



# RKDF UNIVERSITY, BHOPAL

## MBA FULL TIME COURSE SECOND YEAR

Semester-IV

	Name of Course/Group	Name of subject	Subject Code	Sessional								Theory		Practical		Total
				Mid Sem		Class Assignment		Lab Work		Lab Quiz		Max Mark	Min Mark	Max Mark	Min Mark	
				Max Mark	Min Mark	Max Mark	Min Mark	Max Mark	Min Mark	Max Mark	Min Mark					
1	MBA	Corporate Evaluation & Strategic Management	CP-41			20	8					80	32			100
2	MBA	Business Legislation	CP-42			20	8					80	32			100
3	MBA	Corporate Governance	CP-43			20	8					80	32			100
		Elective - IB				20	8									
4	MBA	Export-Import Procedures, Documentation & Logistics	IB-1			20	8					80	32			100
5	MBA	International Economic Organisation & Regional Blocks	IB-2			20	8					80	32			100
6	MBA	Global Human Resource Management	IB-3			20	8					80	32			100
		Elective - Retail				20	8									
7	MBA	Retail Concepts & Practices	RT-1			20	8					80	32			100
8	MBA	Marketing Concepts & Retail Management	RT-2			20	8					80	32			100
9	MBA	Retail Strategies & Operations	RT-3			20	8					80	32			100
		Elective - Rural/Urban Management				20	8									
10	MBA	Rural Industrialization	RUL-1			20	8					80	32			100
11	MBA	Rural Marketing	RUL-2			20	8					80	32			100
12	MBA	Co-operative Management	RUL-3			20	8					80	32			100



# RKDF UNIVERSITY, BHOPAL

## MBA FULL TIME COURSE SECOND YEAR

### MBA IV Semester

COURSE	SUBJECT TITLE	SUBJECT CODE
MBA-IV	CORPORATE EVOLUTION AND STRATEGIC MANAGEMENT	CP-41

### CORPORATE EVOLUTION AND STRATEGIC MANAGEMENT

COURSE NO. CP - 401

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

#### OBJECTIVE:

The Objectives of this course is to develop understanding about strategic processes and their impact on a firm.

#### COURSE CONTENTS:

- Unit-I** Nature and Scope of Strategic Management; Strategic Intent and Vision; Concept of Core Competence, Capability and Organizational Learning.
- Unit-II** Process Of Strategy Planning and Implementation; Strategy and Structure;
- Unit-III** Organizational Values and Their Impact on Strategy; Power Games amongst Competing Players;
- Unit-IV** Chief Executive and Board; Work of Top Management; Management of Strategic Change; Mergers and Acquisitions;
- Unit-V** Strategic Management in an International Firm; Strategy and Corporate Evolution in Indian Context.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Objective Question)	10	10 x 2	= 20 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6	= 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3	= 30 Marks.

#### SUGGESTED READINGS:

1. David Fred. Strategic Management. 7<sup>th</sup> ed. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1997.



# **RKDF UNIVERSITY, BHOPAL**

## **MBA FULL TIME COURSE**

### **SECOND YEAR**

2. Drucker, Peter F. *the Changing World of the Executive*. New York, Time Books 1982.
3. Hamel, G. and Prahlad, C.K. *Competing for the Future*. Boston, Harvard Business School Press, 1994.
4. Ohmae, Kenichi. *The Mind of the Strategist: The Art of Japanese Management*. New York, McGraw-Hill, 1982.



# RKDF UNIVERSITY, BHOPAL

## MBA FULL TIME COURSE SECOND YEAR

### MBA IV Semester

COURSE	SUBJECT TITLE	SUBJECT CODE
MBA-IV	BUSINESS LEGISLATION	CP-42

### BUSINESS LEGISLATION

COURSE NO. CP - 42

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

#### OBJECTIVE:

The course is designed to assist the students in understanding basic laws affecting the operations of business enterprises.

#### COURSE CONTENTS:

- Unit-I** an overview of Laws related to promotion and incorporation of different types of companies.
- Unit-II** Laws related to contract with special reference to its performance, breach and remedies.
- Unit-III** Consumer protection laws and rights of consumers.
- Unit-IV** Basic provisions of pollution control, environment protection and intellectual property rights.
- Unit-V** Laws related to mergers & acquisitions in view of the multinational companies operating in India.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Objective Question)	10	10 x 2	= 20 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6	= 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3	= 30 Marks.

