

# DIPLOMA IN RETAIL MANAGEMENT



Syllabus

Program Code: DRM

2023-2024

onwards

**MANNAR THIRUMALAI NAICKER COLLEGE(AUTONOMOUS)**

**Re-accredited with “A” Grade by NAAC**

**PASUMALAI, MADURAI – 625 004**

**Eligibility for Admission**

Candidates seeking admission to the Diploma in Retail Management course must have the Higher Secondary Education (Any group), of the Government of Tamil Nadu or any other state or its equivalent qualification.

**Duration of the course**

The duration of the course shall be one academic years comprising two semesters in one academic year.

**Subjects of Study**

Part I : General Education

Part II : Skill Component

**Pattern of the question paper for the Continuous Internal Assessment**

**Note: Duration – 1 hour**

The components for continuous internal assessment are:

**Part –A**

Five multiple choice questions (answer all) 5 x01= 05 Marks

**Part –B**

Two questions (‘either .... or ‘type) 2 x04= 08 Marks

**Part –C**

One question out of two 1 x07=07 Marks

Total 20 Marks

**The scheme of Examination for Part-I, II**

The components for continuous internal assessment are:

(40 Marks of two continuous internal assessments will be converted to 20 marks)

Two tests and their average --20 marks

Seminar --10 marks

Assignment --10 marks

Total 40 Marks

**Pattern of the question paper for the Summative Examinations:**

**Note: Duration- 3 hours**

**Part –A**

Multiple choice questions 15 x01= 15 Marks

No Unit shall be omitted: not more than three questions from each unit

**Part –B**

Three Paragraph questions (‘either .... or ‘type) 03x05=15Marks

**Part –C**

Three Essay questions out of five 03 x 10 =30 Marks

(One question from each Unit)

Total -----  
60Marks  
-----

**INTERNSHIP ASSESSMENT**

**External Evaluation (Industrial Partner)**

Application of Knowledge	Care for Tools & Equipment	Economic use of Material	Safety Consciousness	Speed	Accuracy	Quality of Workmanship	Amount of Work	Number of Attempts	Attitude

- Evaluation Form ( 60 marks)

**Rating Scale:** Excellent- 6; Very Good- 5; Good- 4; Fair- 3; Satisfactory – 2; Poor - 1

**Internal Evaluation (Course Teacher)**

- Case Study/ Project (20 marks)
- Viva-voce (20 marks)

**Minimum Marks for a Pass**

40% of the aggregate (Internal +Summative Examinations).

No separate pass minimum for the Internal Examinations.

27 marks out of 60 is the pass minimum for the Summative Examinations.

### VISION

To develop a center of excellence for learning retail management and create the Professionals with Ethical values

### MISSION

- To achieve academic excellence by providing knowledge about contemporary aspects in Retail education.
- To equip the students to emerge as an efficient and ethical Business Consultants, Sales Associate, Departmental manager, Retailer cashier.
- To empower the youth leading to employment and income generating opportunities.
- To create an urge in students to take up entrepreneurship.
- To explore the available avenues to become a business person.

### PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

<b>PEO1:</b>	To acquire entrepreneurial and managerial skills to become a successful entrepreneur of Micro to Large scale industries.
<b>PEO2:</b>	To cultivate the students in intellectual, personal, interpersonal and societal skills with a focus on relevant professional career to maximize professional growth.
<b>PEO3:</b>	To work as retail sales associate in various departments.
<b>PEO4:</b>	To Train the students to work or practice in own concern and private sectors as Retail sales professional.
<b>PEO5:</b>	To transform the student in to ethically & socially responsible professionals through excellence.
<b>PEO6:</b>	To involve in continuous learning process for attaining economic goals of self, family and society

<b>PROGRAMME OUTCOMES (POs)</b>	
<b>PO1:</b>	<b>Knowledge Base</b> - Gain in-depth knowledge both concepts and application operating to core disciplines and to Imbibe industry relevant skills
<b>PO2:</b>	<b>Problem Analysis &amp; Investigation</b> - Able to recognize, analyze and interpret managerial, functional and ethical issues and Draw appropriate conclusions
<b>PO3:</b>	<b>Communication Skills &amp; Design</b> - Exhibit capability in initiating and administrating group interactions and be competent in Managerial, Entrepreneurial Skills to design documents/statements for complex trade activities
<b>PO4:</b>	<b>Individual and Team Work</b> - Develop critical and creative thinking abilities to perform efficiently as an Entrepreneur/Leader/Employee/Tea member in multi-cultural teams
<b>PO5:</b>	<b>Professionalism, Ethics and equity</b> - Extensive outlook of the programme assists to identify different value systems and understand the moral dimensions to become ethically and socially responsible professionals
<b>PO6:</b>	<b>Lifelong learning</b> - Acquire the ability to engage in higher learning programmes and Professional courses in the broadest context of socio-technological transforms

<b>PROGRAM SPECIFIC OUTCOME (PSOs)</b>	
<b>PSO1:</b>	Reproduce the theoretical concepts and practical knowledge which promote the growth of entrepreneurship.
<b>PSO2:</b>	The candidate ready for functional areas like Retail development, Business communication, Micro to Large scale industries and Modern marketing.
<b>PSO3:</b>	Able to utilize their own skills in their profession like marketing, Business management, Fashion Textiles, Communication sector etc.
<b>PSO4:</b>	Obtain the sense of civic accountability, moral responsibility and professional ethics.
<b>PSO5:</b>	Able to obtain professional career by obtaining knowledge in real business environment.
<b>PSO6:</b>	Excel in contemporary knowledge of business and provide to the manpower needs of companies.

**MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous),  
Pasumalai  
Curriculum**

*(For the student admitted during the academic year 2023-2024 onwards)*

Course Code	Title of the Course	No. of Hours /week		No. of Credits		Maximum Marks		
		T	P	T	P	Int	Ext	Total
<b>FIRST SEMESTER</b>								
<b>Part – I</b>	<b>General Education</b>							
23DBAG11	Business Communication	4	-	4	-	40	60	100
23DBAG12	Entrepreneurship	4	-	4	-	40	60	100
23DCSGP1	Office Automation Lab	-	4	-	4	40	60	100
	<b>Total</b>	<b>8</b>	<b>4</b>	<b>8</b>	<b>4</b>			
<b>Part – II</b>	<b>Skill component</b>							
23DRMS11	Introduction to Retail Management	4	2	4	2	40	60	100
23DRMS12	Principles and Practices of Management	4	2	4	2	40	60	100
23DRMS13	Marketing Management	4	2	4	2	40	60	100
	<b>Total</b>	<b>12</b>	<b>6</b>	<b>12</b>	<b>6</b>			
<b>SECOND SEMESTER</b>								
<b>Part – I</b>	<b>General Education</b>							
23DBAG21	Small Business Management	4	-	4	-	40	60	100
23DRMG21	Service Marketing	4	-	4	-	40	60	100
23DCSGP2	Multimedia Lab	-	4	-	4	40	60	100
	<b>Total</b>	<b>8</b>	<b>4</b>	<b>8</b>	<b>4</b>			
<b>Part – II</b>	<b>Skill component</b>							
23DRMS21	Consumer Behavior	4	2	4	2	40	60	100
23DRMS22	Advertising and Sales promotion	4	2	4	2	40	60	100
23DRMS23	Internship	-	6	-	6	40	60	100
	<b>Total</b>	<b>8</b>	<b>10</b>	<b>8</b>	<b>10</b>			
	<b>Grand Total</b>	<b>36</b>	<b>24</b>	<b>36</b>	<b>24</b>			



