

SEMESTER – III
NON – MAJOR ELECTIVE - I
MODERN RETAIL TECHNIQUES

Instructional Hrs. 30
Max .Marks: ESE 100

Sub.Code:15CCUN301
Credits: 2

Objective: To Enable the Students to gain Working Experience in Retailing.

UNIT I

5 Hrs.

Retailing –introduction-functions- characteristics &responsibilities of retailers- retail life cycle – classification of retail institutions – *benefits of retailing* – setting up retail organization.

UNIT II

3 Hrs.

Retail store planning- planning retail location - store design, circulation plan in store layout, *retail space management*.

UNIT III

6 Hrs.

Human resources environment of retailing – *Recruiting and selecting Retail Personnel-Compensating Retail Personnel – Supervision of Retail Personnel*.

UNIT IV

6 Hrs.

Operational dimensions – store security – insurance – *Credit management – Computerization – Outsourcing – risk management*.

UNIT V

10 Hrs.

Practical Sessions (Training to students on retailing)

TEXT BOOK

1. T.Svagnanasithi & R.Rajesh, Retail Business Management, Bharathiar University Edition.

REFERENCE BOOKS

1. Chettan Bajaj, Rajnishtuli & Nidhi Srivastava, *Retail Management*, Oxford University press, New Delhi, 1st Edition, 2007.
2. Swapna Pradhan, *Retail Management*, Tata McGraw Hill Education Private Ltd., New Delhi – 2nd Edition – 2009.
3. Sivakumar A, *Retail Marketing* ,Excel Books ,New Delhi ,1st Edition, 2000

**SEMESTER – IV
MS-OFFICE AND TALLY
ONLY PRACTICAL**

Instructional Hrs. : 60
15CCUCP01
Max. Marks: CIA-40; ESE-60

Sub.Code:
Credits: 3

Objective: To Enable the Students Acquire Practical Knowledge in Ms Office and Tally.

UNIT I

12 Hrs

Ms Word

1. Type Chairman's Speech/Auditors Report/Minutes/Agenda and Perform the Following Operations:

Bold, Underline, Font Size, Style, Background Color, Text Color, Line Spacing, Spell Check, Alignments, Header & Footer, Inserting Pages And Page Numbers, Find And Replace.

2. Prepare an *Invitation for the College* Function Using Text Boxes and Clip Arts.

3. Prepare a Class Time Table and Perform the Following Operations:

Inserting the Table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change the Table Format.

UNIT II

12 Hrs.

Ms Excel

4. Prepare a Mark List of Your Class (Minimum Of Five Subjects) and Perform the Following Operations:

Data Entry, Total, Average, Result and Ranking by Using Arithmetic and Logical Functions and Sorting.

5. Prepare *Final Accounts* (Trading, Profit & Loss Account and Balance Sheet) by Using Formula.

UNIT III

12 Hrs.

Ms Power Point

6. Design Presentation Slides for a Product of Your Choice. The Slides Must Include

Name, Brand Name, Type of a Product, Characteristics, Special Features, Price,

Special Offer, Etc. Add Voice If Possible To Explain the Features of the Product. The Presentation Should Work in Manual Mode.

7. Design Presentation *Slides for Organization Details* for Five Levels of Hierarchy of a Company by Using Organization Chart.

UNIT IV

12 Hrs.

Ms Access

8. Prepare a payroll for Employee Data Base of an Organization With the Following

Details:

Employee Id, Employee Name, Date of Birth, Department & Designation, Date of Appointment, Basic Pay, Dearness Allowance, House Rent Allowance and Other Deductions if any. Perform Queries for Different Categories.

9. Create Mailing Labels for Student Data Base which Should include Atleast 3 Tables&Each Table must have 2 Fields with the Following Details:

Roll Number, Name, Course, Year, College Name, University, Address, Phone Number.

10. Create Forms for the Sample Table Assets.

UNIT V

12 Hrs.

Tally

11. Create a New Company, Group Voucher & Ledger & Record Minimum 10 Transactions & Display the Relevant Results.

12. Prepare Trial Balance, Profit & Loss Account & Balance Sheet (With Minimum of any Five Adjustments).

Note: *Italics* Denotes Self Study Topics.

REFERENCE BOOKS

1. **Joyce Cox, Polly Urban**, *Quick Course In Microsoft Office For Windows 95 And Windows Nt*, Galgolia Publications, New Delhi, 1st Edition, 2001.
2. **Ramesh Bangia**, *Understading M.S. Office 2000*, Cyber Tech Publications, New Delhi, 1st Editon .
3. **Taxali.R.K.**, *Pc Software Made Simple*, Tata Mcgraw-Hill, New Delhi, 1st Edition, 2001.