#### SUGGESTED READINGS:

1. Avtar Singh, Mercantile Law, Eastern Book Company.
2. Chandra Bose, Business Laws, PHI, 2008.
3. Rohini Aggrawal, Mercantile & Commercial Law, Taxmann, 2007.
4. M.C. Kuchhal, Business Law, 5<sup>th</sup> edition Vikas Publishing House 2009.
5. Bulchandani, Business Law for Management, 2009, Himalaya Publishing House.



# RKDF UNIVERSITY, BHOPAL

## MBA FULL TIME COURSE SECOND YEAR

### MBA IV Semester

COURSE	SUBJECT TITLE	SUBJECT CODE
MBA-IV	CORPORATE GOVERNANCE	CP-43

### CORPORATE GOVERNANCE

COURSE No. CP: 43

Max. Marks : 80

Min. Pass Marks : 32

#### OBJECTIVE:

The develop understanding of Corporate Governance among students to enable them to think analytically & critically on issues concerning corporate Governance.

#### COURSE CONTENT

- Unit I: Corporate Governance:** Concept & Basic Ingredients, Overview of Corporate Governance, Norms prescribed by SEBI, Role of RBI, FERA, FEMA, Transparency & Disclosure.
- Unit II: Management structure for corporate governance:** Board structure, building responsive boards – issues & challenges, effectiveness of Board, Board Committees and their functioning. Legal compliance committee & stakeholders' relationship committee.
- Unit III: Code of Corporate Governance:** Investor protection and changing role of institutional investors, Role of Auditors & Independent Directors, Narasimhan Committee Recommendations.
- Unit IV: Corporate communication:** Art & Craft of investor relations, shareholders activism, Takeover codes, Corporate scams.
- Unit V: Evaluation of Corporate Governance:** Methods & Criteria, Globalization of Corporate Governance, Emerging Trends.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Objective Question)	10	10 x 2	= 20 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6	= 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3	= 30 Marks.

#### REFERENCE BOOKS:

1. Baxi, C.V. and Prasad Ajit (2005): Corporate Social Responsibility, Excel Books. 2005
2. Robert A.G. Monks & Nell Minow, Corporate Governance, 3<sup>rd</sup> Edition. 2004
3. N. Gopalasamy: Corporate Governance, Wheeler Publishing, 1998.



# **RKDF UNIVERSITY, BHOPAL**

## **MBA FULL TIME COURSE**

### **SECOND YEAR**

4. John L. Colley Jr (etal): Corporate Governance, 1<sup>st</sup> Edition. 2001
5. McGegor, Lynn: The Human face of Corporate Governance, Palgrave Publications, 2000.



# RKDF UNIVERSITY, BHOPAL

## MBA FULL TIME COURSE SECOND YEAR

### INTERNATIONAL BUSINESS- ELECTIVE

#### MBA IV Semester

COURSE	SUBJECT TITLE	SUBJECT CODE
MBA-IV	EXPORT IMPORT PROCEDURES, DOCUMENTATION & LOGISTICS	IB- 1

### EXPORT IMPORT PROCEDURES, DOCUMENTATION & LOGISTICS

COURSE NO. IB-1

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

#### OBJECTIVE:

The aim of the course is to acquaint the students with the export-import procedures, documentation and logistics.

#### COURSE CONTENTS:

- Unit-I** Documentation Framework-Exim Documentation; International Business Contracts; Types, formation, Elements, Legal Dimensions, Dispute Settlement.
- Unit-II** Instruments and methods of Financing Exports including credit and collections, Uniform custom and practices (UCP); Business Risk Coverage-Cargo, Credit and Foreign Exchange Risk Coverage, Cargo Insurance.
- Unit-III** Foreign Exchange Regulations and Formalities; Quality Control and Pre-shipment; Inspection Concept Scheme and Procedures ; Role of Clearing and Forward Agents'; Excise clearance of cargo; Shipment of Export Cargo; Custom Clearance of Export Cargo; Custom Clearance of Import Cargo.
- Unit-IV** Negotiations of Documents with Banks; Procedures and documentation for availing export incentives-Duty draw backs, Import Licensing and other incentives; Processing of an Export Order.
- Unit-V** World Shipping: Structure, Liners, and Tramps, Conference System; Freight and structure. Indian Shipping: Trends, Structure, Concepts of Dry Port, Containerization, Machinery for Consultation; Air Transport: International set-up, Freight rate structure.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Objective Question)	10	10 x 2	= 20 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6	= 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3	= 30 Marks.