**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)  
COMMUNITY COLLEGE  
ALL DIPLOMA COURSES**

(For those who joined in 2023-2024 and after)

<b>Course Name</b>	<b>BUSINESS COMMUNICATION</b>			
<b>Course Code</b>	<b>23DBAG11</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>General Education</b>	<b>4</b>	<b>-</b>	<b>4</b>
<b>COURSE OBJECTIVES:</b>				
<ol style="list-style-type: none"> <li>1. To enable the students to acquire the written and oral business communication skills.</li> <li>2. To Understand about trade enquires, &amp; also the concept of collection letter.</li> <li>3. Provide foundation and means of writing business letters.</li> <li>4. To write resume for application for different positions independently.</li> <li>5. To acquaint knowledge on report writing and able to write business reports.</li> </ol>				
<b>UNIT: I</b>	<b>BUSINESS COMMUNICATION</b>			12Hrs
Introduction - Meaning - Definition - Characteristics – Process - Essentials of Effective Communication - Forms of Communication - Types - Media of Communication - Written – Oral - Visual - Audio Visual - Computer based Communication - Barriers and remedies.				
<b>UNIT: II</b>	<b>WRITTEN COMMUNICATION</b>			12Hrs
Written Communication - Meaning - Business Letters - Essentials of a good Business Letter - Layout - Trade Letters – Enquiries & Offers – Quotations – Orders - Circular Letters - Sales Letters - E-mail Etiquettes.				
<b>UNIT: III</b>	<b>ORAL COMMUNICATION</b>			12Hrs
Oral Communication – Meaning - Oral and other forms of Communication – Speeches - Group communication - Presentations - Listening – Dialogue skills.				
<b>UNIT: IV</b>	<b>RESUME DRAFTING</b>			12Hrs
Resume Drafting - Application for a situation – Structure - Preparation of Resume - Preparation of Curriculum vitae – Drafting an application for different positions - Resume-Creation of Blogs.				
<b>UNIT: V</b>	<b>REPORT WRITING</b>			12Hrs
Report Writing - Meaning –Importance- Types of Business Reports - Structure of a Report - Oral and written reports-Characteristics of a good report -Drafting of Business Reports -Proposal – Meaning – Types of proposal.				
<b>Books for Study:</b>				
1. N.S. Raghunathan & B. Santhanam, “ <i>Business Communication</i> ”, fourth Edition, 2017				

Margham publication.

**Books for References:**

1. R.S.N. Pillai & Bagavathi, “*Modern Commercial Correspondence*”, 2007, S. Chand & Company Ltd, New Delhi.
2. Rajendra Pal & J.S. Korlahalli, “*Essentials of Business Communication*”, Thirteenth Edition, 2013, Sultan Chand & Sons, New Delhi.

**Total Lecture Hours | 60**

**COURSE OUTCOME**

<b>CO1:</b>	Acquire the written and oral business communication skills.
<b>CO2:</b>	Gain theoretical framework in writing business letters
<b>CO3:</b>	Draft business, trade and circular letters comprehensively
<b>CO4:</b>	Write resume for application for different positions independently
<b>CO5:</b>	Acquaint knowledge on report writing and able to write business reports

**LESSON PLAN**

<b>UNIT</b>	<b>BUSINESS COMMUNICATION</b>	<b>Hrs</b>	<b>Mode</b>
I	Business Communication	12Hrs	PPT, Group Discussion, Seminar, Quiz, Assignment and Activity
II	Written Communication	12Hrs	
III	Oral Communication	12Hrs	
IV	Resume Drafting	12Hrs	
V	Report Writing	12Hrs	





**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)  
COMMUNITY COLLEGE  
ALL DIPLOMA COURSES  
(For those who joined in 2023-2024 and after)**

<b>Course Name</b>	<b>ENTREPRENEURSHIP</b>			
<b>Course Code</b>	<b>23DBAG12</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>General Education</b>	<b>4</b>	<b>-</b>	<b>4</b>
<b>COURSE OBJECTIVES:</b>				
<ol style="list-style-type: none"> <li>To understand the areas of discipline of management &amp; entrepreneurship.</li> <li>To acquire necessary knowledge and skills required for organizing and carrying out Entrepreneurial activities.</li> <li>To master the knowledge necessary to plan entrepreneurial activities.</li> <li>To motivate young people to set up own ventures and contribute to national economic development.</li> <li>To create more employment opportunities.</li> </ol>				
<b>UNIT: I</b>	<b>ENTREPRENEUR &amp; ENTREPRENEURSHIP</b>			<b>12Hrs</b>
Entrepreneurship – Meaning – Characteristics –Types – Functions of entrepreneurs –Distinction between entrepreneur and manager. Entrepreneurship - Concept– Nature and characteristics – Entrepreneurship and Intrapreneurship – Role of entrepreneurship in economic development.				
<b>UNIT: II</b>	<b>NATURE AND SCOPE OF BUSINESS</b>			<b>12Hrs</b>
Meaning of business – Characteristics of business – Distinction between business, profession and employment – Components of business, – Inter-relationship between industry, commerce and trade – Requisites of success in business.				
<b>UNIT: III</b>	<b>WOMEN ENTREPRENEURS</b>			<b>12Hrs</b>
<b>Women Entrepreneurs</b> – Definition – Need – Functions – Qualities of Women Entrepreneurs – Problems faced by women entrepreneurs – Suggestions for the development of women entrepreneurs.				
<b>UNIT: IV</b>	<b>FRANCHISING</b>			<b>12Hrs</b>
Definition – Advantages – Successful Examples – Franchising offers in India – List of Franchise offers in India – Precautions – Types of Franchises.				
<b>UNIT: V</b>	<b>ENTREPRENEURSHIP DEVELOPMENT IN INDIA</b>			<b>12Hrs</b>
Emergence of entrepreneurial class in India – Environmental factors affecting entrepreneurship – Locational mobility of entrepreneurs – Entrepreneurship development programme – Institutions for entrepreneurship development – Entrepreneurial performance in India.				
<b>Books for Study:</b>				
1. Dr. Gupta. C.B and Dr. S.S. Khanka., Entrepreneurship and Small Business Management, New Delhi, 2019				
<b>Books for References:</b>				

1. Jeyashree Suresh, Entrepreneurial Development, Margham Publications, Chennai, 2019.
2. Dr. P.T. Vijayshree & Dr. M. Alagammai, Entrepreneurship & Small Business Management, Margham Publications, Chennai, 2016.

