Sons, Delhi.
6. Allen R.G.D.(2003) Basic Mathematics; Macmillan, New Delhi.
7. Dowling, E.T.(2002) Mathematics for Economics; Schaum Series, McGraw Hill, London.
8. Sharma J K (2010), Business Statistics, Pearson Education India, New Delhi.

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ENG1CCT0319 Basic English skills for business

I. Course Instructor

Name	Sem, Programme & Batch	Email
Nikitha Shaji Thomas	B.voc Retail management semester I 2019-20	nikitha@alberts.edu.in

II. Duration of Course:

No	Activity	Duration
1	Contact hours	58 (Including assignments)
2	Assessment (CAE & ESE)	2
	Total	60
	Remedial Sessions/Peer Tutoring/Tutorials (need based & Optional)	2

III. Course Objectives:

- To learn various speech sounds
- To understand and have an awareness about various accents
- To learn about listening and various aspects of it
- To learn about speaking and various aspects of it
- To learn and understand about various aspects of reading

IV. Course Delivery Plan

This course is a course requiring lot of student centric learning processes. The teaching methods include lectures, discussions, field based assignments etc.

Topics	Session No & Date(s)	Methodology and Duration
Topics	Session No & Date(s)	Methodology and Duration
These are the topics to be covered in the modules		
Speech Sounds: Phonemic symbols – Vowels – Consonants – Syllables – Word stress – Stress in polysyllabic words – Stress in words used as different parts of speech – Sentence	22-Jul-19 23-Jul-19 24-Jul-19 25-Jul-19 26-Jul-19 29-Jul-19	Class exercises Lectures GD

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St. Albert's College (Autonomous)

stress – Weak forms and strong forms – Intonation	30-Jul-19 01-Aug-19 02-Aug-19 05-Aug-19 06-Aug-19 07-Aug-19 08-Aug-19 16-Aug-19	
Accents: Awareness of different accents: American, British and Indian – Influence of the mother tongue.	19-Aug-19 20-Aug-19 21-Aug-19 22-Aug-19 24-Aug-19 26-Aug-19 27-Aug-19 29-Aug-19 30-Aug-19 02-Sep-19 03-Sep-19	GD Lectures
Listening: Active listening – Barriers to listening – Listening and note taking – Listening to announcements – Listening to news on the radio and television.	04-Sep-19 05-Sep-19 06-Sep-19 16-Sep-19 17-Sep-19 18-Sep-19 19-Sep-19 20-Sep-19 23-Sep-19 24-Sep-19 25-Sep-19 26-Sep-19 27-Sep-19 28-Sep-19 30-Sep-19	GD, Lectures
Speaking: Word stress and rhythm – Pauses and sense groups – Falling and rising tones – Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills and telephone skills.	01-Oct-19 02-Oct-19 03-Oct-19 04-Oct-19 05-Oct-19 09-Oct-19 10-Oct-19 11-Oct-19 14-Oct-19 15-Oct-19 16-Oct-19	GD, Lectures, Field discussions

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Reading: Theory and Practice – Scanning – Surveying a textbook using an index – reading with a purpose – Making predictions – Understanding text structure – Locating main points – Making inferences – Reading graphics – Reading critically – Reading for research.	17-Oct-19 18-Oct-19 23-Oct-19 24-Oct-19 25-Oct-19 28-Oct-19 29-Oct-19	GD, Lectures, Field discussions

V. Innovative Learning Programmes

Name of Programme	Duration	Type	Proposed Time

VI. Assignments and Seminars

Assignments

The following Assignment needs to be submitted to Google Classroom. Both the assignments & presentation are individual assignments.

No	Topics	Activity	Submission Deadlines	
Assignment	Assignment on given topic	Preparation of assignment	of 8th Week of Course	Submit the assignment to Google Classroom before 11.59 pm
Seminar	PowerPoint presentation on given topic	PowerPoint Presentation for a presentation of 10 minutes duration	of 10th Week of Course	Submit the assignment Google Classroom before 11.59 pm

Note: Failure to upload the assignment to Google Classroom *on the date mentioned will result in 0 marks for the assignment. Requests for extension of dates for submission not entertained.*

VII. Attendance (one component in class participation):

95-100%	5
90-95%	4
85-90%	3
80-85%	2
75-80%	1
<75	**Not eligible for appearing for ESE**

VIII. Required reading:

1. V.Sasikumar, P Kiranmai Dutt and Geetha Rajeevan. Communication Skills in English. Cambridge University Press and Mahatma Gandhi University.
2. A Course in Listening and Speaking I & II, Sasikumar, V.,Kiranmai Dutt and Geetha Rajeevan, New Delhi: CUP, 2007
3. Study Listening: A Course in Listening to Lectures and Note-taking Tony Lynch New Delhi: CUP,
4. Study Speaking: A Course in Spoken English for Academic Purposes. Anderson, Kenneth, Joan New Delhi: OUP, 2008

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St Albert's College (Autonomous)

MERGEFORMAT 6

St. Albert's College (Autonomous)

VMG1CRT0119 Principles of Management

I. Course Instructor

Name	Sem, Programme & Batch	Email
Amala mary k s	B.voc Retail management semester I 2019-20	amalamary@alberts.edu.in

II. Duration of Course:

No	Activity	Duration
1	Contact hours	51(Including assignments)
2	Assessment (CAE & ESE)	7
	Total	
	Remedial Sessions/Peer Tutoring/Tutorials (need based & Optional)	6

III. Course Objectives:

- To trace the history of social work approaches with respect to underlying ideologies and philosophies.
- To appreciate social work as a profession and to recognize the need and importance of Social Work Education, Training and Practice.
- To identify the importance of professional values and ethics in social work practice.
- To know about different fields of social work intervention and the issues and concerns of social work practice in India

IV. Duration of Course:

No	Activity	Duration
1	Contact hours	51(Including assignments)
2	Assessment (CAE & ESE)	7
	Total	58
	Remedial Sessions/Peer Tutoring/Tutorials (need based & Optional)	6

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V. Course Delivery Plan

This course is a course requiring lot of student centric learning processes. The teaching methods include lectures, discussions, field based assignments etc.

