

University of Mumbai



No. UG/ 31 of 2021-22
Mumbai – 400 032.
1st July, 2021.

To
The Principal,
Siddharth College
of Commerce & Economics,
Mumbai – 400 001.

Sir,

I am to invite your attention to the Ordinances, Regulations and Syllabus relating to the B.Voc (Retail Management) (CBCS) (Sem – I to VI) and to inform you that the resolution passed by the Board of Deans at its meeting held on 27th January, 2021 vide item No. 7.1 have been accepted by the Academic Council at its online meeting held on **23rd February, 2021** vide item No. 7.1 and subsequently approved by the Management Council at its meeting held on **09th April, 2021** vide item No. 15 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the **Ordinance 6631 & 6632 Regulations 9374 & 9375** and the syllabus of **B.Voc. (Retail Management)** has been introduced as the said course has been sanctioned by the U.G.C., New Delhi, under NSQF and the same have been brought into force with effect from the academic year **2018-19, 2019-20 & 2021-22**, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI – 400 032
1st July, 2021


(Dr. B.N. Gaikwad)
I/c. REGISTRAR

A.C/7.1/23/02/2021
M.C/15/09/04/2021

No. UG/ 31 -A of 2021

MUMBAI-400 032

1st July, 2021

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans,
- 2) The Director, Board of Examinations and Evaluation,
- 3) The Director, Board of Students Development,
- 4) The Co-ordinator, University Computerization Centre,


(Dr. B.N. Gaikwad)
I/c. REGISTRAR

Copy to :-

- 1. The Deputy Registrar, Academic Authorities Meetings and Services (AAMS),**
- 2. The Deputy Registrar, College Affiliations & Development Department (CAD),**
- 3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),**
- 4. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),**
- 5. The Deputy Registrar, Executive Authorities Section (EA),**
- 6. The Deputy Registrar, PRO, Fort, (Publication Section),**
- 7. The Deputy Registrar, (Special Cell),**
- 8. The Deputy Registrar, Fort/ Vidyanagari Administration Department (FAD) (VAD), Record Section,**
- 9. The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,**

They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that on separate Action Taken Report will be sent in this connection.

- 1. P.A to Hon'ble Vice-Chancellor,**
- 2. P.A Pro-Vice-Chancellor,**
- 3. P.A to Registrar,**
- 4. All Deans of all Faculties,**
- 5. P.A to Finance & Account Officers, (F.& A.O),**
- 6. P.A to Director, Board of Examinations and Evaluation,**
- 7. P.A to Director, Innovation, Incubation and Linkages,**
- 8. P.A to Director, Board of Lifelong Learning and Extension (BLLE),**
- 9. The Director, Dept. of Information and Communication Technology (DICT) (CCF & UCC), Vidyanagari,**
- 10. The Director of Board of Student Development,**
- 11. The Director, Department of Students Welfare (DSD),**
- 12. All Deputy Registrar, Examination House,**
- 13. The Deputy Registrars, Finance & Accounts Section,**
- 14. The Assistant Registrar, Administrative sub-Campus Thane,**
- 15. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,**
- 16. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,**
- 17. The Assistant Registrar, Constituent Colleges Unit,**
- 18. BUCTU,**
- 19. The Receptionist,**
- 20. The Telephone Operator,**
- 21. The Secretary MUASA**

for information.

PEOPLE'S EDUCATION SOCIETY'S

SIDDHARTH COLLEGE OF COMMERCE & ECONOMICS

348, Anand Bhavan, Dr. D.N. Road, Fort, Mumbai - 400 001.