**Total Lecture Hours** | **60**

**COURSE OUTCOME**

<b>CO1:</b>	Gain understanding of the concepts of Entrepreneurship and their development in all forms and shapes.
<b>CO2:</b>	Understand entrepreneurial environment impacted by the social, economic, cultural & legal conditions.
<b>CO3:</b>	Understand the entrepreneurial process from idea generation, to concept development and creation of the venture.
<b>CO4:</b>	Provide the students with necessary inputs for creation of new ventures and develop entrepreneurial behavior.
<b>CO5:</b>	Identify and develop opportunities for an entrepreneur in an uncertain and inflexible environment and ways and means to minimize the external threats.

**LESSON PLAN**

<b>UNIT</b>	<b>ENTREPRENEURSHIP</b>	<b>Hrs</b>	<b>Mode</b>
I	Entrepreneur & Entrepreneurship	12Hrs	PPT, Group Discussion, Seminar, Quiz, Assignment and Activity
II	Nature and Scope of Business	12Hrs	
III	Women Entrepreneurs	12Hrs	
IV	Franchising	12Hrs	
V	Entrepreneurship Development in India	12Hrs	



**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)  
COMMUNITY COLLEGE  
ALL DIPLOMA COURSES  
(For those who joined in 2023-2024 and after)**

<b>Course Name</b>	<b>OFFICE AUTOMATION LAB</b>			
<b>Course Code</b>	<b>23DCSGP1</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>General Education</b>	<b>-</b>	<b>4</b>	<b>4</b>

**COURSE OBJECTIVES:**

1. To learn objective of this course is familiarizing the students with the innovations of in computer applications in business.
2. To understand the basic computer knowledge and also enable the students to appreciate the practical details of computer.
3. To enable you, the user to create and edit documents.
4. To create and manipulate simple.
5. To construct formulas, including the use of built in functions, and relative and absolute references in Ms-Excel.

**LIST OF ASSIGNMENTS (MS WORD)**

1. Create a news-paper document with at least 200 words,
  - a. Use margins as, top: 1.5, bottom:2, left:2, right:1 inches.
  - b. Use heading “Gandhi Jayanti”, font size: 16, font color: red, font face: Arial Black.
  - c. With first letter “dropped” (use drop cap option) of the first paragraph containing a picture at the right side
  - d. Use three columns from the second paragraph onwards till the half of the page.
  - e. Then use heading “Computer basics”
  - f. Create paragraph using two columns till the end of the page.
2. Create a flowchart using,
  - a. Proper shapes like ellipse, arrows, rectangle, and parallelogram.
  - b. Use grouping to group all the parts of the flowchart into one single object.
3. Create a table using table menu with,
  - a. At least 5 columns and 10 rows.
  - b. Merge the first row into one cell.
  - c. Merge the second row into one cell, then split the second row into three cells.
  - d. Use proper table border and color.
  - e. Insert proper content into the table with proper text formatting.
4. Create a table using two columns,
  - a. The left column contains all the short-cut keys and right side column contains the function of the short-cut keys.
  - b. Insert a left column using layout option. Name the heading as Serial No.
5. Create two letters with the following conditions in Ms Word and find the difference.

- a. Write a personal letter to your friend using at least 100 words and two paragraphs. The date must be in top-right corner. Use „justify“ text-alignment and 1.5 line spacing for the body of the letter. Letter must contain proper salutation and closing.
  - b. Use step by step mail-merge wizard to design a letter. (Mailing  step by step mail merge wizard  letters  start from a template  select template  letters  select proper template  create new document  OK)
6. Create a letter, which must be sent to multiple recipients.
- a. Use Mail-Merge to create the recipient list.
  - b. Use excel sheet to enter the recipient.
  - c. Start the mail merge using letter and directory format. State the difference.

**LIST OF ASSIGNMENTS (MS EXCEL)**

7. Create a table “Student result” with following conditions.
  - a. The heading must contain, Sl. No., Name, Mark1, Mark2, Mark3, Total, average and result with manual entry.
  - b. Use formulas for total and average.
  - c. Find the name of the students who has secured the highest and lowest marks.
  - d. Round the average to the nearest highest integer and lowest integer (use ceiling and floor function respectively).
8. Do as directed
  - a. Create a notepad file as per the following fields  
Slno      name   th1      th2      th3      th4      th5      total   %      grade
  - b. Import this notepad file into excel sheet using „data  from text“ option.
  - c. Grade is calculated as,
    - i. If  $\% \geq 90$ , then grade A
    - ii. If  $\% \geq 80$  and  $< 90$ , then grade B
    - iii. If  $\% \geq 70$  and  $< 80$ , then grade C
    - iv. If  $\% \geq 60$  and  $< 70$ , then grade D
    - v. If  $\% < 60$ , then grade F
9. Create a sales table using the following data,

Item	Year1	Year2	Year3	Year4
Item1	1000	1050	1100	1200
Item2	950	1050	1150	1200
Item3	1100	1200	1200	1300

- a. Draw the bar-graph to compare the sales of the three items for four years using insert option.
- b. Draw a line-graph to compare the sales of three items for four years using insert option.
- c. Draw different pie-charts for the given data using insert option.
- d. Use condition, to highlight all the cells having value  $\geq 1000$  with red color (use conditional formatting).

**LIST OF ASSIGNMENTS (MS POWERPOINT)**

7. Create a power-point presentation with minimum 5 slides.
  - a. The first slide must contain the topic of the presentation and name of the presentation.
  - b. Must contain at least one table.
  - c. Must contain at least 5 bullets, 5 numbers.
  - d. The heading must be, font size:32, font-face: Arial Rounded MT Bold, font-color: blue.
  - e. The body must be, font size: 24, font-face: Comic Sans MS, font-color: green.
  - f. Last slide must contain „thank you“.
8. Create a power-point presentation with minimum 10 slides
  - a. Use word art to write the heading for each slides.
  - b. Insert at least one clip-art, one picture
  - c. Insert at least one audio and one video
  - d. Hide at least two slides
9. Create a power-point presentation with minimum 5 slides
  - a. Use custom animation option to animate the text; the text must move left to right one line at a time.
  - b. Use proper transition for the slides.