Topics	Session No & Date(s)	Methodology and Duration
Topics	Session No & Date(s)	Methodology and Duration
These are the topics to be covered in the modules		
Nature and Process of Management ; Schools of Management Thought – Management Process School, Human Behavioural School, Decision Theory School, Systems Management School, Contingency School – Managerial Role – Basics of Global Management.	22-Jul-19 23-Jul-19 24-Jul-19 25-Jul-19 26-Jul-19 29-Jul-19 30-Jul-19 01-Aug-19 02-Aug-19 05-Aug-19 06-Aug-19 07-Aug-19 08-Aug-19 16-Aug-19 19-Aug-19 20-Aug-19 21-Aug-19 22-Aug-19	Class exercises Lectures GD
Planning– Types of plans - single use plan and repeated plan – MBO, MBE– strategic planning and formulation. Decision making - types and process of decision making – forecasting.	24-Aug-19 26-Aug-19 27-Aug-19 29-Aug-19 30-Aug-19 Sep-19 02-Sep-19 03-Sep-19 04-Sep-19 05-Sep-19 06-Sep-19 16-Sep-19	GD Lectures

Dr Department of Retail Management
St. Albert's College (Autonomous)

Organizing & Staffing: Types of organisation - formal and informal, line and staff, functional – organisation structure and design – span of control, delegation and decentralization of authority and responsibility – organisational culture and group dynamics.	17-Sep-19 18-Sep-19 19-Sep-19 20-Sep-19 23-Sep-19 24-Sep-19 25-Sep-19 26-Sep-19 27-Sep-19 28-Sep-19 30-Sep-19	GD, Lectures
Staffing: Systems approach to HRM – Performance appraisal and career strategy – HRD - meaning and concept.	01-Oct-19 02-Oct-19 03-Oct-19 04-Oct-19 05-Oct-19 09-Oct-19 10-Oct-19 11-Oct-19 14-Oct-19 15-Oct-19 16-Oct-19	GD, Lectures
Directing: Motivation – meaning - need for motivation. Theories of motivation - Herzberg and McGregor. Leadership- importance – styles of leadership, traits of leadership, Managerial Grid by Blake and Mounton, Leadership as a Continuum by Tannenbaum and Schmidt, Path Goal Approach by Robert House (in brief) Controlling - Concept, Significance, Methods of establishing control.	17-Oct-19 18-Oct-19 23-Oct-19 24-Oct-19 25-Oct-19 28-Oct-19 29-Oct-19 30-Oct-19 31-Oct-19	GD, Lectures, Field discussions

- **Innovative Learning Programmes**

Name of Programme	Duration	Type	Proposed Time
THE NEXT BIG IDEA (BUSINESS IDEA PRESENTATION)	1 day		8 week

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St Albert's College (Autonomous)

- **Assignments and Seminars**

Assignments

The following Assignment needs to be submitted to Google Classroom. Both the assignments & presentation are individual assignments.

No	Topics	Activity	Submission Deadlines	
Assignment	Assignment on given topic	Preparation of assignment	Wednesday of 8th Week of Course	Submit the assignment to Google Classroombefore 11.59 pm
Seminar	PowerPoint presentation on given topic	PowerPoint Presentation for a presentation of 10 minutes duration	Wednesday of 10th Week of Course	Submit the assignment Google Classroombefore 11.59 pm

Note: Failure to upload the assignment to Google Classroom *on the date mentioned will result in 0 marks for the assignment. Requests for extension of dates for submission not entertained.*

- **Attendance (one component in class participation):**

95-100%	5
90-95%	4
85-90%	3
80-85%	2
75-80%	1
<75	**Not eligible for appearing for ESE**

- **Required reading:**

- Moshal.B.S . Principles of Management, Ane Books India,New Delhi.
- Bhatia R.C. Business Organization and Management, Ane Books Pvt. Ltd., New Delhi.
- Richard Pettinger. Introduction to Management , Palgrave Macmillan, New York.
- Koontz and O'Donnel. Principles of Management ,Tata McGraw-Hill Publishing Co.Ltd. New Delhi.
- Terry G.R. Principles of Management, D.B.Taraporevala Sons &Co.Pvt.Ltd., Mumbai.

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- Govindarajan.M and Natarajan S. Principles of Management, PHI, New Delhi.
- MeenakshiGupta . Principles of Management, PHI, New Delhi.

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St. Albert's College (Autonomous)

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RMG1CRT0219–INTRODUCTION TO RETAIL MANAGEMENT

ourse Instructor

Name	Sem, Programme & Batch	Email
JILU ANTONY AMALA MARY KS	BVOC RM semester I 2019-20	jiluantony@alberts.edu.in amalamary@alberts.edu.in

Duration of Course:

No	Activity	Duration
1	Contact hours	51 (Including assignments)
2	Assessment (CAE & ESE)	7
	Total	58
	Remedial Sessions/Peer Tutoring/Tutorials (need based & Optional)	4

I. Course Objectives:

1. Understand the functions of retail business and various retail formats and retail channels.

2 Understand the difference between Retail and Manufacturing Supply Chain

3 Understand, key drivers of retail supply chain and how to select a retail store location

4. Analyze Retail Market and Financial Strategy including product pricing.

II. Course Delivery Plan

This course is a course requiring lot of student centric learning processes. The teaching methods include lectures, discussions, field based assignments etc.

Topics	Session No & Date(s)	Methodology and Duration

or Department of Retail Management

St. Albert's College (Autonomous)

Topics	Session No & Date(s)	Methodology and Duration
These are the topics to be covered in the modules		
Introduction to Retailing, Meaning and definition Importance of retailing in economy, Scope of Retailing, Evolution of Retail Environment, The Wheel of Retailing- The Accordian Theory, Emerging Trends in Retailing, Career options in retailing, Retail Structure in India. Green Retailing – Concept and Importance	06-Jun-19 07-Jun-19 10-Jun-19 11-Jun-19 12-Jun-19 13-Jun-19 14-Jun-19 17-Jun-19 18-Jun-19 19-Jun-19 20-Jun-19 21-Jun-19 24-Jun-19 25-Jun-19 26-Jun-19 27-Jun-19 28-Jun-19 29-Jun-19	Lectures GD

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St. Albert's College (Autonomous)

Planning Planning in retail industry Retail Strategic Planning Operation Management, Retail Financial Strategy, Target Market Selection Retail Location, Store Design Layout, Visual Merchandising Displays.	01-Jul-19 02-Jul-19 03-Jul-19 04-Jul-19 05-Jul-19 08-Jul-19 09-Jul-19 10-Jul-19 11-Jul-19 12-Jul-19 16-Jul-19 17-Jul-19 18-Jul-19 19-Jul-19 22-Jul-19 23-Jul-19 24-Jul-19 25-Jul-19 26-Jul-19 29-Jul-19 30-Jul-19	GD Lectures
Merchandise Planning, Merchandise Buying Handling, Importance of buying and handling Pricing, Merchandise Pricing, Importance of pricing Retail Communication Mix, Promotional Strategy, Types of promotional strategies Human resource management Retail Human Resources Management, Customer Service,	01-Aug-19 02-Aug-19 05-Aug-19 06-Aug-19 07-Aug-19 08-Aug-19 16-Aug-19 19-Aug-19 20-Aug-19 21-Aug-19 22-Aug-19 24-Aug-19 26-Aug-19 27-Aug-19 29-Aug-19 30-Aug-19 02-Sep-19 03-Sep-19 04-Sep-19 05-Sep-19 06-Sep-19	GD, Lectures Class exercises