#### SUGGESTED READINGS:



# **RKDF UNIVERSITY, BHOPAL**

## **MBA FULL TIME COURSE**

### **SECOND YEAR**

1. Bhalla, V.K. & S. Ramu, 'International Business Environment & Management', 5th ed., Delhi, Anmol, 2001.
2. Desai, H.B. 'Indian Shipping Perspectives', Delhi Anupam Publications 1988
3. Govt. of India, Handbook of Import-Export Procedures.
4. Paras Ram, Export: 'What, Where and How', Delhi, Anupam Pub. 1995.





# RKDF UNIVERSITY, BHOPAL

## MBA FULL TIME COURSE SECOND YEAR

### MBA IV Semester

COURSE	SUBJECT TITLE	SUBJECT CODE
MBA-IV	INTERNATIONAL ECONOMIC ORGANISATIONS & REGIONAL BLOCKS	IB-2

### INTERNATIONAL ECONOMIC ORGANISATIONS & REGIONAL BLOCKS

**COURSE NO.**IB-2

**Max. Marks (Ext. Exam):** 80

**Min. Pass Marks** : 32

#### OBJECTIVE:

To familiarize the students with the functioning of the international economic organizations and their changing role in the context of globalization of the world economy and theory of economic integration and its impact on trade and investment flows among the regions and on global economy.

#### COURSE CONTENTS:

- Unit-I** International Economic Organizations and Development Diplomacy: Regimes and regimes theory.
- Unit-II** International Organizations as international institutions; International Monetary Fund (IMF) : World Bank Group-International Bank for Reconstruction and Development (IBRD), International Development Agency (IDA), International Finance Corporation (IFC), Multilateral Investment Guarantee Agency (MIGA).
- Unit-III** General Agreement on Tariffs and Trade (GATT); World Trade Organization (WTO), United Nations Conference on Trade and Development (UNCTAD); International Labour Organization (ILO).
- Unit-IV** Economic Integration and endogenous growth.
- Unit-V** Selected Regional Blocks-NAFTA, EU, ASEAN, SAARC, Globalization vs. Regionalization.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Objective Question)	10	10 x 2	= 20 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6	= 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3	= 30 Marks.

#### SUGGESTED READINGS:

1. Balassa, Bela, 'Theory of Economic Integration', London, George Allen & Unwin Ltd., 1961.



# **RKDF UNIVERSITY, BHOPAL**

## **MBA FULL TIME COURSE**

### **SECOND YEAR**

2. Bhalla, V.K. World Economy in 90s: A Portfolio Approach, Delhi, Anmol Pub Pvt. Ltd. 1990.
3. Dreze, Jean and Sen, Aamrtya. 'Indian Development: Selected Regional Perspective', Delhi Oxford University Press, 1997.
4. Jackson, J. 'The World Trading System', Cambridge, Mass: MIT Press 1994.
5. Krugman, Paul R. and Obstfeld, M. 'International Economics', 3rd ed., USA, Harper Collins Pub. 1994.
6. Machlup F. 'A History of Thought on Economic Integration', London Macmillan, 1977.



# RKDF UNIVERSITY, BHOPAL

## MBA FULL TIME COURSE SECOND YEAR

### MBA IV Semester

COURSE	SUBJECT TITLE	SUBJECT CODE
MBA-IV	GLOBAL HUMAN RESOURCE MANAGEMENT	IB-3

### GLOBAL HUMAN RESOURCE MANAGEMENT

**COURSE NO. IB-3**

**Max. Marks (Ext. Exam): 80**

**Min. Pass Marks : 32**

**OBJECTIVE:**

The objective of this course is to develop a diagnostic and conceptual understanding of the cultural and related behavioral variables in the management of global organizations.

**COURSE CONTENTS:**

- Unit-I** Global Business; Growth and Evolution; Environmental Variables in Global Business; Human and Cultural Variables in Global Organizations.
- Unit-II** Cross Cultural Differences and Managerial Implications; Cross Cultural Research Methodologies and Hofstede's Hermes Study.
- Unit-III** Structural Evolution of Global Organization; Cross Cultural Leadership and Decision Making.
- Unit-IV** Cross cultural Communication and Negotiation; Human Resource Management in Global Organization.
- Unit-V** Ethics in International Business, Western and Eastern Management thoughts in the Indian context.

**SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Objective Question)	10	10 x 2	= 20 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6	= 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3	= 30 Marks.

