

FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session: 2024-2028
1	Course Code	BBSE -05	
2	Course Title	Elective C – Marketing: E Commerce	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> ➤ Familiarise with different types of E - Commerce ➤ Differentiate between E - Commerce and E- Services ➤ Understanding Technology in E - Commerce. ➤ Facilitating Electronic Payment System. ➤ Knowledge about Security Issues in E - Commerce 	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Introduction to E-Commerce: E-Commerce: Meaning, Nature, Concepts of E-Commerce; E-Commerce vs E-Business; Advantages and Disadvantages of E-Commerce; Value Chain in E-Commerce; Porter's value chain model; Competitive Advantage and Competitive Strategy, Different Types of E-Commerce like Business - to - Business (B2B), Business – to Customer (B2C), Customer – to - Customer (C2C), Customer to Business (C2B), Government to Consumers or Citizens (G2C); Business Models of E- commerce.		15
II	E-Commerce and E – Services: E – Commerce - A Consumer Oriented Approach: Traditional v/s E-Retailing; Key success factors in E–Retailing; Models of E–Retailing; and Characteristics of E–Retailing; E-Services: Categories of E - Services, Web-enabled services, Information selling on the web, Entertainment, Auctions and other specialized services.		15
III	Technology in E-Commerce: Technology in E-Commerce: An overview of the internet; Basic Network Architecture and the Layered Model; Internet Architecture; Network Hardware and Software Considerations; Intranets and Extranets; The making of World Wide Web; Web System Architecture; Building and hosting your website: choosing an Internet Service Provider [ISP]; registering a domain name, web promotion, internet marketing techniques, e-cycle of internet marketing, personalization, mobile agents, tracking customers, customer service, Uniform Resource Locator [URL's] ; and Hyper text Transfer Protocol [HTTP]; Cookies.		15
IV	Electronic Payment System: Methods of E – Payment: Debit Card, Credit Card, Smart Cards, E money, Electronic and Digital wallet, Digital Signature (Concepts), Payments Gateways, Core Banking Solutions [CBS]; Mobile Payments; Unified Payments Interface [UPI]; National Payments Corporation of India [NPCI]; Security Issues in E – Commerce: Security Threats; Security in Cyberspace; Kinds of Threats and Crimes: Client Threat, Communication Channel Threat, Server Threat, Other Programming Threats; Frauds and Scams; Basics of Encryption and Decryption.		15
Keywords	E- Commerce, E- Services, Electronic Payment System.		

PART-C: Learning Resources**TextBooks, Reference Books and Others**

1. P. T. Joseph, E-Commerce: An Indian Perspective, PHI Learning
2. Henry Chan, Raymond Lee and others, E-Commerce: Fundamentals and Applications
3. Wiley, Landon, E-Commerce, Pearson Education India
4. Schneider G., E-Business, Cengage Publications
5. Bhaskar, B., E-Commerce, McGraw Hill
6. Dave Chaffey – E-Business and E-Commerce Management –Strategy, Implementation and Practice, Pearson Education.
7. Schneider Gray – Electronic Commerce – Cengage Learning

Online Resources–

<https://www.coursera.org/courses%3Fquery%3De-commerce&ved>

<https://www.edx.org/learn/e-commerce&ved>

PART-D: Assessment and Evaluation**Suggested Continuous Evaluation Methods:**

Maximum Marks:	100 Marks
Continuous Internal Assessment (CIA):	30 Marks
End Semester Exam (ESE):	70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section – A & B Section A: Q1. Objective – 10 x 1 = 10 Marks; Q2. Short answer type – 5 x 4 = 20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4 x 10 = 40 Marks	

Name and Signature of Convener & Members: (CBOS)