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The GAPs Model, Characteristics Customer-Relationship Management. Types of Customer services		
Retail Selling Skills Types Importance of selling skills Pre-Check, Opening the Sale, Probing, Demonstration, Trial, Close Handling Objections, Closing, Confirmations Invitations. Retail Management Information Systems, Legal and Ethical Issues in Retailing	16-Sep-19 17-Sep-19 18-Sep-19 19-Sep-19 20-Sep-19 23-Sep-19 24-Sep-19 25-Sep-19 26-Sep-19 27-Sep-19 28-Sep-19 30-Sep-19 01-Oct-19 02-Oct-19 03-Oct-19 04-Oct-19 05-Oct-19 09-Oct-19	GD, Lectures, Class exercises
Retail Operations and Retail Pricing Store administration, Premises management, Inventory Management, Store Management, Receipt Management, Customer service, Retail Pricing,	10-Oct-19 11-Oct-19 14-Oct-19 15-Oct-19 16-Oct-19 17-Oct-19 18-Oct-19 23-Oct-19 24-Oct-19 25-Oct-19 28-Oct-19 29-Oct-19 30-Oct-19 31-Oct-19	GD, Lectures, Class exercises

Factors influencing retail prices. Pricing strategies, Pricing policies controlling costs		

Innovative Learning Programmes

Name of Programme	Duration	Type	Proposed Time
"I am retailer"	5 days	Experimental learning	4th week

Assignments and Seminars

Assignments

The following Assignment needs to be submitted to Google Classroom. Both the assignments & presentation are individual assignments.

No	Topics	Activity	Submission Deadlines	
Assignment	Assignment on Collection of data	Preparation of assignment		
Seminar	PowerPoint presentation on given topic	PowerPoint Presentation for a presentation of 10 minutes duration		

Note: Failure to upload the assignment to Google Classroom *on the date mentioned will result in 0 marks for the assignment. Requests for extension of dates for submission not entertained.*

Attendance (one component in class participation):

95-100%	5
90-95%	4
85-90%	3
80-85%	2
75-80%	1
<75	**Not eligible for appearing for ESE**

Required reading:

1. Sapna Pradhan, Retailing Management, Text and Cases, 3rd Ed, TMH Education Pvt. Ltd. New Delhi, 2011.

2. Ayers, James B., Odegaard, Marry A., Retail Supply Chain Management; Auerbach Publications, 2008 3. Chetan Bajaj, Retail Management

3. Cases in Management, R.Srinivasan, R.K.Srivastava, Biztantra, 2012.

4. Berman & Evans, Retail Management, TMH, 2007

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RMG2CMT0119 Organizational Behaviour

I. Course Instructor

Name	Sem, Programme & Batch	Email
Amala mary k s	B.voc Retail management semester I 2019-20	amalamary@alberts.edu.in

II. Course Objectives:

- To understand the implications of individual and group behaviour in organizational context.
- To understand the concept of organizational behaviour, social organization and the diverse environment alongside with the management of groups and teams
- To appreciate the culture of organizational culture

III. Duration of Course:

No	Activity	Duration
1	Contact hours	51(Including assignments)
2	Assessment (CAE & ESE)	7
	Total	58
	Remedial Sessions/Peer Tutoring/Tutorials (need based & Optional)	6

IV. Course Delivery Plan

This course is a course requiring lot of student centric learning processes. The teaching methods include lectures, discussions, field based assignments etc.

Topics	Session No & Date(s)	Methodology and Duration
Topics	Session No & Date(s)	Methodology and Duration
These are the topics to be covered in the modules		

Dr Department of Retail Management

St. Albert's College (Autonomous)

Introduction to Organisational Behaviour-Various discipline contributing to OB-Hawthorne experiment- foundation of individual behaviour- need and importance of organisational behaviour-nature and scope- framework of organizational behaviour	25-Nov-19 26-Nov-19 02-Dec-19 03-Dec-19 04-Dec-19 05-Dec-19 06-Dec-19 09-Dec-19 10-Dec-19 11-Dec-19 12-Dec-19 13-Dec-19 16-Dec-19 17-Dec-19 18-Dec-19 19-Dec-19 20-Dec-19 31-Dec-19	Class exercises Lectures GD
Personality-types-factors affecting personality-perception-importance-factors influencing perception-learning-types of learning styles-the learning process	01-Jan-20 03-Jan-20 06-Jan-20 07-Jan-20 08-Jan-20 09-Jan-20 10-Jan-20 11-Jan-20 13-Jan-20 14-Jan-20 15-Jan-20	GD Lectures
Motivation-theories-importance –types –values and attributes-characteristics components-formation and measurement-group dynamics group behaviour formation-types of groups-stages of group development-conflict management nature of conflict-types of conflict	16-Jan-20 17-Jan-20 20-Jan-20 21-Jan-20 22-Jan-20 23-Jan-20 24-Jan-20 25-Jan-20 27-Jan-20 28-Jan-20 29-Jan-20 30-Jan-20 31-Jan-20	GD, Lectures
Leadership-meaning-importance-leadership styles-leaders Vs. managers-power and politics, sources of power	03-Feb-20 04-Feb-20	GD, Lectures

Dr Department of Retail Management

St. Albert's College (Autonomous)

	05-Feb-20 06-Feb-20 07-Feb-20 10-Feb-20 11-Feb-20 12-Feb-20 13-Feb-20 14-Feb-20 17-Feb-20 18-Feb-20 19-Feb-20 20-Feb-20 24-Feb-20 25-Feb-20 26-Feb-20 27-Feb-20 28-Feb-20	
Organisational structure and design-organisational climate- factors affecting organisational climate-organisational development-organisational culture organisational change- current trend in OB	02-Mar-20 03-Mar-20 04-Mar-20 05-Mar-20 06-Mar-20 09-Mar-20 10-Mar-20 11-Mar-20 12-Mar-20 13-Mar-20 16-Mar-20 17-Mar-20 18-Mar-20 19-Mar-20	GD, Lectures, Field discussions

- **Innovative Learning Programmes**

Name of Programme	Duration	Type	Proposed Time

Dr Department of Retail Management

St. Albert's College (Autonomous)

- **Assignments and Seminars**

Assignments

The following Assignment needs to be submitted to Google Classroom. Both the assignments & presentation are individual assignments.