**SUGGESTED READINGS:**

1. Adler, N.J. 'International Dimensions of Organizational Behaviour', Boston, Kent Publishing 1991.
2. Bartlett, C and Ghoshal S. 'Transnational Management', Text Cases and Readings in Cross Border Management Chicago, Irwin, 1995.



# **RKDF UNIVERSITY, BHOPAL**

## **MBA FULL TIME COURSE**

### **SECOND YEAR**

3. Dowling, P.J. etc 'International Dimensions of Human Resource Management', 2nd ed California Wadsworth, 1994.
4. Hofstede, G. 'Cultures Consequence: International Differences in Work Related Values', London, Sage, 1984.
5. Marcic, D and Puffter, S. M. 'Management International Cases Exercises and Readings St. Paul', West Publishing 1994.
6. Mead, R. 'International Management: Cross Cultural Dimensions', Blackwell, Camb., Mass., 1994.
7. Ronen, S. 'Comparative and Multinational Management', New York John Wiley, 1986.



# RKDF UNIVERSITY, BHOPAL

## MBA FULL TIME COURSE SECOND YEAR

### RURAL MANAGEMENT – ELECTIVE

#### MBA IV Semester

COURSE	SUBJECT TITLE	SUBJECT CODE
MBA-IV	RURAL INDUSTRIALIZATION	RUL-1

### RURAL INDUSTRIALIZATION

**COURSE NO. RUL– 1**

**Max. Marks (Ext. Exam): 80**

**Min. Pass Marks : 32**

#### OBJECTIVES:

To provide a comprehensive understanding of the Linkages between Rural Industrialization, Agro- based Industries and Rural Development.

#### COURSE CONTENTS:

- UNIT-I** Rural – Urban Organizational and industrial patterns; Decentralized Industries. Small and Medium Scale Industries.
- UNIT-II** Choice of Rural, Agro based industries: issues in the size and Location of Industries: Appropriate technology and Issues in the transfer of technology.
- UNIT-III** Rural labour employment and rural industries,: Policy and Development of Cottage industries.
- UNIT-IV** Organization and administration of KVIC; Promotional measures; Subsidies, incentives and financial inputs; Issues in product development, Pricing, Quality marketing and supporting Organizations.
- UNIT-V** Role of Co-operatives, Financial institutions, Central, State and Local Government; Socio-economic impacts of Rural industrialization; Sectoral Systems Approach to Rural Industrialization.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks.

#### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Objective Question)	10	10 x 2	= 20 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6	= 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3	= 30 Marks.

#### SUGGESTED READINGS:

- Acharya, S.S. and Agarwal, N.L. “Agricultural marketing in India”; 1987. Oxford & IBH, New Delhi.
- Dasgupta, S. “Diffusion of Agriculture Innovation in Village India”, 1989. John Wile, New York.
- Desai, Vasant, “Rural Development”, 1988 Himalaya, Bombay.



# **RKDF UNIVERSITY, BHOPAL**

## **MBA FULL TIME COURSE**

### **SECOND YEAR**

4. Dholakia, R.H. and Iyenger , “Planning for Rural Development: Issues and Case studies”, 1988. Himalaya, Bombay.
5. Hanumantha Rao, C.H. “Technological Change and Distribution of Gains in Indian Agriculture”, 1975. Macmillan, Delhi.
6. Papola, T.S. “Rural Industrialization “, 1982. Himalaya Bombay.
7. Thakur, S.Y. “Rural Industrialization in India: Strategy and approach”, 1986. Sterling, New Delhi.



# RKDF UNIVERSITY, BHOPAL

## MBA FULL TIME COURSE SECOND YEAR

### MBA IV Semester

COURSE	SUBJECT TITLE	SUBJECT CODE
MBA-IV	RURAL MARKETING	RUL-2

### RURAL MARKETING

**COURSE NO. RUL– 2**

**Max. Marks (Ext. Exam): 80**  
**Min. Pass Marks : 32**

#### **OBJECTIVE:**

The objective of this course is to expose the students to the rural market environment and the emerging challengers in the globalization of the economies.

