महात्मा ज्योतिबा फुले
रुहेलखण्ड विश्वविद्यालय, बरेली

FACULTY

OF

MANAGEMENT

B.B.A.

Retail Operations

(A Three-Year Degree Apprenticeship Program)

SYLLABUS

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ORDINANCE

FACULTY OF MANAGEMENT

BBA in Retail Operations is a Three Year Full Time Programme under Faculty of Management. The course structure and programme ordinance is as follows:

BBA RETAIL OPERATIONS

SCHEME OF INSTRUCTION FOR BBA RETAIL OPERATIONS
YEAR- I
SEMESTER – I

Course Code	Course Title	Credits	Maximum Marks	
			Internal	External
BBA-RT 101	Introduction to Retail Operations	4	25	75
BBA-RT 102	In Store Cashiering and Merchandising Operations– I	4	25	75
BBA-RT 103	Business Communication Skill	4	25	75
BBA-RT104	English language	4	25	75
	Apprenticeship/ On the Job Training			
BBA-RA 105	Retail Trainee Associate (RAS/Q0103)	4	25 SK*	75 AA*
BBA-RA106	Retail Cashier- I (RAS/Q0102)	4	25 SK*	75 AA*
	Total	**24**	**150**	**450**

AA* Apprenticeship Assessment conduct by Industry and RASCI
SK* Skill Test conduct by college

SEMESTER – II

Course Code	Course Title	Credits	Maximum Marks	
			Internal	External
BBA-RT 201	Principle of Management	4	25	75
BBA-RT 202	Retail Business Environment	4	25	75
BBA-RT 203	In-Store Cashiering and Merchandising Operations-II	4	25	75
BBA-RT 204	Managerial Economics	4	25	75
	Apprenticeship/ On the Job Training			
BBA-RA 205	Retail trainee Associate-II (Ras/Q0103)	4	25 SK*	75 AA*
BBA-RA206	Retail Cashier- II (RAS/Q0102)	4	25 SK*	75 AA*
	Total	**24**	**150**	**450**

AA* Apprenticeship Assessment conduct by Industry and RASCI
SK* Skill Test conduct by college

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YEAR II
SEMESTER – III

Course Code	Course Title	Credits	Maximum Marks	
			Internal	External
BBA-RT 301	Organizational Behaviour	4	25	75
BBA-RT 302	Sales Management	4	25	75
BBA-RT 303	Customer Relationship Management	4	25	75
BBA-RT 304	Enterprise Resource Planning (ERP)	4	25	75
	Apprenticeship/ On the Job Training			
BBA-RA 305	Retail Sales Associate- I (RAS/Q0102)	8	25 SK*	75 AA*
	Total	**24**	**125**	**375**

AA* Apprenticeship Assessment conduct by Industry and RASCI
SK* Skill Test conduct by college

SEMESTER – IV

Course Code	Course Title	Credits	Maximum Marks	
			Internal	External
BBA-RT 401	Business Ethics	4	25	75
BBA-RT 402	Fundamentals of Financial & Cost Accounting	4	25	75
BBA-RT 403	FMCG/FMCD Sales& Distribution	4	25	75
BBA-RT 404	Non-Store Retailing	4	25	75
	Project work:			
BBA-RP 405	Distributor Salesman-Project Work (RAS/Q0604)	1	Grade	Grade
BBA-RP 406	Seller Activation Executive RAS/Q0105)	1	Grade	Grade
	Apprenticeship/ On the Job Training			
BBA-RA 407	Retail Sales Associate- I(RAS/Q0102)	6	25 SK*	75 AA*
	Total	**24**	**125**	**375**

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YEAR- III
SEMESTER – V

Course Code	Course Title	Credits	Maximum Marks	
			Internal	External
BBA-RT 501	Logistics and Supply Chain Management	4	25	75
BBA-RT 502	Team Management –I	4	25	75
BBA-RT 503	Team Management – II	4	25	75
BBA-RT 504	Store Operations Management	4	25	75
	Apprenticeship/OJT-V			
BBA-RA 505	Retail Team Leader-I (RAS/Q0104)	4	25 SK*	75 AA
BBA-RP 506	VIVA VOCE	4	-	100
	Total	**24**	**175**	**525**

AA* Apprenticeship Assessment conduct by Industry and RASCI
SK* Skill Test conduct by college
VIVA VOCE Conducted by external examiner nominated by the university

SEMESTER – VI

Course Code	Course Title	Credits	Maximum Marks	
			Internal	External
	Apprenticeship/OJT-VI			
BBA-RA 601	Retail Team Leader-II (RAS/Q0104)	24	25 SK**	75 AA**
	Total	**24**	**25**	**75**

AA* Apprenticeship Assessment conduct by Industry and RASCI
SK* Skill Test conduct by college

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1. Credit and Credit determination:

One paper of one credit will require one hour per week teaching. For example, one semester of 15 week will require 15 hour teaching.