No	Topics	Activity	Submission Deadlines	
Assignment	Assignment on given topic	Preparation of assignment	Wednesday of 8th Week of Course	Submit the assignment to Google Classroombefore 11.59 pm
Seminar	PowerPoint presentation on given topic	PowerPoint Presentation for a presentation of 10 minutes duration	Wednesday of 10th Week of Course	Submit the assignment Google Classroombefore 11.59 pm

Note: Failure to upload the assignment to Google Classroom *on the date mentioned will result in 0 marks for the assignment. Requests for extension of dates for submission not entertained.*

- **Attendance (one component in class participation):**

95-100%	5
90-95%	4
85-90%	3
80-85%	2
75-80%	1
<75	**Not eligible for appearing for ESE**

- **Required reading:**

- Essentials of OrganisationalBehaviour Stephen P Robbins, Timothy A. Judge &SeemaSanghi Pearson, 10th edition
- Organizational behaviour Bhattacharya Oxford university Press
- Organization behaviour LM Prasad Sultan Chand & Sons 2005

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St. Albert's College (Autonomous)

St. Albert's College (Autonomous)

INTEGRATED MARKETING COMMUNICATION
RMGCRT0119

Course Instructor

Name	Sem, Programme& Batch	Email
JILU ANTONY	B. Voc Retail Management semester II 2019-20	amalamary@alberts.edu.in

Duration of Course:

No	Activity	Duration
1	Contact hours	51 (Including assignments)
2	Assessment (CAE& ESE)	7
	Total	58
	Remedial Sessions/Peer Tutoring/Tutorials (need based & Optional)	4

I. Course Objectives:

1. Understand the integrated marketing communication mix.
2. Understand the different types of advertising.
3. Analyze the different sales promotion strategies.
4. Understand the promotional agencies.

II. Course Delivery Plan

This course is a course requiring lot of student centric learning processes. The teaching methods include lectures, discussions, field based assignments etc.

Topics	Session No & Date(s)	Methodology and Duration
Topics	Session No & Date(s)	Methodology and Duration
These are the topics to be covered in the modules		

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Introduction to Integrated Marketing Communications: **Marketing Communication:** **An Integrated Approach –** **Characteristics of IMC campaign –** **Managing IMC Process:** **Planning an IMC campaign –** **Process of achieving integration –** **Integrated Marketing Communication Mix**	11-Nov-19 12-Nov-19 13-Nov-19 14-Nov-19 15-Nov-19 18-Nov-19 19-Nov-19 20-Nov-19 21-Nov-19 22-Nov-19 25-Nov-19 26-Nov-19 27-Nov-19 28-Nov-19 29-Nov-19	Class exercises Lectures GD
Advertising Strategies in Modern Marketing: **Fundamentals of Advertising Campaigns** **Brand Positioning through Advertising** **Unique Selling Propositions** **Brand Image Creation through Advertising** **Types of Media & Advertising** **Celebrity Endorsements & Ethics in Advertisement** **Pros & Cons of Advertising**	02-Dec-19 03-Dec-19 04-Dec-19 05-Dec-19 06-Dec-19 09-Dec-19 10-Dec-19 11-Dec-19 12-Dec-19 13-Dec-19 16-Dec-19 17-Dec-19 18-Dec-19 19-Dec-19 20-Dec-19 31-Dec-19 01-Jan-20 03-Jan-20 06-Jan-20 07-Jan-20	GD Lectures
Sales Promotion Strategies,	08-Jan-20 09-Jan-20 10-Jan-20 11-Jan-20	

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Direct Marketing & Personal Communication:Consumer Promotion Elements **Trade Promotion** **Objectives & Types** **Exhibitions & Event Management** **Creating Word of Mouth** **Direct Marketing & its integration with IMC** **Personal Selling** **Database marketing** **Managing Big Data** **Promotion through Customer Relations**	13-Jan-20 14-Jan-20 15-Jan-20 16-Jan-20 17-Jan-20 20-Jan-20 21-Jan-20 22-Jan-20 23-Jan-20 24-Jan-20 25-Jan-20 27-Jan-20 28-Jan-20	GD, Lectures Class exercises
Managing Integrated Marketing Communications **Budgeting for Marketing Communication** **Objectives of IMC Campaign: Objectives** **Corporate objective,** **Marketing objective,** **Sales objective,** **Communication objective** **DAGMAR approach** **Communication Model. Designing a Message** **Copywriting**	29-Jan-20 30-Jan-20 31-Jan-20 03-Feb-20 04-Feb-20 05-Feb-20 06-Feb-20 07-Feb-20 10-Feb-20 11-Feb-20 12-Feb-20 13-Feb-20 14-Feb-20 17-Feb-20 18-Feb-20 19-Feb-20 20-Feb-20 24-Feb-20 25-Feb-20 26-Feb-20 27-Feb-20 28-Feb-20	GD, Lectures, Class exercises

Department of Retail Management

St. Albert's College (Autonomous)

Measuring Communication Effectiveness.		
Promotional Agencies & Ethics in Promotion: **Advertising Agencies** **Sales promotion Agencies** **PR Firms & Interactive Agencies** **Ethics and social responsibility in IMC Campaigns** **Introduction to International marketing communications**	02-Mar-20 03-Mar-20 04-Mar-20 05-Mar-20 06-Mar-20 09-Mar-20 10-Mar-20 11-Mar-20 12-Mar-20 13-Mar-20 16-Mar-20 17-Mar-20 18-Mar-20 19-Mar-20	GD, Lectures

III.
Innovative Learning Programmes

Name of Programme	Duration	Type	Proposed Time
"AD Making"	1 days	Assignment	5rd week

Dr Department of Retail Management

St. Albert's College (Autonomous)

IV. Assignments and Seminars

Assignments

The following Assignment needs to be submitted to Google Classroom. Both the assignments & presentation are individual assignments.

No	Topics	Activity	Submission Deadlines	
Assignment	Assignment on Advertising	Preparation of assignment		
Seminar	PowerPoint presentation on given topic	PowerPoint Presentation for a presentation of 10 minutes duration		

Note: Failure to upload the assignment to Google Classroom *on the date mentioned will result in 0 marks for the assignment. Requests for extension of dates for submission not entertained.*

V. Attendance (one component in class participation):

95-100%	5
90-95%	4
85-90%	3
80-85%	2
75-80%	1
<75	**Not eligible for appearing for ESE**

VI. Required reading:

1. Michael Levy, Barton Weitz,AjayPandit, Retailing Management, Tata McGraw Hill.
2. Piyush Kumar Sinha and Dwarika Prasad Uniyal, Managing Retailing ,Oxford Dictionary Press
3. K.V.S. Madaan, Fundamental of Retailing, Tata MC Graw Hill 2009.
4. Bajaj C, Tuli R., Shrivastava N.V., Retail Management,Oxford Dictionary Press.