**Books for Study:**

1. Dr. P. Rizwan Ahmed, *Office Automation* , Margham publication, Chennai, 2019 reprint.

**Books for References:**

1. Comdex 14-1in-1 Computer course Kit ,Vikas Gupta.

2. Master in Ms-Office, Bittu Kumar.

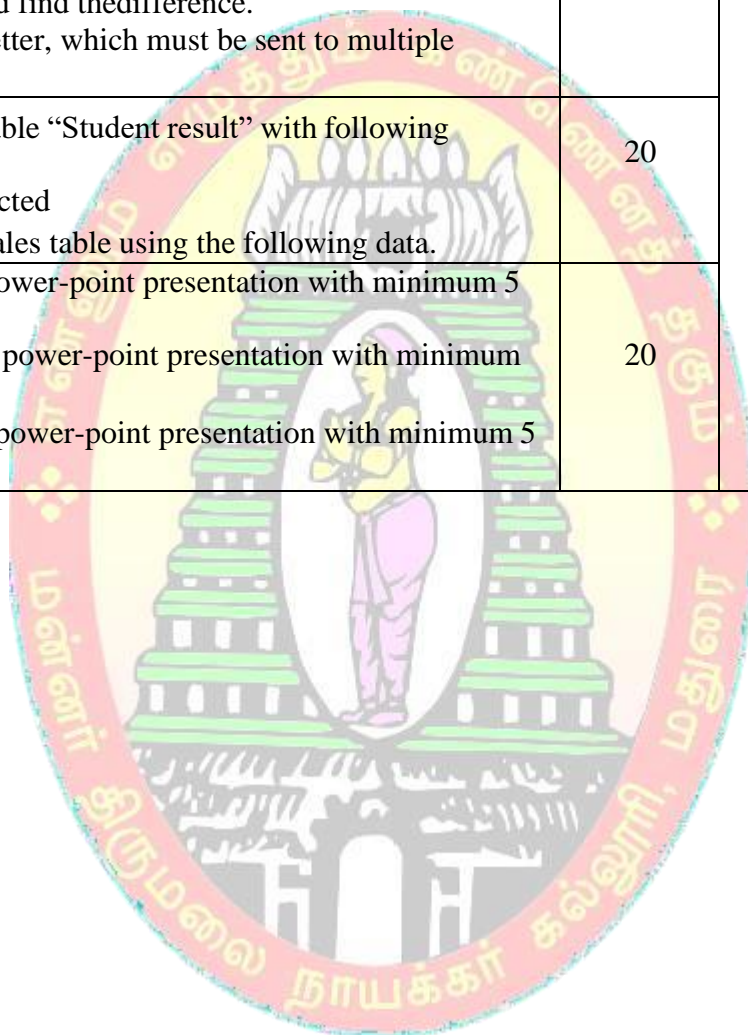
	<b>Total Lecture Hours</b>	<b>60</b>
--	----------------------------	-----------

**COURSE OUTCOME**

<b>CO1:</b>	Acquire knowledge on editor, spreadsheet and presentation software
<b>CO2:</b>	Understand and discuss about the use of Office Package in daily life
<b>CO3:</b>	Give hands on training to the students to create and format documents using MSWord
<b>CO4:</b>	Construct charts in MS-Excel
<b>CO5:</b>	Design presentation with efficient slides

**LESSON PLAN**

OFFICE AUTOMATION LAB	Hrs	Mode
Exercise: 1. Create a news-paper document with at least 200 words. 2. Create a flowchart using. 3. Create a table using table menu. 4. Create two letters with the following conditions in Ms Word and find the difference. 5. Create a letter, which must be sent to multiple recipients.	20	Laboratory experiments
6. Create a table “Student result” with following conditions. 7. Do as directed 8. Create a sales table using the following data.	20	
9. Create a power-point presentation with minimum 5 slides. 10. Create a power-point presentation with minimum slides 11. Create a power-point presentation with minimum 5 slides	20	





**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)  
COMMUNITY COLLEGE  
DIPLOMA IN RETAIL MANAGEMENT  
(For those who joined in 2023-2024 and after)**

<b>Course Name</b>	<b>INTRODUCTION TO RETAIL MANAGEMENT</b>			
<b>Course Code</b>	<b>23DRMS11</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Skill Component</b>	<b>4</b>	<b>2</b>	<b>6</b>
<b>COURSE OBJECTIVES:</b>				
<ol style="list-style-type: none"> <li>1. To know the concepts of retailing</li> <li>2. To develop knowledge of contemporary retail management issues at the strategic level.</li> <li>3. To describe and analyses the way retailing works, specifically the key activities and relationships.</li> <li>4. To understand the customer or consumer behavior.</li> <li>5. To provide an academic underpinning to the above through the application of retailing theory and research.</li> </ol>				
<b>UNIT: I</b>	<b>INTRODUCTION</b>			<b>16 Hrs</b>
Retailing Definition – Features of retailing – History of retailing – Functions of retailing –Types Retail overview and present scenario – Retail environment in India.				
<b>UNIT: II</b>	<b>RETAIL FORMATS</b>			<b>17 Hrs</b>
Retail formats – Meaning – Evolution – Impact of scalability of store formats – Retail mix – Theories if retail development – Retail life cycle.				
<b>UNIT: III</b>	<b>STORE MANAGEMENT</b>			<b>19 Hrs</b>
Store planning – Location planning – Store layout and design – Retailing image mix, Visual merchandising – Retail communication mix – Customer service.				
<b>UNIT: IV</b>	<b>UNDERSTANDING CONSUMPTION AND CONSUMER</b>			<b>19 Hrs</b>
Changing Consumer Demography – Life Style Changes – Shopping Behaviour – Retail and Out Let Choice – Legal and Ethical Issues in Retailing – Indian experience in Retailing.				
<b>UNIT: V</b>	<b>E-TAILING IN INDIA</b>			<b>19 Hrs</b>
E-Tailing – Meaning – Reasons for the growth of E-tail market – Reason for buying on the internet – challenges to the growth of E-tailing – Global scenario.				
<b>LIST OF PRACTICALS</b>				
<ol style="list-style-type: none"> <li>1. List out any top five national and International retail chains and write an essay on it.</li> <li>2. Make a chart on store based retailing with suitable examples.</li> <li>3. Write an assignment on E-tailing in India</li> </ol>				

4. Visit to Trade Fair, Exhibitions, Departmental stores, super market and write a brief report based on visit.	
<b>Books for Study:</b>	
1. Dr. L. Natarajan, Retail Management, Margham publications, Chennai, 2017.	
<b>Books for References:</b>	
1. Jain J.Nand Singh P.P. <i>Modern Retail Management and Retail Management Principles And Techniques</i> Regal Publication, New Delhi, 2012.	
2. Chetan Bajaj, Ranjinish Tuli, Nidhi, V. Srivastava, <i>Retail Management</i> , Oxford University Press, New Delhi, 2014.	
	<b>Total Lecture Hours</b> <b>90</b>
<b>COURSE OUTCOME</b>	
<b>CO1:</b>	Familiarize students with details retail managements concepts & operations
<b>CO2:</b>	Aware of the various legal & ethical aspects of retail management
<b>CO3:</b>	Gain knowledge of store format and layout
<b>CO4:</b>	Understand the consumer behaviour
<b>CO5:</b>	Know the emerging trends in retail management

**LESSON PLAN**

UNIT	INTRODUCTION TO RETAIL MANAGEMENT	Hrs	Mode
I	Introduction	16	PPT, Group Discussion, Seminar, Quiz, Assignment and Activity
II	Retail Formats	17	
III	Store Management	19	
IV	Understanding Consumption And Consumer	19	
V	E-Tailing In India	19	