Apprenticeship/Internship/Project work with one credit will require two hour per week. For example, one semester of 15 week will require 30 hrs of work for Apprenticeship/Internship/Project work

All work related to credit will be carried out as per the directions of 'Academic Bank of Credit'.

One year certificate will be awarded after successfully earning a minimum of 46 credits by the student. Two year Diploma will be awarded after successfully earning a minimum of 92 credits by the student. Three year Degree will be awarded after successfully earning 132 credits by the student. The aforesaid mentioned certificate, diploma or degree will be awarded only when the student successfully clears all the qualifying papers required for the same.

Once the credits earned by the student are utilized, it cannot be utilized again by the student. For example, if a student receives one year certificate after earning 46 credits, the credit earned by the student will be treated as utilised. If after a few years, the student wants to obtain two year Diploma, then he will have to surrender his certificate received earlier and thus he will get a re-credit of 46 credits to his/her account. Otherwise, he/she will have to earn 92 credits. If the student studies continuously for three years and earns 132 points and does not claim for certificate and diploma only then he/she will get a three years Degree.

2. Attendance and Credit Determination: For credit validation successful completion of examination is essential. Without appearing in examination credit will be incomplete.

For appearing in final examination **75%** attendance is mandatory.

After ensuring **75%** attendance, if a student fails to appear in examination, he/she can appear in the next year examination, as Ex-Student. He will not be required to attend the classes again.

3. End-Semester Examination: All papers will be of 03 hours duration. The maximum marks allotted for each paper will be **75.**

4. Mid-Semester Examination: There shall be one mid-semester written examination of two hours duration for each paper, which shall carry 15 marks. This exam will be compulsory for the students. In case, if any student fails to appear in one or more papers on medical grounds, then

he/she may be provided one more chance during the same semester on payment of re-examination fee of Rs. 1000/- for one or more papers.

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5. Guidelines for Internal Evaluation:

a) It shall be based on verifiable means

b) The distribution of marks of internal evaluation will be as follows:

Written Test	**15marks**
One term paper/assignments/presentations/regularity in attendance	**10 marks**

Whenever the score in internal evaluation is 80% or more (except in papers of quantitative nature) the written test answer books could be re-evaluated by two teachers of the department.

c) All assignments will be submitted in his/her handwriting only.

6. The maximum marks allotted for each paper will be as follows:

i) **End-Semester examination**   **75marks**

ii) Internal Evaluation   2**5 marks**

The minimum passing marks in each individual paper will be 40% and in aggregate 50%. These percentages will apply on aggregate marks of internal evaluation and end-semester examination. Any candidate who fails to secure a minimum of 40% marks but secures 20% or more marks in not more than two paper in first semester of the academic year will be promoted to the next semester of BBA Retail Operations Part I or BBA Retail Operations Part II or BBA Retail Operations Part III as the case may be. However, in BBA Retail Operations Part II (III semester), only those candidates will be admitted who have cleared at least two papers in each of the I & II semester of BBA Retail Operations Part I exams and not declared as fail.

In case of BBA Retail Operations V semester, only those candidates will be admitted who have cleared at least two papers in each of the III & IV semester of BBA Retail Operations Part II exams and not declared as fail. The exams of the back papers will be held along with the regular exams of subsequent year. The candidate has to clear all his/her back papers within the period of six years from the year of his/her admission.

If the candidate clears his/her I, II, III, IV,V semesters, but obtains back(s) only in VI semester, then treating it as a special case, the exam/s of the back paper/s of VI semester could be held along with I & III & V semester exams.

7. A candidate who has secured minimum marks to pass in each paper but has not secured minimum marks to pass in aggregate may reappear in any of the paper(s) of the semester concerned (subject to a maximum of two theory papers in each semester), according to his/her choice in order to secure the minimum marks prescribed to pass in the aggregate (i.e. to clear back in aggregate).

8. Evaluation Pattern for BBA Retail Operations: For passing a candidate is required to obtain pass percentage in both theory and OJT On the job Training,separately in order for promotion in next semester or for the award of certificate/diploma / degree

Award of Grades & Grade Points Based on Absolute Marks

Marks Range (out of 100)	Grade	Grade Point
90 – 100	O	10
80 – 89	A	9
70 – 79	B	8
60 – 69	C	7
50 – 59	D	6
40 – 49	E	5
20 – 39	Bp	4
00 – 19	F	0
Absent	Ab	0

Letter grades O, A, B, C, D & E in a paper means that the student has been able to clear that paper (i.e. passed in paper).