Dr Department of Retail Management

St. Albert's College (Autonomous)

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RMG2CRT0120-CONSUMER BEHAVIOR

Course Instructor

Name	Sem, Programme& Batch	Email
APARNA AYYAPPAN	BVOC RM semester -3 2020-21	aparna@alberts.edu.in

Duration of Course:

No	Activity	Duration
1	Contact hours	51 (Including assignments)
2	Assessment (CAE & ESE)	7
	Total	58
	Remedial Sessions/Peer Tutoring/Tutorials (need based & Optional)	4

I. Course Objectives:

1. To understand consumer behaviour in an informed and systematic way.

2. To analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making.

3. To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour.

4. To give the students a perspective to understand the application of market research in framing effective marketing strategies

II. Course Delivery Plan

This course is a course requiring lot of student centric learning processes. The teaching methods include lectures, discussions, field based assignments etc.

Topics	Session No & Date(s)	Methodology and Duration
Topics	Session No & Date(s)	Methodology and Duration

or Department of Retail Management

St. Albert's College (Autonomous)

These are the topics to be covered in the modules		
Introduction to Consumer Behaviour **Nature & Relevance of CB** **Factors influencing consumer behaviour,** **Consumer buying decision process** **Buyer roles** **Levels of consumer decision making** **Illustration** **decision making**	5/3/2021 6/3/2021 7/3/2021 8/3/2021 12/3/2021 16/3/2021 20/3/2021 22/3/2021	Class exercises Lectures GD
Unit 02: **Psychological Influences on Consumer Behaviour** **Role of Self Image & Personality** **Personality Theories &Behaviour of Consumer** **An overview Personal values Consumption** **Modern Trends in Lifestyles of Consumer** **Memory, Learning & Perception** **Impact on Consumer Behaviour** **Role of Motivation in Consumer Behaviour** **Beliefs & Attitudes and its impact on Consumer Behaviour**	23/3/2021 26/3/2021 27/3/2021 28/3/2021 3/4/2021 5/4/2021 7/4/2021 10/4/2021 11//4/2021	GD Lectures

Department of Retail Management
St. Albert's College (Autonomous)

Unit 03: **Sociological Influences on CB** **Culture** **Cultural impact** **Impact of Government & Laws on Culture** **Promotions** **Communication by marketers based on Culture in India** **Cross Cultural Perspectives** **Sub-Culture** **Influence of sub-culture** **Sub-Culture based on Geographic Region** **Religion** **impact on Consumer Behaviour Social Class in India** **Applications to Consumer Behaviour**	14/4/2021 15/4/2021 16/4/2021 17/4/2021 18/4/2021 22/4/2021 23/4/2021 26/4/2021 27/4/2021 28/4/2021 30/4/2021 3/5/2021 4/5/2021 5/5/2021 7/5/2021 8/5/2021 9/5/2021 10/5/2021 11/5/2021 14/5/2021	GD, Lectures Class exercises
Unit 04 **Group** **Influences on CB** **Reference Groups** **impact on Consumer Behaviour** **Consumer relevant groups** **Factors affecting Group Influence** **Household as a consumption unit Family** **Role of family** **Buying decisions Family Life Cycle**	15/5/2021 16/5/2021 17/5/2021 18/5/2021 19/5/2021 21/5/2021 22/5/2021 25/5/2021 26/5/2021	GD, Lectures, Class exercises

Dr Department of Retail Management

St. Albert's College (Autonomous)

Its impact on Consumer Behaviour	27/5/2021	
Unit 05: **Consumer Right Protection:Consumerism** **Concept & Evolution Consumerism** **Consumer Rights in India** **Consumer Protection Provisions** **Recent Trends in Consumer Rights Protection**	3/6/2021 4/6/2021 7/6/2021 8/6/2021 12/6/2021 14/6/2021 16/6/2021 18/6/2021 19/6/2021	GD, Lectures, Class exercises

III. Innovative Learning Programmes

Name of Programme	Duration	Type	Proposed Time
"Click N Crack"	5 days	Experimental learning	2nd week

IV. Assignments and Seminars

Assignments

The following Assignment needs to be submitted to Google Classroom. Both the assignments & presentation are individual assignments.

No	Topics	Activity	Submission Deadlines	
Assignment	Assignment on	Preparation of assignment		

or Department of Retail Management

St Albert's College (Autonomous)

	Collection of data			
Seminar	PowerPoint presentation on given topic	PowerPoint Presentation for a presentation of 10 minutes duration		

Note: Failure to upload the assignment to Google Classroom *on the date mentioned will result in 0 marks for the assignment. Requests for extension of dates for submission not entertained.*

V. Attendance (one component in class participation):

95-100%	5
90-95%	4
85-90%	3
80-85%	2
75-80%	1
<75	**Not eligible for appearing for ESE**

VI. Required reading:

1. L.G. and Kanuk L.L., Consumer Behaviour, Latest Edition, Pearson Education, New Delhi.
2. RamanujMajumdar, Consumer Behaviour, Prentice Hall of India, New Delhi, 2011
3. Jay D. Lindquist, M. Joseph Sirgy (2009), Consumer Behaviour, Latest Indian Edition, Cengage Learning
4. Loudon and Della Bitta, Consumer Behaviour: Concepts and Applications, Tata McGrawHill. New Delhi
5. Assael, H. Consumer Behaviour and Marketing Action, Ohio, South Western.

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BUSINESS ECONOMICS
VEC2CMT0119

Course Instructor

Name	Sem, Programme & Batch	Email
JILU ANTONY	B. Voc Retail Management semester II 2019-20	jiluantony@alberts.edu.in

Duration of Course:

No	Activity	Duration
1	Contact hours	51 (Including assignments)
2	Assessment (CAE & ESE)	7
	Total	58
	Remedial Sessions/Peer Tutoring/Tutorials (need based & Optional)	4

I. Course Objectives:

1. Understand the roles of managers in firms
2. Understand the internal and external decisions to be made by managers
3. Analyze the demand and supply conditions and assess the position of a company
4. Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.

II. Course Delivery Plan

This course is a course requiring lot of student centric learning processes. The teaching methods include lectures, discussions, field based assignments etc.

