

## **BBA Semester II**

### **OE PAPER**

#### **People Management /Retail Management**

**Name of the Program:** Bachelor Business Administration (BBA)

**Course Code:** BBA.2.6 (OEC)

**Name of the Course:** People Management

**Course Credits No. of Hours per Week Total No. of Teaching Hours**

**3 Credits 3 Hrs 45 Hrs**

**Pedagogy:** Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

**Course outcome: On successful completion of the course, student will demonstrate:**

1. Ability to examine the difference between People Management with Human resource Management
2. Ability to explain the need for and importance of People Management.
3. Ability to explain role of manager in different stages of performance management process
4. Ability to list modern methods of performance and task assessment.
- 5.** Ability to analyse the factors influencing the work life balance of an working individual.

#### **Syllabus: Hours**

##### **Module No. 1: Introduction to People Management 06**

Diversity in organisation: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and

organizational factors on people management.

##### **Module No. 2: Getting Work Done and Assessment and Evaluation 12**

Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members.

Performance Management: meaning, role of a manager in the different stages of the performance management process, Types of Performance assessment, Assessment and

Evaluation Process of evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance.

##### **Module No. 3: Building Peer Networks and Essentials of Communication**

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**Building Peer Networks:** Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace.

**Essentials of Communication:** Concept of the communication process with reflection on

various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.

**Module No. 4: Motivation 08**

Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation

**Module No. 5: Managing Self 07**

Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance.

**Skill Developments Activities:**

1. Analyse two cases on any of the above content indicated above.
2. List out the modern tools to performance assessment and evaluation.
3. Conduct a survey of work life balance of working individuals
4. Draft a Career development of working individual in the middle level management.

**Text Books:**

1. McShane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN: 0-07-115113-3.
2. Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163
3. Argyris, C. (1974). Personality vs. Organization. Organizational Dynamics. Vol. 3. No. 2, Autumn.
4. Blume, B. Baldwin, T. and Ryan, K. (2013). Communication Apprehension. A barrier to students leadership, adaptability and multicultural appreciation. Academy of Management Learning & Education, Jun, Vol. 12 Issue 2, p158-172.
5. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition). New York: McGraw-Hill.
6. Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books,

**Name of the Program:** Bachelor of Business Administration (BBA)

**Course Code:**BBA 2.6 (OEC)

**Name of the Course:**RETAIL MANAGEMENT

**Course Credits No. of Hours per Week Total No. of Teaching Hours**

**3 Credits 3 Hrs 45 Hrs**

**Pedagogy:** Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

**Course Outcomes: On successful completion Student will demonstrate ;**

- a) An understanding of the types and forms of Retail business.
- b) Ability to examine Consumer Behaviour in various environment.

- c) Ability to analyse various Retail operations and evaluate them.
- d) Ability to analyse various marketing mix elements in retail operations.
- e) An understanding of Information Technology in retail business.

**Syllabus: Hours**

**Module No. 1: INTRODUCTION TO RETAIL BUSINESS 08**

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.

**Module No. 2: CONSUMER BEHAVIOUR IN RETAIL BUSINESS 08**

Buying decision process and its implication on retailing – Influence of group and individual factors, Customer shopping behaviour, Customer service and customer satisfaction.

**Module No. 3: RETAIL OPERATIONS 08**

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.

**Module No. 4: RETAIL MARKETING MIX 14**

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.

**Module No. 5: INFORMATION TECHNOLOGY IN RETAILING 07**

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.

**Skill Developments Activities:**

1. Draw a retail life cycle chart and list the stages
2. Draw a chart showing a store operations
3. List out the major functions of a store manager diagrammatically