#### **COURSE CONTENTS:**

- UNIT-I** Nature, characteristics and the potential of rural market in India, Socio-cultural economic & other environmental factors affecting rural marketing.
- UNIT-II** Attitudes and behavior of the rural consumers and farmers; Marketing of consumer durables and non-durable goods and services in the rural markets with special reference to product planning, Media Planning, planning of distribution channels and organizing personal selling in rural markets in India.
- UNIT-III** Marketing of agricultural inputs with special reference to fertilizers, seeds and tractors; Organization and functions of agricultural marketing in India. Classification of agricultural products with particular reference to seasonality and perishability.
- UNIT-IV** Marketing structure and performance processing facilities for different agricultural products. Role of warehousing; Determination of agricultural prices and marketing margins. Role of agricultural price commission. Role of central and state governments. Institutions and organizations. In agricultural marketing.
- UNIT-V** Unique features of commodity markets in India. Problems of agricultural marketing; Nature, scope and role of cooperatives marketing in India.

#### **SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Objective Question)	10	10 x 2	= 20 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6	= 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3	= 30 Marks.

#### **SUGGESTED READINGS:**



# **RKDF UNIVERSITY, BHOPAL**

## **MBA FULL TIME COURSE**

### **SECOND YEAR**

1. Arora, R.C., 'Integrated Rural Development', 1979, S. Chand, New Delhi.
2. Desai, Vasant, "Rural Development" 1988. Himalaya, Bombay.
3. Mishra, S.N., 'Politics and Society in Rural India'. 1980 Inter India, Delhi.
4. Porter, Michael E. 'Competitive Strategy', 1980. Free Press, New York.
5. Rudra, Ashok, 'Indian Agricultural Economics', Myths and Realities, 1982, Allied, Delhi.
6. Stalk, George, Competing Against Time, 1990 Free Press, New York.

*(Note: The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.)*





# RKDF UNIVERSITY, BHOPAL

## MBA FULL TIME COURSE SECOND YEAR

### MBA IV Semester

COURSE	SUBJECT TITLE	SUBJECT CODE
MBA-IV	CO-OPERATIVE MANAGEMENT	RUL-3

### CO-OPERATIVE MANAGEMENT

**COURSE NO. RUL– 3**

**Max. Marks (Ext. Exam): 80**

**Min. Pass Marks : 32**

**OBJECTIVE:**

The objective of this course is to expose the students to the functional problems of co-operative organizations in view of the compulsions of technology and the changing market structure with globalization of market.

**COURSE CONTENTS:**

- UNIT-I** Co-operative Administration: A Global perspective: Ecology of Co-operative Administration; the Co-operative Sector & Economic Development.
- UNIT-II** Co-operative Management; Nature & Functions; Professionalized Management for co-operatives; Role of Leadership in Co-operative Management; Placement and the Role of the Board of Directors in Co-operative Management.
- UNIT-III** The State and the Co-operative Movement; Effects of Co-operative Law on Management; Long Range Planning for Co-operative Expansion; Policy Making; Executive Direction.
- UNIT-IV** Human Resource Management; Organizational Structure; Project Formulation, Implementation and Evaluation; Financial Management; Marketing Management.
- UNIT-V** Procuring Management; Distribution Management: Co-ordination between Trading Co-operatives & Public Sector Trading Agencies: Problems & Prospects.

**SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Objective Question)	10	10 x 2	= 20 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6	= 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3	= 30 Marks.

**SUGGESTED READINGS:**



# **RKDF UNIVERSITY, BHOPAL**

## **MBA FULL TIME COURSE**

### **SECOND YEAR**

1. Ansari, A.A., Co-operative Management Patterns, Amol Pub., 1990.
2. Akmat J.S., New Dimensions of Co-operative Management, Himalaya Pub. House, 1978.
3. Goel, B.B., Co-operative Management and Administration, Deep & Deep Pub., 1984.
4. Kamra, Pawan Kr., Co-operative Management, Deep & Deep, 1987.
5. Sah, A.K. Professional Management for the Co-operatives, Vikas Pub. House P Ltd, 1984.
6. Taimni, K.K. Managing the Co-operative enterprise ed., Minerva Associates P. Ltd., 1978.

*(Note: The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.)*



# RKDF UNIVERSITY, BHOPAL

## MBA FULL TIME COURSE

### SECOND YEAR

#### RETAIL – ELECTIVE

#### MBA IV

#### Semester

COURSE	SUBJECT TITLE	SUBJECT CODE
MBA-IV	RETAIL CONCEPTS AND PRACTICES	RT-1

### RETAIL CONCEPTS AND PRACTICES

**COURSE No. : RTL - 01**

**Max. Marks (Ext. Exam): 80**

**Min. Pass Marks : 32**

#### OBJECTIVE:

To enable students to identify and understand the significance of retailing in the current business environment, develop guidelines to build a retailing business, after studying retail organizations design, structure, location factors and space management.