Letter grade Bp in a paper means that the student has not been able to clear the paper and is entitled to appear in the Back Paper examination if he/she satisfies other conditions for Back Paper examination.

Letter grade F means that the student has failed.

Letter grade Ab means that the student was absent

Calculation of SGPA,YGPA and CGPA

The following procedure shall be used to calculate the Semester Grade Point Average (SGPA), Yearly Grade Point Average (YGPA) and Cumulative Grade Point Average (CGPA):

The SGPA is the ratio of sum of the product of the number of credits multiplied with the grade points scored by a student in all the courses of the semester divided by the sum of the credits of all the courses of the semester i.e.

$$SGPA = \Sigma(C_i \times G_i) / \Sigma C_i$$

where C_i is the number of credits of the ith paper and G_i is the grade point scored by the student in the ith paper.

The YGPA is also calculated in the same manner taking into account all the semesters undergone by a student over a year, i.e.

$$YGPA = \Sigma(C_j \times S_j) / \Sigma C_j$$

The CGPA is also calculated in the same manner taking into account all the semesters undergone by a student over the programme, i.e.

$$CGPA = \Sigma(C_j \times S_j) / \Sigma\ C_j$$

where S_j is the SGPA of the jth semester and C_j is the total number of credits in that semester.

The SGPA, YGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

Illustration of Calculation of SGPA, YGPA and CGPA

Illustration for SGPA

Paper	Credit	Grade Letter	Grade Point	Credit Point
Paper 1	3	B	8	3 x 8 = 24
Paper 2	3	C	7	3 x 7 = 21
Paper 3	3	O	10	3 x 10 = 30
Paper 4	3	E	5	3 x 5 = 15
Paper 5	3	D	6	3 x 6 = 18
Paper 6	3	A	9	3 x 9 = 27
Paper 7	4	C	7	4 x 7 = 28
	22			163

Thus, SGPA =163/22 =7.41

Illustration for YGPA

Semester I	Semester II
Credit : 30 SGPA:6.9	Credit : 26 SGPA:5.8

YGPA = $\Sigma(C_j \times S_j) / \Sigma\ C_j$

YGPA = {(30 x 6.9) + (26 x 5.8)} / $\Sigma\ C_j$

Thus, YGPA =357.8/56 =6.39

Illustration for CGPA

Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI
Credit : 30 SGPA:6.9	Credit : 26 SGPA:5.8	Credit : 32 SGPA:7.3	Credit : 34 SGPA:6.8	Credit : 32 SGPA:6.4	Credit : 30 SGPA:6.9

CGPA = $\Sigma(C_j \times S_j) / \Sigma\ C_j$

CGPA = {(30 x 6.9) + (26 x 5.8) +(32 x 7.3) +(34 x 6.8)+(32 x 6.4)+(30 x 6.9)} / $\Sigma\ C_j$

Thus, CGPA =1234.4/184 =6.71

The conversion formula for converting YGPA or CGPA to the corresponding Percentage of Marks will be as follows:

$$X = 10\ Y - 5$$

where, X = Percentage of Marks

                 Y = YGPA or CGPA

9. In the first five semesters the candidate will be declared only as 'Pass' or 'Fail'. Division will be awarded only on the basis of combined result of all six semesters of BBA Retail Operations I, II and III years.

10. If a candidate fails to appear OJT examination then he/she may be provided a second chance with due permission of the Registrar on payment of prescribed fee for each Viva-Voce.

11. No regular admission will be given to failed students. Any candidate who fails in exams or is entitled to carry over papers as "Back Papers" may appear in the next subsequent exams. However the marks obtained previously by the candidate in the internal evaluation of the paper concerned, shall be retained and added with the marks obtained in the subsequent end semester exams.

12. There will be no re-evaluation or supplementary exams.

13. The syllabi will be prescribed by the Board of Studies.

14. The award of division to the successful candidate will be on the basis of the combined results of BBA RETAIL OPERATIONS Part I,II & III (of all six semesters) as follows:

(i) Candidates securing **YGPA or CGPA 6.5 and above**   **Ist Division**

(ii) All Other   **IInd Division**

(ii) Candidates securing **YGPA or CGPA 5.5 to 6.49**   **IInd Division**

15. The student will have to fulfil the minimum requirement of attendance as per the university rule.

16. No person shall be admitted as a candidate for the examinations of any of the part after the lapse of six years after the admission to the first year of BBA Retail Operation course. However under special circumstances this period may be extended by one additional year (ie. total seven years) with special permission of Dean.

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