**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)  
COMMUNITY COLLEGE  
DIPLOMA IN RETAIL MANAGEMENT0  
(For those who joined in 2023-2024 and after)**

<b>Course Name</b>	<b>PRINCIPLES AND PRACTICES OF MANAGEMENT</b>			
<b>Course Code</b>	<b>23DRMS12</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Skill Component</b>	<b>4</b>	<b>2</b>	<b>6</b>
<b>COURSE OBJECTIVES:</b>				
<p>1. To understand the theory and practice of Business Management and its functions.</p> <p>2. To understand basic principles of building design and planning.</p> <p>3. To develop knowledge on how to organize the management functions</p> <p>4. To study the various elements of Staffing and directing.</p> <p>5. To expose to the importance of controlling and leadership.</p>				
<b>UNIT: I</b>	<b>INTRODUCTION – MANAGEMENT</b>			<b>15 Hrs</b>
<p>Meaning and Definition of Management- Nature and Characteristics – Importance – Roles and Skills of a Manager –Process of Management – Management principles. Emergence of management school of thought – F.W.Taylor, Henry Fayol, Elton Mayo</p>				
<b>UNIT: II</b>	<b>PLANNING</b>			<b>18 Hrs</b>
<p>Definition – Nature –Characteristics– Importance – Advantages and Limitations – Steps in Planning – Forecasting – meaning – importance – methods -Types of planning (in brief) – MBO, MBE, MBWA-concepts and differentiation. Decision making – Features –Types of decisions –Process.</p>				
<b>UNIT: III</b>	<b>ORGANISING</b>			<b>20 Hrs</b>
<p>Meaning – Nature – Steps – Types –Formal and Informal Organization. Authority – Meaning – Types -- Limits – Meaning of Responsibility and Accountability – Distinct between responsibility and authority – Delegation – Meaning – Benefits – Demerits – Decentralization of Authority – Advantages – Disadvantages – Centralization – Advantages and Disadvantages.</p>				
<b>UNIT: IV</b>	<b>STAFFING &amp; DIRECTING</b>			<b>19 Hrs</b>
<p>Staffing Meaning – Elements and Functions –Recruitment – Meaning - Sources – Selection – Meaning – Selection Procedure – Placement – Training – Process – Need and Advantages. Directing – Definition – Elements of Direction – Principles of directing. Motivation –</p>				
<b>UNIT: V</b>	<b>CO-ORDINATING &amp; CONTROLLING</b>			<b>18 Hrs</b>
<p>Co-ordinating – Meaning – Need and importance – Types of co-ordination – Principles of coordination – approaches to achieving effective coordination – problems of coordination. Controlling – Meaning – Steps in Controlling- Qualities of a Good Control System –Types of managerial control.</p>				

**LIST OF PRACTICALS**

1. Write an assignment on emergence management school of thought.
2. Organize a mock job interview session.
3. Organize a session on critical thinking and Problem solving.
4. Study any one prominent leader Management Practices.

**Total Lecture Hours | 90**

**Books for Study:**

1. L.M. Prasad, Principles and practice of management, Sultan Chand & Sons, New Delhi, 2019.

**Books for References:**

1. R.N Gupta, Principles of Management, S. Chand & company Pvt Ltd., 2015.
2. Dinkar Pagare, Principles of Management, Sultan Chand & Sons, New Delhi, 2019.

**COURSE OUTCOME**

<b>CO1:</b>	Study of the basic managerial functions of planning, organizing, staffing, directing and controlling resources to accomplish organizational goals.
<b>CO2:</b>	Distinguish the characteristics and skills of proper management. Identifying what successful managers do and how they do it.
<b>CO3:</b>	Analyze the business decisions made by organisations using various tools and techniques to remain competitive.
<b>CO4:</b>	Offer diverse learning opportunities to develop analytical and soft skills.
<b>CO5:</b>	Analyze the concept and process of control and Coordinate others

**LESSON PLAN**

<b>UNIT</b>	<b>PRINCIPLES AND PRACTICES OF MANAGEMENT</b>	<b>Hrs</b>	<b>Mode</b>
I	Introduction – Management	15	PPT, Group Discussion, Seminar, Quiz, Assignment and Activity
II	Planning	18	
III	Organising	20	
IV	Staffing & Directing	19	
V	Coordinating & Controlling	18	



**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)  
COMMUNITY COLLEGE  
DIPLOMA IN RETAIL MANAGEMENT  
(For those who joined in 2023-2024 and after)**

<b>Course Name</b>	<b>MARKETING MANAGEMENT</b>			
<b>Course Code</b>	<b>23DRMS13</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Skill Component</b>	<b>4</b>	<b>2</b>	<b>6</b>
<b>COURSE OBJECTIVES:</b>				
1. To familiarize the basic concepts of Marketing. 2. To sketch the major P's of Marketing of goods and their primitive role in Consumer oriented society and business to consumer communications. 3. To identify and apply different methods of pricing, in different types of businesses. 4. To explain the kinds of channel members, and the influencers in forming. 5. To familiarize with the emerging trends in marketing and ethical practices.				
<b>UNIT: I</b>	<b>INTRODUCTION TO MARKETING</b>			16 Hrs
Marketing – Meaning – Scope – Features – Importance and role of marketing- Functions. Concept of Marketing mix – Evolution of marketing management.				
<b>UNIT: II</b>	<b>PRODUCT</b>			18 Hrs
Product – Product policy – Elements of Product policy –Product life cycle – Classification of products and goods – New product planning.				
<b>UNIT: III</b>	<b>PRICING</b>			18 Hrs
Pricing – Definition – Objectives – Methods – Types of Pricing – New Product Pricing – Factors affecting pricing decision.				
<b>UNIT: IV</b>	<b>CHANNELS OF DISTRIBUTION</b>			18 Hrs
Channels of Distribution - Definition – kinds of channel members – functions of middlemen – wholesalers – retailers – factors considering in selecting channels.				
<b>UNIT: V</b>	<b>EMERGING TRENDS IN MARKETING</b>			20 Hrs
Emerging Trends in Marketing – Telemarketing – Definition-Importance-E-marketing – Definition-Importance- Digital Marketing – Definition-Importance- Role of social media in Marketing-Ethical practices in marketing.				
<b>LIST OF PRACTICALS</b>				
1. Discuss the pricing methods adopted by one online and offline retailer of your choice 2. Project submission on marketing mix of any one retail organization				

3. Draw a product life cycle
4. Write an essay on Tele –marketing through TV Channels –a) list out channels) list out Products c) list out websites

**Total Lecture Hours**    **90 Hrs**

**Books for Study:**

1. Dr. L. Natarajan, (2019 Reprint), “**Marketing**”, Margham Publications, Chennai.

**Books for References:**

1. Dr. J. Jayasankar, “Marketing”, Margham Publications, Chennai, (2016)
2. Francis cherunilam, “International marketing” Himalaya Publishing House, (2019)

**COURSE OUTCOME**

<b>CO1:</b>	Spell out the cognitive of marketing and marketing mix, and its recent Dynamics
<b>CO2:</b>	Know the right combination of Product, Price, Promotion and Place for a Business
<b>CO3:</b>	Gain Knowledge to fix suitable pricing methods
<b>CO4:</b>	Attain knowledge to analyze channel of distribution members
<b>CO5:</b>	Analyze Trends in Marketing techniques and apply them in business.