Sal *Admin* *SJ*

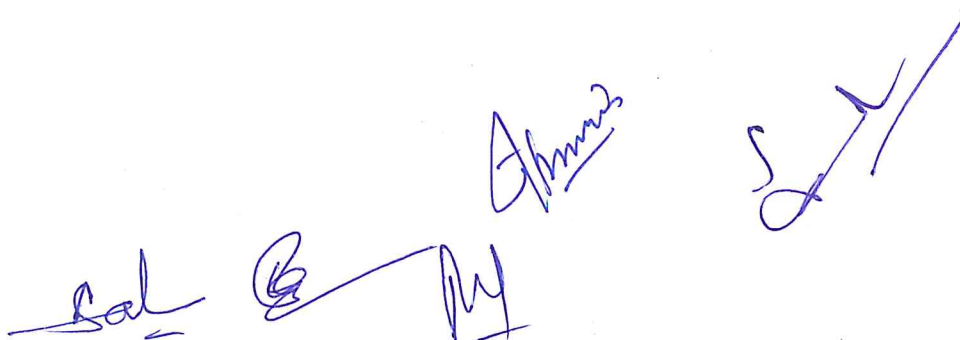
FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)
DEPARTMENT OF Management
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree / Honors)		Semester-VII	Session: 2024-2028
1	Course Code	BBSE -06	
2	Course Title	Elective C – Marketing: Retail Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> ➤ Knowledge of the types and forms of Retail business. ➤ Ability to examine Consumer Behaviour in various environments. ➤ Ability to analyse various Retail operations and evaluate them. ➤ Ability to analyse various marketing mix elements in retail operations. ➤ Learning of Information Technology in Retail business. 	
6	Credit Value	4 Credits	Credit = 15 Hours - learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	RETAIL BUSINESS: Definition – functions of retailing - types of retailing – forms of retail business ownership; Retail theories – Wheel of Retailing – Retail life cycle; Retail business in India: Influencing factors – present Indian retail scenario. CONSUMER BEHAVIOUR IN RETAIL BUSINESS: Buying decision process and its implication on retailing – Influence of group and individual factors; Customer shopping behaviour; Customer service and customer satisfaction.		15
II	RETAIL OPERATIONS: Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising; Stores designing; Space planning; Inventory management; Merchandise Management; Category Management.		15
III	RETAIL MARKETING MIX: Introduction - Product: Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion: Setting objectives – communication effects - promotional mix.		15
IV	INFORMATION TECHNOLOGY IN RETAILING: Non store retailing (e-retailing) - The impact of Information Technology in retailing – Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – Customer database management system.		15
Keywords	Retail Business, Retail Operations, Retail Marketing Mix, IT In Retailing.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Suja Nair; Retail Management, HPH 2. Karthic – Retail Management, HPH 3. S.K. Poddar & others – Retail Management, VBH. 4. R.S Tiwari ; Retail Management, HPH			

Online Resources–<https://www.kopykitab.com/><https://www.hitbullseye.com/grad->**PART-D:AssessmentandEvaluation****SuggestedContinuousEvaluation Methods:****Maximum Marks: 100Marks****ContinuousInternalAssessment(CIA): 30Marks****EndSemesterExam(ESE): 70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):20&20	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
	Assignment/Seminar- TotalMarks-	
EndSemester Exam (ESE):	Two section– A & B SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

NameandSignatureofConvener&Members: (CBOS)



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DEPARTMENT OF Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-I	Session: 2024-2025
1	Course Code	BBSE -07	
2	Course Title	Elective C – Marketing: Consumer Behaviour	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> ➤ To Know the need for studying consumer behavior. ➤ To analyze the factors that affect consumer behavior. ➤ To learn the concepts related to consumer perception, learning and attitude and theories associated with it. ➤ Learning about the factors affecting the consumer in socio-cultural setting. ➤ Identifying the post purchase behavior and the technological impact on consumer. 	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Consumer Behavior: Introduction, Concept and need for study of Consumer Behavior; Application of Consumer Behavior; Factors affecting consumer behavior; Individual consumer process; Features of individual consumers; Types of consumers, Consumer decision-making process, Organizational consumer; Organizational consumer decision-making process; Consumer research.		15
II	Consumer Motivation and Personality: Concept of motivation, Needs and Goals; Dynamic nature of motivation; Hierarchy of needs; Atrio of needs; Major aspects of motivation research, Personality concept and Characteristics; Stages in the development of personality; Self and Self-image.		15
III	Consumer Perception, Learning and Attitude: Concept and Elements of perception; Factors influencing perception; Dynamics of perception; Consumer Imagery; Concept, Process and theories of learning; Concept and Characteristics of Attitude; Factors involved in attitude formation; Model of Attitude; Cognitive dissonance and Attribution theories.		15
IV	Consumer in Socio-Cultural settings: Reference Groups; Family Influences and Life Cycle; Social class and its Measurements; Cultural Influence on Consumer Behaviour; Cross-Cultural dimensions of Consumer Behavior; Cross-Cultural dimensions of consumer analysis. Post Purchase Behaviour: Situational Influences; Cognitive Dissonance; Diffusion of Innovation: Definition of innovation, Product characteristics influencing diffusion, Resistance to innovation, Adoption process; Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer Behaviour in Marketing Strategy, Technology's impact on Consumers.		15

Keywords	<i>Consumer Behaviour, Consumer Perception, Motivation, Personality.</i>	
PART-C: Learning Resources		
Text Books, Reference Books and Others		
<ol style="list-style-type: none"> 1. Leon G. Schiffman & Leslie Lazar Kanuk, (2019), Consumer Behavior; Pearson Publication 2. Michael R. Solomon, (2017), Consumer Behavior, Tata McGrawhill 3. David L. Loudon & Albert J. Della Bitta, (1988), Consumer Behavior 4. Wayne D. Hoyer; Deborah J. MacInnis and Pinaki Dasgupta, (2010), Consumer Behavior 5. Seth Jagdish, Jain Varsha, Don E. Schultz; (2019), Consumer Behavior A Digital Native, Pearson Publication. 6. Loudon and Della, Consumer Behavior: Concepts and Applications. 7. Schiffman and Kanuk, Consumer Behavior. 8. Bennett, Consumer Behavior. 9. S.H. Britt, Consumer Behavior in Theory and Action. 		
Online Resources–		
https://iimbx.iimb.ac.in/catalog/consumer-behaviour/&ved https://onlinecourses.nptel.ac.in/noc22_mg47/preview&ved		
PART-D: Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
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GOES TO 08th SEMESTER