Proposed Syllabus for Approval

[Under Choice Based Credit System]

Bachelor of Vocation (Retail Management)

Sr. No.	Heading	Particulars
1	Title of the Course O. 6631	B. Voc. (Retail Management)
2	Eligibility for Admission O. 6632	10+2 from Arts / Science / Commerce
3	Passing Marks R. 9374	40%
4	Number of Years/Semesters R. 9375	Total 3 Years (2 Semesters per year & half year per semester)
5	Level	(a) 1st Semester - Certificate (b) 1st Year - Diploma (c) 2nd Year - Advance Diploma (d) 3rd Year - B. Voc. Degree
6	No. of Credits	(a) 20 credits for Sem.-I, Sem-III & Sem-V (b) 40 credits for Sem.-II, Sem-IV, Sem-VI
7	Pattern	Semester
8	Year of Implementation	Academic Year 2018-19

(i) Necessity of starting these courses:-

1. To increase the knowledge of the Banking Industry by understanding the role of banking in Indian economy, players in the market, public vs. private banks, different kind of customers like urban, rural and their needs.
2. To convert opportunity into sales with minimum effort & enhance the ability to distinguish prospective customer with a 'window shopper', networking.
3. To enhance the knowledge of Banking laws and practices.
4. To enhance the ability to work in regulated and stressful environment.
5. To increase the knowledge of banking products, communication skills, management skills.
6. To enhance the knowledge of general economic awareness and ability to establish a dialogue with the client.

(ii) Whether UGC has recommended to start the said courses?

- Yes; UGC had invited applications from the institutions for running skill based programmes under National Skills Qualifications Framework (NSQF).

(iii) Whether all the courses have commenced from the academic year 2019-2020?

- No. All the courses have commenced from the academic year 2018-2019, as the UGC had granted us the permission to start the programmes in the academic year 2018-2019.

(iv) The courses started by the University are self-financed, whether adequate number of eligible permanent Faculties are available?

- Yes

(v) To give the details regarding duration of the Course and is it possible to compress the course?

- Since it is a full time degree course it is not possible to compress the course.

(vi) The intake capacity of each course and no. of admissions given in the current academic year (2019-20).

- Intake capacity-
- Banking & Financial Services- 50
- Retail Management- 50
- No. of admissions given in the current academic year (2019-20)-
- Banking & Financial Services- First Year academic year (2019-20)- 47; Second year academic year (2019-20)- 35
- Retail Management- First Year academic year (2019-20)- 18; ; Second year academic year (2019-20)- 16.

(vii) Opportunities of Employability / Employment available after undertaking these courses.

- The College would initiate appropriate placement campaign to create awareness of this skill development courses. Creating awareness and the interest to relevant industry organisation will assist in establishing a separate niche for higher level placement for the students. The college will enter into MOU with various corporate entities in the field of Banking & Finance Services & Retail Sector for placement of students at various level of B. Voc. Programme. The College will organise job fair with in collaboration with Sector Skill Council and Placement Agencies. The college has active placement cell and defined procedure for placing students to different job profiles.

People's Education Society's
SIDDHARTH COLLEGE OF COMMERCE & ECONOMICS
348, Anand Bhavan, Dr. D.N.Road, Fort, Mumbai-400 001.

**Proposed Course Structure
&
Syllabus For**

**Bachelor of Vocation
(Retail Management)**

**Sem.-I & Sem.-II, Sem.-III & Sem.-
IV & Sem.-V & Sem.-VI**

**To be implemented from Academic
Year 2018-19,
2019-20 & 2020-21**

PEOPLE'S EDUCATION SOCIETY'S
SIDDHARTH COLLEGE OF COMMERCE & ECONOMICS

348, Anand Bhavan, Dr. D.N. Road, Fort, Mumbai - 400 001.

Proposed Syllabus for Approval

[Under Choice Based Credit System]

Bachelor of Vocation (Retail Management)

Sr. No.	Heading	Particulars
1	Title of the Course	B. Voc. (Retail Management)
2	Eligibility for Admission	10+2 from Arts / Science / Commerce
3	Passing Marks	40%
4	Number of Years/Semesters	Total 3 Years (2 Semesters per year & half year per semester)
5	Level	(a) 1st Semester - Certificate (b) 1st Year - Diploma (c) 2nd Year - Advance Diploma (d) 3rd Year - B. Voc. Degree
6	No. of Credits	(a) 20 credits for Sem.-I, Sem-III & Sem-V (b) 40 credits for Sem.-II, Sem-IV, Sem-VI
7	Pattern	Semester
8	Year of Implementation	Academic Year 2018-19

