

II SEMESTER B.COM

OE Papers:

A. Financial Literacy

OR

B. Retail Management

II SEMESTER Open Elective Course (OEC)

2.6 A. Financial Literacy

L+T+P: 3+0+0 3 Hours per week

OBJECTIVE:

- To create awareness in student about the need for possessing financial literacy education.

OUTCOMES:

- The students will be able to understand the importance of financial literacy and prepare financial plans and budgets.
- The student will be able to describe the importance of insurance services as social security measures.

UNIT – I Introduction: Financial Literacy- Meaning and Importance - Components of Financial Literacy- Financial Institutions : Meaning, Banking and Non Banking Financial Institutions, Post offices . Investment: Meaning, Difference between Investment Vs Gambling- Risk and Return - Principles of investment - Investment Avenues –Financial Planning and Budgets , Family Budget, Business Budget and National Budget. Budget deficit and Surplus.

UNIT – II Banking: Meaning and Types of Banks, Various services offered by banks, types of bank deposit accounts, Formalities to open various types of bank accounts, KYC norms. Various types of Loans: Short-term, Medium term and Long term loans. Cashless banking, e-banking, ATM, Debit and Credit cards, banking Complaints.

UNIT – III Financial Services from Post Office: Post office Savings Schemes: Savings account - Recurring deposit -Term Deposit - Monthly Income Scheme - Kissan Vikas Pathra – NSC – PPF - Senior Citizen Savings Scheme - Sukanya Samridhhi Yojana/Account - Indian Post Payments Bank - Money Transfer - Money Order.

UNIT – IV Insurance Services: Life Insurance – Life Insurance Policies - Term Insurance and Endowment Policies - Pension Policies - Health Insurance Plans – ULIP - Property Insurance - General Insurance - Types, Postal Life Insurance Schemes- Housing Loans - Institutions providing Housing Loans, Pradhanmantri Awas Yojana: Rural and Urban.

SKILL DEVELOPMENT

1. Visit a nationalized bank near your area and collect information regarding services offered by the bank.

2. Visit a post office in your area and collect information about various deposit schemes available.
3. Collect an account opening form from a nationalized bank and fill up the form with necessary enclosures. Collect an account opening form from a post office and fill the form.
4. Prepare an annual family budget considering the income of your family. Also prepare a personal budget for six months.
5. Visit a LIC branch in your area and collect information regarding any five insurance policies (with its features).

Books for Reference:

1. Avadhani, V A (2019), Investment Management , Mumbai: Himalaya Publishing House Pvt Ltd
2. Chandra, P (2012), Investment Game: How to Win . New Delhi: Tata McGraw Hill Education.
3. Kothari , R (2010), financial Services in India: Concept and application. New Delhi: Sage Publication India Pvt td
4. Milling B. E, (2003), The Basics of Finance: Financial Tools for Non Financial Managers, Indiana : Universe Company.
5. Zokaityte , A (2017), Financial Literacy Education. London: Palgrave Macmillan

II SEMESTER Open Elective Course (OEC)

2.6 B. Retail Management

L+T+P: 3+0+0 3 Hours per week

OBJECTIVE:

- To enable students to understand how the retail business functions and highlight the scope of retail business in India and across the world

OUTCOME:

- Students will be able to acquire skills required for managing retail business and start their own retail business in the future

UNIT I Retailing: Meaning –Definition - Nature - Importance - Functions of Retailing - Factors influencing retailing - Types of Retailing – Forms of Retail Business ownership, Theory of Retail Development - Wheel of Retailing - Retail Life Cycle - Retail Business in India - Globalization of Retailing - Reasons for globalization - Problems in Globalisation of Retailing .

UNIT II Retail Organisation and Management: Introduction - Classification of Retail Organization. Store Operations: Retail Store Planning - Factors influencing location of a store - Store Layout – Merchandise Management - Category Management - Shelf Management - POS (Point of Sale) /Cash Process.

UNIT III Human Resource Management in Retailing: Manpower Planning – Recruitment in Retail sector - Problems in Retail Recruitment - Retail Training - Retail Managers : Roles – Skill - Employment Opportunities in Retail Industry.

UNIT IV E-Retailing: Meaning of E Retailing - Types of Technology in Retailing - Factors Influencing use of IT in Retailing - Electronic Article Surveillance – Electronic Shelf Labels - Effective Management of Online catalogues - Customer Relationship Management: Customer data base - Identifying information - Analysing customer data base and identifying target customers - Customer pyramid - Customer retention.

SKILL DEVELOPMENT

1. Visit a modern retail store in your area and identify its organization structure
2. Visit a mall and identify the various types of shops in the mall
3. Name any ten e-retailers in the world
4. Visit a super market in your area and collect information about the roles and responsibilities of the manager
5. Name any Ten Global retailers.

Books for Reference:

1. Suja R Nair , Retail Management, V Edition, HPH, Mumbai, 2006
2. Swapna Pradhan , Retailing Management -Text and Cases, II Edition, Tata Mc Graw Hill, India, 2007
3. S. K. Pradhan and Others, Retail Management , VPH.
4. Piyush Kumar Sinha and Dwarika Prasad Uniyal- Managing Retailing, Oxford University Press, Delhi
5. R. S. Tiwari, Retail Management , Himalaya Publishing House.
6. Levy Michael, Weitz Barton - Retailing Management, V Edition, Tata McGraw Hill, New York, 2006
7. Lucas G.H., Bush Robert, Gresham Larry- Retailing, Houghton Mifflin Company, Boston, 1994.