#### COURSE CONTENTS:

- UNIT – I** Introduction to retail management, the concept of retailing, Nature and Scope, Functions of Retailers, Planning and Forecasting in retailing.
- UNIT – II** Indian and Global Retail Environment. The evolution of retail in India, the rise of the retailer, challenges and changes impacting retail development in India.
- UNIT – III** Types of Retail Stores,. Retail Models and theories of retail development, the future of retailing.
- UNIT – IV** Organization design and structure in Retail, Retail formats, HR Management in Retail.
- UNIT – V** Space Management, Factors, Affecting Store Location, Layout and Design.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Objective Question)	10	10 x 2	= 20 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6	= 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3	= 30 Marks.

#### SUGGESTED READING:

1. Retailing management by Swapna Pradhan, Tata McGraw Hills.
2. Retailing management by Suja R. Nair, Himalaya Publication.



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## **MBA FULL TIME COURSE**

### **SECOND YEAR**

3. Retailing management by Gibson G. Vedamani, Jaico Books.
4. Retailing management by Roger Cox, Paul Britain, and Pearson Education.



# RKDF UNIVERSITY, BHOPAL

## MBA FULL TIME COURSE SECOND YEAR

### MBA IV Semester

COURSE	SUBJECT TITLE	SUBJECT CODE
MBA-IV	MARKETING CONCEPTS IN RETAIL MANAGEMENT	RT-2

### MARKETING CONCEPTS IN RETAIL MANAGEMENT

**COURSE No. : RTL – 02**

**Max. Marks (Ext. Exam) : 80**

**Min. Pass Marks : 32**

#### OBJECTIVE:

To enable students to understand the relevance of concepts of marketing in retail management and also realize the importance of customer relationship management in retailing.

#### COURSE CONTENTS:

- UNIT – I** Segmentation, Targeting, Positioning and consumer behavior in retail marketing, pricing policies and techniques.
- UNIT – II** Merchandise Management, Retail Merchandising, Mercantile, Planning and its process, buying systems, tools used for mercantile functions, evaluating mercantile performance.
- UNIT – III** Supply chain management in retailing, management of service and quality in retailing.
- UNIT – IV** Retail Marketing mix, Retail communication mix, Role of advertising, Sales promotion, Public relations and Personal selling in retailing.
- UNIT – V** Customer relationship management in retailing, building and sustaining Relationships in retailing, Servicing the retail customer.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Objective Question)	10	10 x 2	= 20 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6	= 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3	= 30 Marks.

#### SUGGESTED READING:

1. Retail marketing management by David Gilbert, Pearson Education.
2. Marketing management by Philip Kotler.
3. Retailing by J. Barry Mason and David J. Burns.
4. Retail management by Ronald W. Hasty and James Reardon.



# RKDF UNIVERSITY, BHOPAL

## MBA FULL TIME COURSE SECOND YEAR

### MBA IV Semester

COURSE	SUBJECT TITLE	SUBJECT CODE
MBA-IV	RETAIL STRATEGIES AND OPERATIONS	RT-3

### RETAIL STRATEGIES AND OPERATIONS

**COURSE No. : RTL – 03**

**Max. Marks (Ext. Exam): 80**

**Min. Pass Marks : 32**

#### OBJECTIVE:

To enable student\$ to understand the functioning of retail operations and management of stores by relevant retail strategies after appropriate market research, to further understand the financial aspect of retail management.

#### COURSE CONTENTS:

- UNIT – I** Retail stores operations. Mall management, setting objectives for retailers', performance, Management of retail brand.
- UNIT – II** Retail strategies, Retail marketing strategy, Finance and location strategies for retailing.
- UNIT – III** Market research for retail management, trading area analysis Research before and after setting up a retail store.
- UNIT – IV** Retail management information system, Information gathering and processing, Application of I.T. to retail management.
- UNIT – V** Financial aspects of retail, Retail audit and measures of performance evaluation.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Objective Question)	10	10 x 2	= 20 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6	= 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3	= 30 Marks.

#### SUGGESTED READING:

1. Retail management, a Strategic Approach by Berman Barry, Evans Joel R., and Pearson Education.
2. Retail management by Michael Levy, Tata McGraw Hills.



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## **MBA FULL TIME COURSE**

### **SECOND YEAR**

3. Retail management by Chetan Bajaj, RajnishTuli&NidhiShrivastav.
4. Retailing by Robert Lusch, Patrick Dunne, South Western Publishing Co.