Topics	Session No & Date(s)	Methodology and Duration
Topics	Session No & Date(s)	Methodology and Duration
These are the topics to be covered in the modules		

Head of Department of Retail Management

St. Albert's College (Autonomous)

Introduction- managerial economics Definition, Micro Economics- meaning Macro Economics- meaning Differences between micro and macro economics Scope of managerial economics Uses of Managerial Economics. Role of a managerial economist. managerial economics pure economics	11-Nov-19 12-Nov-19 13-Nov-19 14-Nov-19 15-Nov-19 18-Nov-19 19-Nov-19 20-Nov-19 21-Nov-19 22-Nov-19 25-Nov-19 26-Nov-19 27-Nov-19 28-Nov-19 29-Nov-19	Class exercises Lectures GD
Business cycles- Phases of a business cycle. Economic systems- Capitalism, Socialism, Mixed economy. Inflation: Definition, Causes of inflation, Control of inflation. Banking: Functions of Central Banks, Functions of Commercial Banks. Monetary Policy Instruments of monetary policy Fiscal Policy Instruments of fiscal policy	02-Dec-19 03-Dec-19 04-Dec-19 05-Dec-19 06-Dec-19 09-Dec-19 10-Dec-19 11-Dec-19 12-Dec-19 13-Dec-19 16-Dec-19 17-Dec-19 18-Dec-19 19-Dec-19 20-Dec-19 31-Dec-19 01-Jan-20 03-Jan-20 06-Jan-20 07-Jan-20	GD Lectures
Demand Analysis, Meaning of demand,	08-Jan-20 09-Jan-20	

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St. Albert's College (Autonomous)

the law of Demand, Determinants of demand, Types of demand, Law of Diminishing Marginal Utility, Consumer Surplus. Elasticity of demand, Price elasticity of demand, Income elasticity of demand, cross elasticity of demand.	10-Jan-20 11-Jan-20 13-Jan-20 14-Jan-20 15-Jan-20 16-Jan-20 17-Jan-20 20-Jan-20 21-Jan-20 22-Jan-20 23-Jan-20 24-Jan-20 25-Jan-20 27-Jan-20 28-Jan-20	GD, Lectures Class exercises
Production function, Managerial use of Production function, Law of diminishing returns, Law of returns to scale, Economies of scale, Optimum combination of inputs. Pricing, Pricing policy and Practices, Cost plus pricing, rate of return pricing, pricing of competing firms, pricing of new products, price leadership, price discrimination.	29-Jan-20 30-Jan-20 31-Jan-20 03-Feb-20 04-Feb-20 05-Feb-20 06-Feb-20 07-Feb-20 10-Feb-20 11-Feb-20 12-Feb-20 13-Feb-20 14-Feb-20 17-Feb-20 18-Feb-20 19-Feb-20 20-Feb-20 24-Feb-20 25-Feb-20 26-Feb-20 27-Feb-20 28-Feb-20	GD, Lectures, Class exercises

or Department of Retail Management

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Market structure, **Meaning of market** **Prefect competition,** **Features of perfect competition** **Monopoly,** **Features of monopoly** **Monopolistic competition** **Features of monopolistic competition** **Oligopoly** **Features of oligopoly**	02-Mar-20 03-Mar-20 04-Mar-20 05-Mar-20 06-Mar-20 09-Mar-20 10-Mar-20 11-Mar-20 12-Mar-20 13-Mar-20 16-Mar-20 17-Mar-20 18-Mar-20 19-Mar-20	GD, Lectures

III.
Innovative Learning Programmes

Name of Programme	Duration	Type	Proposed Time
"Public- Private War"	2 days	Debate	3rd week

IV. Assignments and Seminars

Assignments

The following Assignment needs to be submitted to Google Classroom. Both the assignments & presentation are individual assignments.

or Department of Retail Management

St. Albert's College (Autonomous)

No	Topics	Activity	Submission Deadlines	
Assignment	Assignment on Collection of data	Preparation of assignment		
Seminar	PowerPoint presentation on given topic	PowerPoint Presentation for a presentation of 10 minutes duration		

Note: Failure to upload the assignment to Google Classroom *on the date mentioned will result in 0 marks for the assignment. Requests for extension of dates for submission not entertained.*

V. Attendance (one component in class participation):

95-100%	5
90-95%	4
85-90%	3
80-85%	2
75-80%	1
<75	**Not eligible for appearing for ESE**

VI. Required reading:

1. Dean, Joel Managerial economics- Prentice Hall of India
2. Varshney, R.L., & Maheshwari, K.L., Managerial Economics, Sultan Chand & Sons Private Ltd., New Delhi
3. Kasi Reddy M., & Saraswathi, S., Managerial Economics and Financial Accounting, PHI Learning, New Delhi.,
4. DM Mithani, Managerial economics, Himalaya Publishing House Mumbai.
5. Mehta, P. L., Managerial Economics, Sultan & Chand, New Delhi
6. Trivedi, M.L., Managerial Economics Theory and Applications, McGraw Hill Education Private Ltd, New Delhi.
7. Dwivedi, D. N., Managerial Economics, Vikas Publishing House Private Limited, New Delhi.

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St. Albert's College (Autonomous)

8. Gopalkrishna, Managerial Economics,Himalaya Publishing House, Mumbai
9. Craig H Petersen, W Cris Lewis &Sudhir K Jain, Managerial Economics, Pearson, 4th edition

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ENG2CCT0319 Advanced English Skills for business

I. Course Instructor

Name	Sem, Programme & Batch	Email
Nikitha Shaji Thomas	B.voc Retail management semester I 2019-20	nikitha@alberts.edu.in

II. Duration of Course:

No	Activity	Duration
1	Contact hours	58 (Including assignments)
2	Assessment (CAE & ESE)	2
	Total	60
	Remedial Sessions/Peer Tutoring/Tutorials (need based & Optional)	6

III. Course Objectives:

- To learn the aspects of critical thinking
- To learn about academic writing research and writing process
- To understand and improve the aspects of accuracy in academic writting
- To learn about writing models like resumes, emails, essays etc
- To learn about the presentation skills that include the soft skills and hard skills

IV. Course Delivery Plan

This course is a course requiring lot of student centric learning processes. The teaching methods include lectures, discussions, field based assignments etc.

Topics	Session No & Date(s)	Methodology and Duration
Topics	Session No & Date(s)	Methodology and Duration
These are the topics to be covered in the modules		
Critical Thinking: Introduction to critical thinking – Benefits - Barriers –	25-Nov-19 26-Nov-19	Class exercises

or Department of Retail Management

St. Albert's College (Autonomous)

Reasoning - Arguments - Deductive and inductive arguments – Fallacies - Inferential comprehension Critical thinking in academic writing - Clarity - Accuracy – Precision – Relevance.	27-Nov-19 28-Nov-19 29-Nov-19 02-Dec-19 03-Dec-19 04-Dec-19 05-Dec-19 06-Dec-19 09-Dec-19	Lectures GD
Research for Academic Writing and the Writing Process: Data collection - Use of print, electronic sources and digital sources - Selecting key points - Note making, paraphrasing, summary – Documentation - Plagiarism – Title – Body paragraphs - Introduction and conclusion – Revising - Proof-reading.	10-Dec-19 11-Dec-19 12-Dec-19 13-Dec-19 16-Dec-19 17-Dec-19 18-Dec-19 19-Dec-19 20-Dec-19 31-Dec-19	GD Lectures
Accuracy in Academic Writing: Articles - Nouns and prepositions - Subject-verb agreement - Phrasal verbs - Modals - Tenses - Condition-als – Prefixes and suffixes – Prepositions - Adverbs – Relative pronouns - Passives - Conjunctions - Em-bedded questions - Punctuation – Abbreviations.	01-Jan-20 03-Jan-20 06-Jan-20 07-Jan-20 08-Jan-20 09-Jan-20 10-Jan-20 11-Jan-20 13-Jan-20 14-Jan-20 15-Jan-20 16-Jan-20 17-Jan-20 20-Jan-20 21-Jan-20 22-Jan-20 23-Jan-20 24-Jan-20 25-Jan-20 27-Jan-20 28-Jan-20 29-Jan-20 30-Jan-20 31-Jan-20	GD, Lectures
Writing Models: Letters - Letters to the editor - Resume and covering letters -	03-Feb-20 04-Feb-20	GD, Lectures, Field discussions

