



St. JOHN'S COLLEGE OF ARTS & SCIENCE

(Accredited with B++ by NAAC & Approved by UGC under section 2(f) & 12(B) status)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(A Christian Minority Institution)

**St. John's College Road, Ammandivilai, Kanyakumari District - 629 204,
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DEPARTMENT OF COMMERCE – BCOM ELECTIVE PAPERS

III B. COM (VI SEMESTER) – UNDER CBCS
PART III – MAJOR ELECTIVE – II (SELECT ANY ONE) -2
RETAIL MANAGEMENT

Objectives

1. To explore the functionalities in the retail management
2. To understand the retail management concepts

Unit I:

Introduction to retailing- nature and importance of retailing - contemporary retailing in India and marketing challenges facing retailers - Strategic planning in retailing - owning or managing business - retailing life cycle

Unit II:

Types of retailing institutions- retailing institutions by ownership - retailing institutions by store based and non-store based - vertical marketing system - traditional retailing.

Unit III:

Strategic planning in retailing- understanding retailing environment - identifying and understanding customers, information gathering.

Unit IV:

Location and organizational decisions- Trading area analysis site selection - organizational pattern in retailing - operational management - financial decisions - use of technology

Unit V:

Merchandise Management- Buying and handling - product assortment decision - Inventory Management - Merchandise pricing - Merchandise Labelling and packing - Role of atmosphere - retail promotion mix strategy - retail store sales promotion schemes.

Text / Reference Books

1. Dr.Harjit Singh "Retail Management", Sultan Chand Publications.
2. Chetan Bajaj "Retail Management", Oxford University Press.
3. Gibson G. Vedamani, Retail Management: Functional Principles & Practices, Jaico Books.
4. SwapnaPradhan, Retailing Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.
5. Michael Levy and Barton A Weot, Retail Management, McGraw-Hill Irwin.
6. Cox, Roger and Paul Brittain, Retail Management, Prentice Hall, Harlow.
7. Michael Levy, Barton A Weitz, Ajay Pandit, Retailing Management, McGraw-Hill Company.
8. Berman Barry, Evans Joel R., Retail Management: A Strategic Approach, Pentice Hall of India.

III B. COM (V SEMESTER) – UNDER CBCS
PART III – MAJOR ELECTIVE -1 (SELECT ANY ONE) - 2
HUMAN RESOURCE MANAGEMENT

Objectives

1. To study about the importance of human resource.
2. To study the techniques of performance appraisal of employees.
3. To know the methods to redress the grievances of employees.

Unit I Introduction to Human Resource Management

HRM Concept and Functions, Role, Status and competencies of HR Manager - HR Policies - Evolution of HRM - HRM vs HRD - Evolution of HRM – Emerging Challenges of Human Resource Management - Workforce diversity; Empowerment - Human Resource Information System.

Unit II Acquisition of Human Resource

Human Resource Planning- Quantitative and Qualitative Dimensions – job analysis – job description and job specification - Recruitment And Selection – meaning – process of requirement – sources and techniques of Recruitment – Meaning and Process of Selection – Selection Tests And Interviews – placement, induction, socialization and Retention.

Unit III Training and Development

Concept and Importance -Training and development methods –Identifying Training and Development Needs - Designing Training Programmes – Role Specific and Competency Based Training - Evaluating Training Effectiveness - Training Process Outsourcing - Management Development – Career Development.

Unit IV Performance Appraisal

Nature, objectives and importance - Modern Methods and techniques of performance appraisal - potential appraisal and employee counselling – job changes - transfers and promotions -Problems in Performance Appraisal – Essentials of Effective Appraisal System – Job Evaluation – Concepts, Process and Objectives – Advantages and Limitations – Methods.

Unit V Compensation and Maintenance

Compensation - Concept and policies- wage and Salary administration - Methods of wage payments and incentive plans - Fringe benefits – Performance linked compensation - Employee health, welfare and safety social security - Employer-Employee relations- grievance handling and redressal – Grievance handling and redressal.

Text Books:

1. K. Aswathappa : Human Resource Management Text and Cases: Tata McGraw Hill, New Delhi.
2. George W Bohlander and Scott A Snell: Principles of Human resource Management: Cengage Learning, New Delhi.
3. P.G.Aqinas: Human Resource Management Principles and Practice: Vikas Publishing House Pvt. Ltd., New Delhi



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DECLARATION

I hereby declare that the details and information given above are complete and true to the best of my knowledge and belief.


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