University of Mumbai



**Bachelor of Vocation
(Retail Management)
Three Year Integrated Programme
Six Semesters
Course Structure
Under Choice Based Credit System**

Proposed Syllabus

**To be implemented from Academic Year- 2018-2019
Progressively**

Bachelor of Vocation (Retail Management)

Under Choice Based Credit System

Course Structure

Bachelor of Vocation (**Retail Management**)

F.Y. B.Voc

(To be implemented from Academic Year- 2018-2019)

No. of Courses	Semester – I	Credits	No. of Courses	Semester – II	Credits
1	General Education :		1	General Education :	
1.1	Financial Accounting	04	2.1	Management Accounting	04
1.2	Introduction to Business & Management	03	2.2	Introduction to Marketing Management	03
1.3	Computer Skills – 1	04	2.3	Computer Skills – 2	04
2	E-Learning	01	2	E-Learning	01
3	Vocational/Skill Component:		3	Vocational/Skill Component :	
1.4	Introduction to Retail	04	2.4	Organization & Team Dynamics	06
1.5	Consumer Buying Behaviour	03	2.5	Business Communication	03
4	Experiential Learning (<i>project / workshop / field visit</i>)	01	4	Experiential Learning (<i>project / workshop / field visit</i>)	01
			Term End Internship & Research Project		18
Total Credits		20	Total Credits		40
Award - Certificate (Retail Management)			Award - Diploma (Retail Management)		

Proposed Syllabus & Structure with Credits

[Under Choice Based Credit System]

Bachelor of Vocation (Retail Management)

Course Type	No. of Courses	Semester I	Credits	No. Of Hours	No. of Courses	Semester II	Credits	No. Of Hours
General Component / Education	1.1	Financial Accounting	4	60	2.1	Management Accounting	4	60
	1.2	Introduction to Business & Management	3	45	2.2	Introduction to Marketing Management	3	45
	1.3	Computer Skills - I	4	60	2.3	Computer Skills - II	4	60
		E-Learning	1	15		E-Learning	1	15
Vocational / Skill Component	1.4	Introduction to Retail	4	60	2.4	Organization & Team Dynamics	6	90
	1.5	Consumer Buying Behaviour	3	45	2.5	Business Communication	3	45
		Experiential Learning (Project / Workshop / Field Visit)	1	15		Experiential Learning (Project / Workshop / Field Visit)	1	15
		TOTAL CREDITS	20	300		TOTAL CREDITS	40	600

Bachelor of Vocation (Retail Management)

Under Choice Based Credit System

Course Structure

Bachelor of Vocation (Retail Management)

S.Y. B.Voc

(To be implemented from Academic Year 2019 - 2020)

No. of Courses	Semester – III	Credits	No. of Courses	Semester – IV	Credits
1	General Education :		1	General Education :	
3.1	Cost Accounting	04	4.1	Soft Skills (Job Preparedness Skills)	04
3.2	Problem Solving & Decision - making	04	4.2	Managerial Economics	04
2	E-Learning	01	2	E-Learning	01
3	Vocational/Skill Component:		3	Vocational/Skill Component :	
3.3	Retail Store Operations	04	4.3	Advertising & Brand Management	04
3.4	Customer Experience Management	03	4.4	Management of Retail Department	04
3.5	Financial Management & Retail Accounting	03	4.5	Essentials of Services Marketing	04
4	Experiential Learning (<i>project / workshop / field visit</i>)	01	4	Experiential Learning (<i>project / workshop / field visit</i>)	01
			Term End Internship & Research Project		18
Total Credits		20	Total Credits		40
Award - Advanced Diploma (Retail Management)					

Proposed Syllabus & Structure with Credits

[Under Choice Based Credit System]

Bachelor of Vocation (Retail Management)

