

**INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110068.**

School of Management Studies

Dated: November 18, 2022

Sub: The Courses' Mapping of BBA in Retailing (BBARIL)- Revised Programme with the Pre-revised courses of BBA (Retailing) (BBARL) Programme for the purposes to use the Services of LSCs, Academic Counsellors, Paper Setters, Moderators and Evaluators.

School of Management Studies, IGNOU, has restructured its BBA (Retailing) (BBARL) Programme in its entirety and launched the BBA in Retailing (BBARIL) Programme from July 2022 session onwards. As part of revision, large number of courses of the pre-revised BBARL programme are revised. In addition to this some new courses are also added to the BBARIL Programme.

In order to ensure smooth transition from the old' programmes to the new programmes, the discipline felt that the mapping of the courses of BBARIL programme (revised) with the BBARL Programme (Pre-revised). This mapping of the courses' is proposed for following activities of the university:

- All the study centers which are activated for BBARL shall automatically continue as study centers for the BBARIL programme.
- All the Counsellors of the earlier courses in the BBARL programme shall automatically stand approved for the corresponding courses in the BBARIL programme.
- All the Evaluators of Term End Examination of the earlier courses in the BBARL programmes are recommended as evaluators for the corresponding courses in the BBARIL programme.
- All the paper setters/ moderators of Term End Examination of the earlier courses in the BBARL programme are recommended as Paper Setters / Moderators of TEEs for the corresponding courses in the BBARIL programme.
- Common counseling sessions are to be conducted for corresponding courses in the BBARL and BBARIL programmes together as have been mapped in the annexure. This is necessary for avoiding duplication of efforts and to ensure logistic feasibility of conducting counseling.

The courses' mapping (Annexure-1) prepared in a tabular form where the courses of BBARIL programme are listed on the left side of table and the courses from BBARL programme are listed on the right side of table was duly approved by the School Board in its 51st Meeting held on 29th September, 2022. The relevant extracts of the same are placed as Annexure-2.

In view of the above, it is proposed that the approval of Hon'ble Vice Chancellor may be solicited so that the same may be communicated to concerned operations division for implementations.



कुलपति कार्यालय
भाषा किया।
दिनांक 21/11/22

ANNEXURE.....51.12

Minutes of the.....51st.....meeting of the School B.C.

Course Mapping of Pre-revised (Retailing) (BBARIL) with Restructured BBA in Retailing (BBARIL) for Paper Setters, Evaluators and Moderators

SCHOOL OF MANAGEMENT STUDIES, IGNOU

BBA (Retailing) (BBARIL), Old Programme			
Semester I			
Course code	Course Title	Credits	Course Title
BCOE-141	Principles of Marketing	6	Marketing
BEGAE-182	English Communication Skills	4	---
BRL-101	Overview of Retailing	4	Overview of Retailing
BRL-102	Introduction to Retail Marketing	4	Retail Marketing and Communication
BRL-103	Store Operations	4	Store Operations-I
Semester II			
BRL-104	Retail Management Perspectives and Communication	6	Retail Management Perspectives and Communication
BRLP-101	Internships, Workbook and Viva-Voce	16	Internship and Viva-Voce

BBA (Retailing) (BBARIL), Old Programme			
Semester III			
Course code	Course Title	Credits	Course Title
BEVAE-181	Environmental Studies	4	---
BRL-105	Customer Service Management	6	Customer Service Management
BRL-106	Managing Human Resources	4	Human Resources
BRL-107	Buying and Merchandising-I	4	Buying and Merchandising-I
BRL-108	Retail Operations and Store Management	4	Retail Operations and Store Management II
Semester IV			
BRL-109	Customer Value Management	6	Customer Value Management
BRL-110	IT Application in Retail	4	IT Application in Retail
BRLP-102	On the Job Training, Workbook and Viva-Voce	12	On the Job Training and Viva-Voce

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BBA in Retailing (BBARIL), Revised Programme			BBA (Retailing) (BBARL), Old Programme		
Semester V			Semester V		
Course code	Course Title	Credits	Course code	Course Title	Credits
BCOS-185	Entrepreneurship	4	---	---	
BRLP-111	Retail Consumer Behavior	6	---	---	
BRL-112	Buying and Merchandising-II	4	BRL-010	Buying and Merchandising II	4
BRL-113	Business Ethics	4	---	---	
BRL-114	Visual Merchandising & Store Planning	4	BRL-012	Visual Merchandising and Store Management	4
Semester VI			Semester VI		
BCOS-184	E-Commerce	4	---	---	
BRL-115	Retail Supply Chain Management	6	---	---	
BRLP-103	On the Job Training, Workbook and Viva-Voce	12	BRLT-016	On the Job Training and Viva-Voce	12

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