**LESSON PLAN**

<b>UNIT</b>	<b>MARKETING MANAGEMENT</b>	<b>Hrs</b>	<b>Mode</b>
I	Introduction To Marketing	16	PPT, Group Discussion, Seminar, Quiz, Assignment and Activity
II	Product	18	
III	Pricing	18	
IV	Channels Of Distribution	18	
V	Emerging trends in marketing	20	



**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)  
COMMUNITY COLLEGE  
ALL DIPLOMA COURSES  
(For those who joined in 2023-2024 and after)**

<b>Course Name</b>	<b>SMALL BUSINESS MANAGEMENT</b>			
<b>Course Code</b>	<b>23DBAG21</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>General Education</b>	<b>4</b>	<b>-</b>	<b>4</b>
<b>COURSE OBJECTIVES:</b>				
<ol style="list-style-type: none"> <li>To familiarize the concept of Small business.</li> <li>To discuss sources of finance steps to start industrial Units.</li> <li>To know the various institutions assisting finance.</li> <li>To create more employment opportunities.</li> <li>Decision support information that improves decisions such as a report.</li> </ol>				
<b>UNIT: I</b>	<b>BASICS OF SMALL BUSINESS ENTERPRISE</b>			14 Hrs
Small Business – Definition – Features – Role of Small Business in Economic Development – Reasons for Establishing Small Business – Quality of Small Businessmen – Advantages and Disadvantages of Small Business – Reasons for Failures of Small Business – Characteristics of Successful Small Businessmen – Different Stages of Small business – Steps in Setting up a Small Business – Relationships between Small and Large Units – Small Sector in India .				
<b>UNIT: II</b>	<b>DYNAMICS OF SMALL BUSINESS</b>			14 Hrs
Concepts and Definitions of Small Scale Industries (SSIs) – Role of SSIs – Government Policy and Development of SSIs – Growth and Performance – SSI Sector and Committee Report – Reservation of items for SSI – Problems of SSI – Sickness of SSI: Causes, Symptoms and Cures – Prospects of SSI in free Economy.				
<b>UNIT: III</b>	<b>INSTITUTIONS SUPPORTING SMALL BUSINESS</b>			12 Hrs
Central, State and Other Institutional Support for SSI – Technological Upgradation and Institutional facility for SSI – Incentives and Subsidies for SSI.				
<b>UNIT: IV</b>	<b>ESTABLISHING OF MICRO, SMALL AND MEDIUM ENTERPRISES</b>			10 Hrs
MSME - Steps in Enterprise Building: Finding out New Business Idea – Identifying a Suitable Business Opportunity – Preliminary Evaluation.				

<b>UNIT: V</b>	<b>GROWTH STRATEGIES FOR SMALL BUSINESS</b>	10 Hrs
Need for growth –Types of growth strategies –Expansion –Diversification –Sub-contracting – stages of growth.		
		<b>Total Lecture Hours</b>
		<b>60</b>
<b>Books for Study:</b>		
1. Dr. Gupta. C.B and Dr. S.S. Khanka., Entrepreneurship and Small Business Management, New Delhi, 2019		
<b>Books for References:</b>		
1. Dr. P.T. Vijayshree & Dr. M. Alagammai, Entrepreneurship & Small Business Management, Margham Publications, Chennai, 2016.		
2. Vasant Desai, Fundamentals of Entrepreneurship and Small Business Management, Himalaya Publishing House, 2010.		
<b>COURSE OUTCOME</b>		
<b>CO1:</b>	Gain knowledge in the concept of small business management	
<b>CO2:</b>	Understand the procedure to start the new venture	
<b>CO3:</b>	Know the various institutions assisting	
<b>CO4:</b>	Facilitates to identify new ideas and ventures	
<b>CO5:</b>	To develop the Employability skill.	

**LESSON PLAN**

<b>UNIT</b>	<b>SMALL BUSINESS MANAGEMENT</b>	<b>Hrs</b>	<b>Mode</b>
I	Introduction to small business	14	PPT, Group Discussion, Seminar, Quiz, Assignment and Activity
II	Dynamics of small business	14	
III	Institutional support to small scale industries	12	
IV	Establishing of micro, small and medium enterprises	10	
V	Growth strategies for small business	10	



**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)  
COMMUNITY COLLEGE  
DIPLOMA IN RETAIL MANAGEMENT  
(For those who joined in 2023-2024 and after)**

<b>Course Name</b>	<b>SERVICE MARKETING</b>			
<b>Course Code</b>	<b>23DRMG21</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Skill Component</b>	<b>4</b>	<b>-</b>	<b>4</b>
<b>COURSE OBJECTIVES:</b>				
<ol style="list-style-type: none"> <li>To introduce the concepts in services marketing.</li> <li>To impart the knowledge about services strategy.</li> <li>To educate the learners about managing physical evidence.</li> <li>To develop the Customer Relationship Management.</li> <li>To offer diverse learning opportunities to develop analytical and soft skills.</li> </ol>				
<b>UNIT: I</b>	<b>SERVICES MARKETING</b>			<b>10 Hrs</b>
Services Marketing – Concept – Definition – Nature and Characteristics of services – Classification of service – Difference between Goods & Services – Needs service marketing – Role of services marketing in an economy – Obstacles in services marketing – Overcoming the obstacles.				
<b>UNIT: II</b>	<b>SERVICES STRATEGY</b>			<b>12 Hrs</b>
Services Strategy – Strategic planning process – market oriented service strategy – the service triangle - Services marketing mix – Strategy implementation and Control.				
<b>UNIT: III</b>	<b>MANAGING PHYSICAL EVIDENCE</b>			<b>12 Hrs</b>
Managing physical evidence – physical evidence – Service Scape – Role of evidence in services marketing – guidelines for physical evidence strategies				
<b>UNIT: IV</b>	<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>			<b>13 Hrs</b>
Customer Relationship Management – Meaning - traditional marketing vs relationship marketing – marketing of relationship – CRM in Marketing – Successful approaches to CRM.				
<b>UNIT: V</b>	<b>SERVICES IN ORGANIZED RETAILING</b>			<b>13 Hrs</b>
Health care industry in India, Marketing E- services, Business process outsourcing (BPO), medical transcription , knowledge process outsourcing (KPO) E – learning (Indian context)				
<b>Total Lecture Hours</b>				<b>60</b>
<b>Books for Study:</b>				
1. Vasanthi Venugopla, <b>Services Marketing</b> , Himalaya Publishing House, New Delhi, 2019.				

**Books for References:**

1. Jochen wirtz, Christopher Lovelock & Jayanta chatterjee, “Service Marketing” Pearson India Education service Pvt Ltd., 2019
2. Dr. L. Natarajan, **Services Marketing**, Margham publications, Chennai, 2020.