Course Type	No. of Courses	Semester III	Credits	No. Of Hours	No. of Courses	Semester IV	Credits	No. Of Hours
General Component / Education	3.1	Cost Accounting	4	60	4.1	Soft Skills (Job Preparedness Skills)	4	60
	3.2	Problem Solving & Decision Making	4	60	4.2	Managerial Economics	4	60
		E-Learning	1	15		E-Learning	1	15
Vocational / Skill Component	3.3	Retail Store Operations	4	60	4.3	Advertising and Brand Management	4	60
	3.4	Customer Experience Management	3	45	4.4	Management of Retail Department	4	60
	3.5	Financial Management & Retail Accounting	3	45	4.5	Essentials of Services Marketing	4	60
		Experiential Learning (Project / Workshop / Field Visit)	1	15		Experiential Learning (Project / Workshop / Field Visit)	1	15
		TOTAL CREDITS	20	300		Term End Internship & Research Project	18	270
						TOTAL CREDITS	40	600

Bachelor of Vocation (Retail Management)

Under Choice Based Credit System

Course Structure

Bachelor of Vocation (**Retail Management**)

T.Y. B.Voc

(To be implemented from Academic Year 2020 - 2021)

No. of Courses	Semester – V	Credits	No. of Courses	Semester – VI	Credits
1	General Education :		1	General Education :	
5.1	Human Resource Management	04	6.1	Business Ethics & CSR	04
2	E-Learning	01	2	E-Learning	01
3	Vocational/Skill Component:		3	Vocational/Skill Component :	
5.2	Strategic Management	03	6.2	Entrepreneurship	04
5.3	Leadership & Change Management	03	6.3	International Practices in Retail	04
5.4	Retail Communication Mix	04	6.4	Sales & Negotiation Skills	04
5.5	Retail Franchising	04	6.5	Location Planning & Mall Management	04
4	Experiential Learning (project / workshop / field visit)	01	4	Experiential Learning (project / workshop / field visit)	01
			Term End Internship & Research Project		18
Total Credits		20	Total Credits		40
Award - Degree (Retail Management)					

Proposed Syllabus & Structure with Credits

[Under Choice Based Credit System]

Bachelor of Vocation (Retail Management)

Course Type	No. of Courses	Semester V	Credits	No. Of Hours	No. of Courses	Semester VI	Credits	No. Of Hours
General Component / Education	5.1	Human Resource Management	4	60	6.1	Business Ethics & CSR	4	60
		E-Learning	1	15		E-Learning	1	15
Vocational / Skill Component	5.2	Strategic Management	3	45	6.2	Entrepreneurship	4	60
	5.3	Leadership & Change Management	3	45	6.3	International Practices in Retail	4	60
	5.4	Retail Communication Mix	4	60	6.4	Sales & Negotiation Skills	4	60
	5.5	Retail Franchising	4	60	6.5	Location Planning & Mall Management	4	60
		Experiential Learning (Project / Workshop / Field Visit)	1	15		Experiential Learning (Project / Workshop / Field Visit)	1	15
TOTAL CREDITS			20	300	TOTAL CREDITS			40
					Term End Internship & Research Project			270
					TOTAL CREDITS			600

Bachelor of Vocation (Retail Management)

Under Choice Based Credit System
Course Structure

F.Y.B.VOC

(To be implemented from Academic Year 2018 - 2019)

No. of Courses	Semester – I	Credits	No. of Courses	Semester – II	Credits
1	General Education :		1	General Education :	
1.1	Financial Accounting	04	2.1	Management Accounting	04
1.2	Introduction to Business & Management	03	2.2	Introduction to Marketing Management	03
1.3	Computer Skills – 1	04	2.3	Computer Skills – 2	04
2	E-Learning	01	2	E-Learning	01
3	Vocational/Skill Component:		3	Vocational/Skill Component :	
1.4	Introduction to Retail	04	2.4	Organization & Team Dynamics	06
1.5	Consumer Buying Behaviour	03	2.5	Business Communication	03
4	Experiential Learning (<i>project / workshop / field visit</i>)	01	4	Experiential Learning (<i>project / workshop / field visit</i>)	01
			Term End Internship & Research Project		18
Total Credits		20	Total Credits		40
Award - Certificate (Retail Management)			Award - Diploma (Retail Management)		

Bachelor of Vocation (Retail Management)