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St. Albert's College (Autonomous)

e-mail - Seminar papers - Project reports - Notices - Filling application forms - Minutes, agenda – Essays.	05-Feb-20 06-Feb-20 07-Feb-20 10-Feb-20 11-Feb-20 12-Feb-20 13-Feb-20 14-Feb-20 17-Feb-20 18-Feb-20 19-Feb-20 20-Feb-20 24-Feb-20 25-Feb-20 26-Feb-20 27-Feb-20 28-Feb-20	
Presentation Skills: Soft skills for academic presentations - Effective communication skills – Structuring the presentation - Choosing appropriate medium – Flip charts – OHP – Power Point presentation – Clarity and brevity - Inter-action and persuasion - Interview skills – Group Discussions.	02-Mar-20 03-Mar-20 04-Mar-20 05-Mar-20 06-Mar-20 09-Mar-20 10-Mar-20 11-Mar-20 12-Mar-20 13-Mar-20 16-Mar-20 17-Mar-20 18-Mar-20 19-Mar-20	GD, Lectures, Field discussions

V. Innovative Learning Programmes

Name of Programme	Duration	Type	Proposed Time

VI. Assignments and Seminars

Assignments

The following Assignment needs to be submitted to Google Classroom. Both the assignments & presentation are individual assignments.

No	Topics	Activity	Submission Deadlines

Assignment	Assignment on given topic	Preparation of assignment	Wednesday of 8th Week of Course	Submit the assignment to Google Classroom before 11.59 pm
Seminar	PowerPoint presentation on given topic	PowerPoint Presentation for a presentation of 10 minutes duration	Wednesday of 10th Week of Course	Submit the assignment Google Classroom before 11.59 pm

Note: Failure to upload the assignment to Google Classroom *on the date mentioned will result in 0 marks for the assignment. Requests for extension of dates for submission not entertained.*

VII. Attendance (one component in class participation):

95-100%	5
90-95%	4
85-90%	3
80-85%	2
75-80%	1
<75	**Not eligible for appearing for ESE**

VIII. Required reading:

1. Marilyn Anderson, Pramod K Nayar and Madhucchandra Sen. Critical Thinking, Academic Writing and Presentation Skills. Pearson Education and Mahatma Gandhi University

Dr Department of Retail Management

St. Albert's College (Autonomous)

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RMG1CRT0119 Fundamentals of Marketing

I. Course Instructor

Name	Sem, Programme & Batch	Email
Amala mary k s	B.voc Retail management semester I 2019-20	amalamary@alberts.edu.in

II. Duration of Course:

No	Activity	Duration
1	Contact hours	51(Including assignments)
2	Assessment (CAE & ESE)	7
	Total	
	Remedial Sessions/Peer Tutoring/Tutorials (need based & Optional)	6

III. Course Objectives:

- To have an awareness on market, market segments and consumer behavior
- To know the meaning and importance of product mix.
- To understand pricing policies and the applicability of different pricing strategies
- To know the scope of advertising and sales promotion
- To identify and develop salesmanship in them Course Outline

IV. Duration of Course:

No	Activity	Duration
1	Contact hours	51(Including assignments)
2	Assessment (CAE & ESE)	7
	Total	58
	Remedial Sessions/Peer Tutoring/Tutorials (need based & Optional)	6

Dr Department of Retail Management
St. Albert's College (Autonomous)

V. Course Delivery Plan

This course is a course requiring lot of student centric learning processes. The teaching methods include lectures, discussions, field based assignments etc.

Topics	Session No & Date(s)	Methodology and Duration
Topics	Session No & Date(s)	Methodology and Duration
These are the topics to be covered in the modules		
Introduction: meaning and definition of different marketing concepts; functions of marketing - environmental factors - market segmentation - buying motive and process; consumer and customer - factors affecting consumer behavior - marketing plan.	22-Jul-19 23-Jul-19 24-Jul-19 25-Jul-19 26-Jul-19 29-Jul-19 30-Jul-19 01-Aug-19 02-Aug-19 05-Aug-19 06-Aug-19 07-Aug-19 08-Aug-19 16-Aug-19 19-Aug-19 20-Aug-19	Class exercises Lectures GD
Marketing mix: Marketing mix, meaning - product, product mix- - product life cycle - importance of branding -packaging and labelling	21-Aug-19 22-Aug-19 24-Aug-19 26-Aug-19 27-Aug-19 29-Aug-19 30-Aug-19 02-Sep-19 03-Sep-19 04-Sep-19 05-Sep-19 06-Sep-19 16-Sep-19	GD Lectures
Pricing: Pricing policies, objectives, factors influencing pricing decisions - different	17-Sep-19 18-Sep-19 19-Sep-19	GD, Lectures

Department of Retail Management
St. Albert's College (Autonomous)

pricing strategies: skimming- penetration Market structure, channel of distribution and its importance	20-Sep-19 23-Sep-19 24-Sep-19 25-Sep-19 26-Sep-19 27-Sep-19 28-Sep-19 30-Sep-19	
Promotion Advertising, objectives and functions - types of advertising - personal selling and direct marketing - sales promotion	01-Oct-19 02-Oct-19 03-Oct-19 04-Oct-19 05-Oct-19 09-Oct-19 10-Oct-19 11-Oct-19 14-Oct-19 15-Oct-19 16-Oct-19	GD, Lectures
Promotion Advertising, objectives and functions - types of advertising - personal selling and direct marketing - sales promotion	17-Oct-19 18-Oct-19 23-Oct-19 24-Oct-19 25-Oct-19 28-Oct-19 29-Oct-19 30-Oct-19 31-Oct-19	GD, Lectures, Field discussions

- **Innovative Learning Programmes**

Name of Programme	Duration	Type	Proposed Time
AD creation (Advertisements creation)	2days		10th week

- **Assignments and Seminars**

Assignments

Dr Department of Retail Management

St. Albert's College (Autonomous)

The following Assignment needs to be submitted to Google Classroom. Both the assignments & presentation are individual assignments.

