




UNIVERSITY OF CALCUTTA

Notification No. CSR/ 52 /14

It is notified for information of all concerned that in terms of the provisions of Section 54 of the Calcutta University Act, 1979, (as amended), and, in exercise of his powers under 9(6) of the said Act, the Vice-Chancellor has, by an order dated 17.09.2014, approved permission to impart 2-year Master in Retail Management at IISWBM under this University as laid down in the accompanying pamphlet.

The above shall take effect from the academic session 2014-2016 and onwards.

SENATE HOUSE
KOLKATA-700073
The 18th December, 2014


18/12/2014
(Prof. Basab Chaudhuri)

Registrar

**Regulations relating to the Two-Year (Full time)
Master Degree in Retail Management (MRM)**

1. General

- 1.01** The course of study leading to the Master degree in RETAIL MANAGEMENT(MRM) of the University of Calcutta shall be conducted by the concerned Department
- 1.02** The University shall lay down from time to time such subsidiary rules of admission, courses of study and methods of examination as may be deemed necessary for the maintenance of adequate standards of University Education.
- 1.03** The medium of instruction of the course shall be in English and the candidate will have to answer the examination paper including the admission test in English only.

2. Programme duration

- 2.01 Two full academic years, which will include theoretical papers and project work divided into four semesters.

3. Award:

- 3.01 Master in Retail Management (University of Calcutta)

4. Eligibility Criteria

- 4.01 The minimum qualification for admission to the course is a Bachelor's Degree in 10+2+3 system with Honours in Arts/Science/ Commerce/Business Administration or Bachelor's Degree (10+2+4 system) in Engineering / Technology / Medical Science / Law/ Professional Courses / or its equivalent from any University recognized by the University Calcutta.

5. Admission

- 5.01 The last date for the receipt of applications, the last date for admission and the date of commencement of classes of the Management course shall be fixed each year by the University/Constituent colleges.

- 5.02 The applicants for the admission to the RETAIL MANAGEMENT (MRM) course shall be required to undergo UGC specified national entrance tests like CAT/MAT/XAT/JEMAT or any recognized University admission test, etc. as decided by the concerned Department each year.
- 5.03 The candidates short-listed on the basis of certain cut-off marks in the above mentioned selection test as decided by the concerned Department, shall be required to appear for Group Discussion and Interview conducted by a Selection Committee consisting i) all full time faculty members and ii) external experts to be nominated by Departmental Committee/Advisory Board/Faculty Committee and approved by the Vice Chancellor. The Head of the Department/Coordinator/Director shall be the ex-officio Chairman and the Secretary, UCAC shall be an ex-officio member.
- 5.04 Each member present in the Selection Committee as stated in clause 5.03 will award each candidate marks on Group Discussion & Personal Interview separately. The final admission test scores will be computed on the basis of the average of the marks awarded by all the members present. Marks will be awarded on the basis of various criteria as set by the selection committee. The marks may also be awarded for other parameters e.g. academic qualification as may be decided by the Departmental Committee each year. The candidates may be selected from that list of final scores by order of merit.
- 5.05 Total Number of seats (excluding readmission) for the course would be as approved by A.I.C.T.E. and /or competent authority including reserved category as per University/Government rules and regulations.
- 5.06 Admission of reserved categories students would be through test (if the test is) conducted by the University/constituents colleges as per existing University rules and regulations.
- 5.07 After the selection for the admission to the RETAIL MANAGEMENT (MRM) course, the candidate shall, within the date fixed by the MRM Department deposit the necessary fees prescribed for the purpose. If the candidate fails to deposit the fees within the stipulated time, his/her selection shall automatically be cancelled. Such a candidate shall not be admitted to the course

unless fresh order for selection is made or an extension of the date of payment is granted by the Department.

6. Course of Study

- 6.01 A candidate admitted to the RETAIL MANAGEMENT (MRM) course shall register himself/herself as a student of the University of Calcutta/Constituent college as the case may be.
- 6.02 Student admitted to the two-year RETAIL MANAGEMENT (MRM) course shall pursue the regular courses of lectures, and other academic arrangements made for the two-year academic term.
- 6.03 A student of the RETAIL MANAGEMENT (MRM) course shall not be permitted to seek admission concurrently to any other equivalent or higher degree course in any university.
- 6.04 A student shall be deemed to have pursued a regular course of study in a subject provided he/she has attended at least **75 per cent** of the lectures delivered in aggregate for each semester course of study. If he/she has attended 65% of the total lectures delivered but less than 75 per cent, he/she shall be treated as non-collegiate. Below 65% is treated as dis-collegiate.
- 6.05 The attendance of a candidate shall be counted from the date on which the respective classes begin, or from the date on which he/she is admitted whichever is later.
- 6.06 The University shall have the power to condone a deficiency in attendance, as per rule.
- 6.07 A student who fails to pursue a regular course of study as stated in 6.04 to 6.06 may be allowed to take re-admission to the same course in the next year only. The readmission fees may be decided by the **MRM** Department.
- 6.08 Students of the two-year Post Graduate Degree in RETAIL MANAGEMENT (MRM) course shall have to pursue a course of

study of the following papers distributed into four semesters (Syllabus is in Annexure-I).