**COURSE OUTCOME**

<b>CO1:</b>	Familiarize the students with understanding of Service Marketing Concepts, Characteristics and its importance
<b>CO2:</b>	Gain Knowledge of service strategies
<b>CO3:</b>	Gain insight into Consumer Behaviour in services and also to have understanding of measurement of service quality
<b>CO4:</b>	Understand the concept of CRM
<b>CO5:</b>	Understand the services in organized Retailing

**LESSON PLAN**

<b>UNIT</b>	<b>SERVICES MARKETING</b>	<b>Hrs</b>	<b>Mode</b>
I	Introduction Services Marketing	10	PPT, Group
II	Services Strategy	12	Discussion,
III	Managing Physical Evidence	12	Seminar,
IV	Customer Relationship Management	13	Quiz,
V	Services In Organized Retailing	13	Assignment and Activity





**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)  
COMMUNITY COLLEGE  
ALL DIPLOMA COURSES  
(For those who joined in 2023-2024 and after)**

<b>Course Name</b>	<b>MULTIMEDIA LAB</b>			
<b>Course Code</b>	<b>23DCSGP2</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>General Education</b>	<b>-</b>	<b>4</b>	<b>4</b>
<b>COURSE OBJECTIVES:</b>				
<ol style="list-style-type: none"> <li>To learn the basics and Fundamentals of Multimedia animation.</li> <li>To introduce Multimedia components and Tools.</li> <li>To understand how Multimedia can be incorporated in real life.</li> <li>To develop various video and text applications.</li> <li>To Design and develop various Multimedia Systems applicable in real time.</li> </ol>				
<b>LIST OF PRACTICALS</b>				<b>Hours</b>
<b>Flash Lab Programs:</b> <ol style="list-style-type: none"> <li>Moving a Ball using flash.</li> <li>Bouncing a Ball using flash.</li> <li>Moving a Car using flash.</li> <li>Animating a Star using flash.</li> <li>Frame by Frame Animation using flash.</li> <li>Text masking using flash.</li> <li>Photo masking using flash.</li> <li>Write a program to find Arithmetic Value in Flash.</li> <li>Write a program to find Fibonacci Series in Flash.</li> <li>Write a program to find Factorial in Flash.</li> </ol> <b>Photoshop Lab Program:</b> <ol style="list-style-type: none"> <li>Design Birthday card using Photoshop.</li> <li>Convert Picture into Text Background image.</li> <li>Creating Brush tool and using a Jelly Beans</li> <li>Clone the image using Photoshop.</li> <li>Pass port size photo using Photoshop.</li> </ol>				<b>60</b>
<b>Total Lecture Hours</b>				<b>60 Hrs</b>
<b>Books for Study:</b>				
1. M. Mahalakshmi, <b>Multimedia</b> , Margham Publications (2019)				
<b>Books for References:</b>				
1. Practical Photoshop CS6, Level 1 by Barbara Zukin Heiman, Donald Laird, Corrine Haverinen, Windsor Green, & Marilyn P. Kelly Practical Photoshop.				

2. Project Flash MX by Nat Gertler, Thomson Delmar Learning Publication.	
<b>COURSE OUTCOME</b>	
<b>CO1:</b>	Perform the operations of various multimedia techniques
<b>CO2:</b>	Ability to know about techniques of image processing
<b>CO3:</b>	Understand the various designing process in multimedia animation
<b>CO4:</b>	Develop an interactive multimedia presentation by using multimedia devices
<b>CO5:</b>	Identify practical aspects in designing latest multimedia applications

**LESSON PLAN**

<b>LIST OF PRACTICALS</b>	<b>Hrs</b>	<b>Mode</b>
<p><b>Flash Lab Programs:</b></p> <ol style="list-style-type: none"> <li>Moving a Ball using flash.</li> <li>Bouncing a Ball using flash.</li> <li>Moving a Car using flash.</li> <li>Animating a Star using flash.</li> <li>Frame by Frame Animation using flash.</li> <li>Text masking using flash.</li> <li>Photo masking using flash.</li> <li>Write a program to find Arithmetic Value in Flash.</li> <li>Write a program to find Fibonacci Series in Flash.</li> <li>Write a program to find Factorial in Flash.</li> </ol> <p><b>Photoshop Lab Program:</b></p> <ol style="list-style-type: none"> <li>Design Birthday card using Photoshop.</li> <li>Convert Picture into Text Background image.</li> <li>Creating Brush tool and using a Jelly Beans</li> <li>Clone the image using Photoshop.</li> <li>Pass port size photo using Photoshop.</li> </ol>	<b>60</b>	<b>Lab demonstration</b>



**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)  
COMMUNITY COLLEGE  
DIPLOMA IN RETAIL MANAGEMENT  
(For those who joined in 2023-2024 and after)**

<b>Course Name</b>	<b>CONSUMER BEHAVIOR</b>			
<b>Course Code</b>	<b>23DRMS21</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Skill Component</b>	<b>4</b>	<b>2</b>	<b>6</b>
<b>COURSE OBJECTIVES:</b>				
<ol style="list-style-type: none"> <li>1. To develop an understanding of underlying concepts and issues in Consumer behavior.</li> <li>2. To learn about pre purchase and post purchase behaviour of consumer behaviour.</li> <li>3. To Develop an understanding about the consumer decision making process and its application to the marketing function of a firm.</li> <li>4. To Have basic knowledge about the issues &amp; dimensions of consumer behaviour.</li> <li>5. To develop the skill of understanding &amp; analysing consumer information.</li> </ol>				
<b>UNIT: I</b>	<b>INTRODUCTION TO CONSUMER BEHAVIOUR</b>			<b>18 Hrs</b>
Definition of consumer – Definition Consumer Behaviour – Nature, Scope, Consumer Behaviour’s Applications in Marketing, Consumer research process –Defining Research Objectives, Collecting & Evaluating Secondary Data, Primary Research Design, Collecting Primary Data, Analyzing Data & Report Preparation.				
<b>UNIT: II</b>	<b>FACTORS AFFECTING CONSUMER BEHAVIOUR</b>			<b>18 Hrs</b>
Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.				
<b>UNIT: III</b>	<b>CONSUMER DECISION MAKING PROCESS</b>			<b>18 Hrs</b>
Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.				
<b>UNIT: IV</b>	<b>CONSUMER MOTIVATION &amp; PERSONALITY</b>			<b>18 Hrs</b>
Consumer Motivation– Needs, Goals, Motive arousal, Maslow’s Hierarchy of Needs, Freud’s Theory of Motivation , Consumer Personality – Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory.				
<b>UNIT: V</b>	<b>CONSUMER ATTITUDE</b>			<b>18 Hrs</b>
Definition – characteristics – Functions – Tricomponent attitude model – Factors influencing attitude formation – Attitude Theories.				
<b>LIST OF PRACTICAL</b>				
<ol style="list-style-type: none"> <li>1. Study of various techniques used for customer relation in retail trade.</li> <li>2. Consider the following companies: Coca Cola, Audi, and Sony Electronics. Find out which concept/concepts do they generally follow? Also trace their history and find out the related</li> </ol>				

changes.