No	Topics	Activity	Submission Deadlines	
Assignment	Assignment on given topic	Preparation of assignment	Wednesday of 8th Week of Course	Submit the assignment to Google Classroombefore 11.59 pm
Seminar	PowerPoint presentation on given topic	PowerPoint Presentation for a presentation of 10 minutes duration	Wednesday of 10th Week of Course	Submit the assignment Google Classroombefore 11.59 pm

Note: Failure to upload the assignment to Google Classroom *on the date mentioned will result in 0 marks for the assignment. Requests for extension of dates for submission not entertained.*

- **Attendance (one component in class participation):**

95-100%	5
90-95%	4
85-90%	3
80-85%	2
75-80%	1
<75	**Not eligible for appearing for ESE**

- **Required reading:**
- Marketing Management: Philip Kotler, Jha& Koshy Pearson Education, New Delhi
- Marketing-Planning implementation and control Philip Kotler Prentice Hall
- Marketing Management Text and Cases SHH Kazmi Excel Books, New Delhi
- Marketing Management V. S Ramaswami S. Namakumary MacMillan Publishers, New Delhi
- Marketing Management CranfieldAne Books, New Delhi
- Marketing Research D. D Sharma Sultan Chand And Sons
- A Framework for Marketing management Philip Kotler &Kevin Keller Pearson, 5th edition
- Marketing management Biplab S Bose Himalaya Publishing House, Mumbai

Dr Department of Retail Management

St. Albert's College (Autonomous)

St. Albert's College (Autonomous)

VCS1CRT0119 Computer skills for business

I. Course Instructor

Name	Sem, Programme & Batch	Email
Fr Jon Christopher Vadassery	B.voc Retail management semester I 2019-20	joncris@alberts.edu.in

II. Duration of Course:

No	Activity	Duration
1	Contact hours	58 (Including assignments)
2	Assessment (CAE & ESE)	2
	Total	60
	Remedial Sessions/Peer Tutoring/Tutorials (need based & Optional)	6

III. Course Objectives:

- To equip the student with basic knowledge of use of technology in Retail Industry.
- To learn the basics of Microsoft word
- To learn the advanced features of spreadsheet
- To learn and understand about presentation packages

IV. Course Delivery Plan

This course is a course requiring lot of student centric learning processes. The teaching methods include lectures, discussions, field based assignments etc.

Topics	Session No & Date(s)	Methodology and Duration
Topics	Session No & Date(s)	Methodology and Duration
These are the topics to be covered in the modules		
Introduction to Information Technology: Information and Communication Technology (ICT), Information systems E-World -	22-Jul-19 23-Jul-19 24-Jul-19 25-Jul-19	Class exercises Lectures

Head of Department of Retail Management

St. Albert's College (Autonomous)

Computer Architecture: Input Hardware - Processing & Memory Hardware, Storage Hardware, Output Hardware, Communication Hardware - Concept of operating system - Understanding your computer customization configuring screen, mouse, printer.	26-Jul-19 29-Jul-19 30-Jul-19 01-Aug-19 02-Aug-19 05-Aug-19 06-Aug-19 07-Aug-19 08-Aug-19 16-Aug-19	GD
Word Processing Package: Introduction - Features - Word User Interface Elements; Creating new Documents; Basic Editing, Saving a Document; Printing a Document; Print Preview, Page Orientation - Viewing Documents; Setting tabs - Page Margins; Indents; Ruler, Formatting Techniques; Font Formatting, Paragraph Formatting; Page Setup; Headers & Footers; Bullets and Numbered List; Borders and Shading; Find and Replace; Page Break & Page Numbers; Mail Merging-Spelling and Grammar Checking; Tables; Formatting Tables	19-Aug-19 20-Aug-19 21-Aug-19 22-Aug-19 24-Aug-19 26-Aug-19 27-Aug-19 29-Aug-19 30-Aug-19 02-Sep-19 03-Sep-19	GD Lectures
Spreadsheet Package: Introduction, Excel User Interface, Working with cell and cell addresses, Selecting a Range, Moving, Cutting, Copying with Paste, Inserting and Deleting cells, Freezing cells, Adding, Deleting and Copying Worksheet within a workbook, Renaming a Worksheet. Cell Formatting Options, Formatting fonts, Aligning, Wrapping and Rotating text, Using Borders, Boxes and Colors, Centering a heading, Changing row/column height/width, Formatting a Worksheet Automatically, Insert Comments, Clear contents in a cell. Using print Preview, Margin and Orientation, Centering a Worksheet, Using header and footer.	04-Sep-19 05-Sep-19 06-Sep-19 16-Sep-19 17-Sep-19 18-Sep-19 19-Sep-19 20-Sep-19 23-Sep-19 24-Sep-19 25-Sep-19 26-Sep-19 27-Sep-19 28-Sep-19 30-Sep-19	GD, Lectures

Advanced Features of Spreadsheet Package: All Functions in Excel, Using Logical Functions, Statistical functions, Mathematical etc. Elements of Excel Charts, Categories, Create a Chart, Choosing chart type, Edit chart axis - Titles, Labels, Data series and legend, Adding a text box, Rotate text in a chart, Saving a chart.	01-Oct-19 02-Oct-19 03-Oct-19 04-Oct-19 05-Oct-19 09-Oct-19 10-Oct-19 11-Oct-19 14-Oct-19 15-Oct-19 16-Oct-19	GD, Lectures, Field discussions
Presentation Package: MS-PowerPoint: Advantages of Presentation Screen layout creating presentation inserting slides adding sounds & videos-formatting slides -slide layout views in presentation -slide transition Custom animation Managing slide shows - using pen Setting slide intervals	17-Oct-19 18-Oct-19 23-Oct-19 24-Oct-19 25-Oct-19 28-Oct-19 29-Oct-19	GD, Lectures, Field discussions

V. Innovative Learning Programmes

Name of Programme	Duration	Type	Proposed Time

VI. Assignments and Seminars

Assignments

The following Assignment needs to be submitted to Google Classroom. Both the assignments & presentation are individual assignments.

No	Topics	Activity	Submission Deadlines	
Assignment	Assignment on given topic	Preparation of assignment	Wednesday of 8th Week of Course	Submit the assignment to Google Classroom before 11.59 pm
Seminar	PowerPoint presentation on given topic	PowerPoint Presentation for a presentation of 10 minutes duration	Wednesday of 10th Week of Course	Submit the assignment Google Classroom before 11.59 pm

Note: Failure to upload the assignment to Google Classroom *on the date mentioned will result in 0 marks for the assignment. Requests for extension of dates for submission not entertained.*

VII. Attendance (one component in class participation):

95-100%	5
90-95%	4
85-90%	3
80-85%	2
75-80%	1
<75	Not eligible for appearing for ESE

VIII. Required reading:

1. Antony Thomas. Information Technology for Office. Pratibha Publications
2. Gini Courter & Annette Marquis. Ms-Office 2007: BPB Publications

Page PAGE 1*
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