- 6.09 The syllabus as presented in Annexure-I shall be amenable to changes, if so required, by the Departmental Committee, Board of Studies and Faculty Council from time to time.

7. Examinations

- 7.01 Semester Examination in Master in Retail Management (MRM) shall be held within six-months in Kolkata and at such places as shall be determined from time to time by the University. The date of commencing of the examination shall be duly notified.
- 7.02 In each academic session two semester courses will be simultaneously conducted i.e., I and III or II & IV for two different batches and at the end of which corresponding semester examinations will be held.
- 7.03 A student will be allowed to appear in a semester examination only after he/she completes his/her regular Master in Retail Management (MRM) course of study for that semester.
- 7.04 40% marks in any theoretical paper in any semester will be deemed as pass marks for that paper. A candidate who fails to secure 40% marks in any paper will be allowed to appear for that paper when the corresponding semester examination is held next. He will be allowed two such consecutive chances to reappear for each paper.
- 7.05 Classes for the next semester course will start immediately as per notification by the **MRM** Department.
- 7.06 Semester (I+II+III+IV) examinations will be held in **3400 marks** distributed in four semesters. 20% of marks in each theoretical paper will be reserved for internal assessment.
- 7.07 A candidate who fails in the Project-I & Project-II will have to reappear the same when they are held next. He/she will be given two such consecutive chances to reappear for each paper.
- 7.08 A student will be declared to have passed the examination on the basis of the results in semesters I, II, III, IV examinations. The

minimum qualifying marks for this will be 50% in aggregate and 40% in each theoretical paper as well as Project-I & Project-II.

- 7.09 Re-examination of only 2 papers per semester shall be allowed for the candidates provided he/she secured at least 50% marks in aggregate in rest of the papers of that semester examination.
- 7.10 The examination for Project-I & Project-II shall be conducted as decided by the Board of Studies.
- 7.11 Candidates having passed as per 7.08 but scoring less than 60% marks in the aggregate will be declared to have passed the examination in the 2nd class; those scoring 60% or more in the aggregate will be declared to have passed in the 1st class.
- 7.12 A candidate who fails to appear in one semester examination or in any paper in the examination may be allowed to appear for that examination/paper along with other semester examination when the corresponding semester examination is held next (based on the syllabus in force at the time of examination). He/she will be given two such consecutive chances.
- 7.13 On the completion of the results the University shall publish a list of successful candidates arranged in two classes and in order of merit.
- 7.14 Each successful candidate shall receive his/her degree of Master in Retail Management (MRM) in the form of a certificate stating the year of passing and the class in which he/she was placed.
- 7.15 In case any issue emerges in pursuance of this CSR or otherwise related to the CSR, the matter will be decided by the Departmental Committee and Board of Studies with the approval of the Vice-Chancellor.
- 7.16 This CSR will be operative from **August 2014 onwards**.

ANNEXURE-I

Structure of the course:

Course Structure

First Year

Semester-I

Paper Code	Subject	Marks
Paper 101	Principles of Management	100
Paper 102	Business Statistics & Quantitative Methods in Decision Analysis	100
Paper 103	Macro Economics & Micro Economics	100
Paper 104	Financial Accounting & Cost Accounting	100
Paper 105	Marketing Management	100
Paper 106	Organisational Behaviour	100
Paper 107	Basics of IT	100
Paper 108	Introduction to Retail & Retail Environment and Concepts	100
Paper 109	Business Communication	100
Total		900

Semester-II

Paper Code	Subject	Marks
Paper 201	Buying, Merchandising and Vendor Management	100
Paper 202	Retail Selling Skills and Sales Management	100
Paper 203	Operations Management	100
Paper 204	Management Information System (MIS)	100
Paper 205	Consumer Buying Behaviour and Consumer Service & Standards	100
Paper 206	Advertising & Brand Management	100
Paper 207	Research Methodology & Market Research	100
Paper 208	Management Skill & Ethos	100
Paper 209	Project I	100
Total		900

Second Year

Semester-III

Paper Code	Subject	Marks
Paper 301	Retail Marketing & Retail Strategy	100
Paper 302	Supply Chain Management & Warehousing	100
Paper 303	Legal Issues in Retail	100
Paper 304	Store Design & Visual Merchandising	100
Paper 305	Management Accounting	100
Paper 306	Retail Store Operations	100
Paper 307	HR in Retail	100
Paper 308	E-tailing	100
Total		800

Semester-IV

Paper Code	Subject	Marks
Paper 401	Mall Management	100
Paper 402	Category Management & Private Label Development	100
Paper 403	Trends in Global Retail	100
Paper 404	Store Events & Promotions	100
Paper 405	Design Management	100
Paper 406	Retail Audit & Finance	100
Paper 407	Retail Verticals <ul style="list-style-type: none">○ Food and Grocery○ Apparel○ Jewellery, Watches / Lifestyle○ Consumer Durables and Home Improvement○ Petro-retailing○ Books and Music	100
Paper 408	Project II	100
Total		800
Grand Total	Semester-I+ Semester-II+ Semester-III+ Semester-IV =	3400