3. Interview five of your classmates/friends and find out who would they go for information for the products mentioned below, and also indicate why do you view her/him as the source of information and advice? (a) Mobile phones, (b) Latest fashion clothes, (c) College for management education, (d) Holiday resort, and (e) Restaurant.

4. Contact two friends, one living in a traditional family and the other in a nuclear family.

Compare the consumption behaviour of the two families with respect to clothes, furniture, and entertainment.

	<b>Total Lecture Hours</b>	<b>90</b>
--	----------------------------	-----------

**Books for Study:**

1. Dr. L. Natarajan, Consumer Behaviour, Margham publications (2018).

**Books for References:**

1. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi  
 2. Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai

**COURSE OUTCOME**

<b>CO1:</b>	Explain the concept of Consumer Behaviour & describe Consumer research process in Detail.
<b>CO2:</b>	Evaluate the factors affecting consumer behaviour in detail.
<b>CO3:</b>	Analyze the consumer decision process.
<b>CO4:</b>	Assess the impact of consumer’s motivation, personality on the buying behaviour.
<b>CO5:</b>	Impart the basic knowledge in theories of attitude

**LESSON PLAN**

UNIT	CONSUMER BEHAVIOR	Hrs	Mode
I	Introduction to Consumer Behaviour	18	PPT, Group Discussion, Seminar, Quiz, Assignment and Activity
II	Factors affecting Consumer Behaviour	18	
III	Consumer Decision Making Process	18	
IV	Consumer Motivation & Personality	18	
V	Consumer Attitude	18	



**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)  
COMMUNITY COLLEGE  
DIPLOMA IN RETAIL MANAGEMENT  
(For those who joined in 2023-2024 and after)**

<b>Course Name</b>	<b>ADVERTISING AND SALES PROMOTION</b>			
<b>Course Code</b>	<b>23DRMS22</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Skill Component</b>	<b>4</b>	<b>2</b>	<b>6</b>
<b>COURSE OBJECTIVES:</b>				
<p>1. To develop an idea about advertisement and its functions.</p> <p>2. To familiarize students about advertising media and its classification of advertising media.</p> <p>3. To analyze sales promotion, knowledge on design and execution of advertising.</p> <p>4. To understand sales promotions.</p> <p>5. This subject will help the students to become a good advertisers and sales executives.</p>				
<b>UNIT: I</b>	<b>INTRODUCTION</b>			<b>18 Hrs</b>
Advertising Meaning – importance – objectives – media forms of media – press newspaper trade journal – magazines – outdoor advertising poster – banners- neon signs, publicity literature booklets, folders house organs – direct mail advertising cinema and theatre programme - radio and television advertising – exhibition – trade fair – transportation advertising.				
<b>UNIT: II</b>	<b>ADVERTISING AGENCIES AND ADVERTISING COPIES</b>			<b>18 Hrs</b>
Advertising agencies – advertising budget – advertising appeals – advertising organization – social effects of advertising – advertising copy – objectives – essentials – types – elements of copy writing: Headlines, body copy – illustration – catch phrases and slogans – identification marks.				
<b>UNIT: III</b>	<b>ADVERTISING CAMPAIGN</b>			<b>18 Hrs</b>
Defintion – Major parameters involves in Advertising Campaign – Steps – steps in campaign planning – Responsibility for Execution – Advertising layout –design of layout advertising campaign.				
<b>UNIT: IV</b>	<b>SALES FORCE MANAGEMENT</b>			<b>18 Hrs</b>
Sales force management – importance – sales force decision – sales force size – recruitment and selection – training – methods – motivation salesman controlling – compensation and incentives – fixing sales territories – quota – Evaluation.				
<b>UNIT: V</b>	<b>SALES PROMOTION AND PERSONAL SELLING</b>			<b>18 Hrs</b>
Sales promotion: Meaning – methods – promotional strategy – marketing communication and persuasion – promotional instruments: advertising – techniques of sale promotion – consumer and dealers promotion. After sales service – packing guarantee – personal selling – objectives – salesmanship – process of personal selling – types of salesman.				
<b>LIST OF PRACTICAL</b>				

1. Collect some print advertisements that are unusual and attracts attention at once. Note what is so attractive about them.
2. Choose any two products, and create advertising copy stressing: Positive and Negative Reinforcement.
3. Prepare an advertisement for launching a product.(cosmetics, Jewelry, Electronic).
4. Prepare a advertisement budget.

	<b>Total Lecture Hours</b>	<b>90 Hrs</b>
--	----------------------------	---------------

**Books for Study:**

1. P. Saravanel & S. Sumathi, Advertising and salesmanship, Margham Publications, Chennai (2019).

**Books for References:**

1. George E Belch, Michael A Belch & Keyoor Purani, “Advertising and Promotion” McGraw Hill, (2011).
2. Advertising and Sales Promotion – Dr Barani Kumar – 2015.
3. Advertising and Sales Promotion : Dr. G. Ayyanar, Limraa Publications (Educational Publishers), 2017 Madurai.

**COURSE OUTCOME**

<b>CO1:</b>	Help the students to get to know the foundation of advertisement and various aspects related to it
<b>CO2:</b>	Know the major media types and various factors affecting the media.
<b>CO3:</b>	Determine the best combination of media to achieve the advertising campaign
<b>CO4:</b>	Understand the ethical and legal aspects of advertising.
<b>CO5:</b>	Understand the sales promotions and salesmanship techniques

**LESSON PLAN**

UNIT	ADVERTISING AND SALES PROMOTION	Hrs	Mode
I	Introduction	18	PPT, Group Discussion, Seminar, Quiz, Assignment and Activity
II	Advertising Agencies And Advertising Copies	18	
III	Advertising Campaign	18	
IV	Sales Force Management	18	
V	Sales Promotion and Personal selling	18	



**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)  
COMMUNITY COLLEGE  
DIPLOMA IN RETAIL MANAGEMENT  
(For those who joined in 2023-2024 and after)**

<b>Course Name</b>	<b>INTERNSHIP</b>			
<b>Course Code</b>	<b>23DRMS23</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Skill Component</b>	<b>-</b>	<b>6</b>	<b>6</b>

**INTERNSHIP ASSESSMENT**

**External Evaluation (Industrial Partner)**

- Evaluation Form ( 60 marks)

Application of Knowledge	Care for Tools & Equipment	Economic use of Material	Safety Consciousness	Speed	Accuracy	Quality of Workmanship	Amount of Work	Number of Attempts	Attitude

**Rating Scale:** Excellent- 6; Very Good- 5; Good- 4; Fair- 3; Satisfactory -2; Poor-1.

**Internal Evaluation (Course Teacher)**

- Case Study/ Project (20 marks)
- Viva (20 marks)