Under Choice Based Credit System
Course Structure

Semester – I

No. of Courses	Semester –I	Credits
1	General Education	
1.1	Financial Accounting	04
1.2	Introduction to Business & Management	03
1.3	Computer Skills – 1	04
2	E-Learning	01
3	Vocational/Skill Component	
1.4	Introduction to Retail	04
1.5	Consumer Buying Behaviour	03
4	Experiential Learning (<i>project / workshop / field visit</i>)	01
Total Credits		20
Award - Certificate (Retail Management)		

Proposed Syllabus & Structure with Credits

[Under Choice Based Credit System]

Bachelor of Vocation (Retail Management)

Course Type	No. of Courses	Semester I	Credits	No. Of Hours	T/P	Evaluation Scheme			
						Internal Marks		External Marks	
						Maximum	Minimum	Maximum	Minimum
General Component / Education	1.1	Financial Accounting	4	60	T/P	25	10	75	30
	1.2	Introduction to Business & Management	3	45	T	25	10	75	30
	1.3	Computer Skills - I	4	60	P	25	10	75	30
		E-Learning	1	15	P	N.A.			
Vocational / Skill Component	1.4	Introduction to Retail	4	60	T	25	10	75	30
	1.5	Consumer Buying Behaviour	3	45	T	25	10	75	30
		Experiential Learning (Project / Workshop / Field Visit)	1	15	P	N.A.			
TOTAL CREDITS			20	300					

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester I

with effect from the Academic Year 2018-2019

1.1 Financial Accounting

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Accounting	12
2	Classification of Income & Expenses	12
3	Accounting Standards & Inventory Valuation	12
4	Accounting from Incomplete Records	12
5	Final Accounts	12
Total		60

Sr. No.	Modules / Units
1	Introduction to Accounting:
	Meaning, scope, objectives, need, importance and limitations of accounting. Basic accounting terminology. Branches of accounting. Accounting concepts, Conventions and Principles. Double Entry System, Classifications of accounts, Rules of debit and credit. Writing of journal Entries and Ledger, Sub division of journal and Trial Balance
2	Classification of Income & Expenses:
	Classifications of Income, Expenditure and Receipts on the basis of capital and revenue. Source documents required for practical accounting.
3	Accounting Standards & Inventory Valuation
	<p>(a) Accounting Standards:</p> <ul style="list-style-type: none"> ◦ AS-1 Disclosure of Accounting Policies (Purpose, Areas of Policies, Disclosure of policies, Disclosure of change in Policies with Illustrations. ◦ AS-2 Valuation of Inventories (Meaning, Definition, Applicability, Measurement and Disclosures) <p>(b) Inventory Valuation [FIFO & WAM]</p> <ul style="list-style-type: none"> ◦ Meaning of inventories Cost for inventory valuation ◦ Inventory systems : Periodic Inventory system and Perpetual Inventory System ◦ Valuation: Meaning and importance ◦ Methods of Stock Valuation as per AS – 2 : ◦ FIFO and Weighted Average Method Computation of valuation of inventory as on balance sheet date: If inventory is taken on a date after the balance sheet or before the balance sheet
4	Accounting from Incomplete Records
	Introduction, Problems on preparation of final accounts of Proprietary Trading Concern (conversion method)

5	Final Accounts:
	Final Account of Sole Trader - Manufacturing Account, Trading Account, Profit and Loss Account, Balance Sheet, Adjustments and Closing Entries.

Reference books :

- Introduction to Accountancy by T. S. Grewal, S. Chand and Company (P) Ltd., New Delhi.
- Advance Accounts by Shukla & Grewal, S. Chand and Company (P) Ltd., New Delhi.
- Advanced Accountancy by R. L Gupta and M Radhaswamy, S. Chand and Company (P) Ltd., New Delhi.
- Financial Accounting by LesileChandwichk, Pentice Hall of India Adin Bakley (P) Ltd.
- Financial Accounting by Monga, J.R. Ahuja, Girish Ahuja and Shehgal Ashok, Mayur Paper Back.
- Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill & Co. Ltd.
- Financial Accounting by M. Mukherjee.M. Hanif. Tata McGraw Hill Education Private Ltd. New Delhi

**Syllabus of Courses of Bachelor of Vocation
(Banking & Financial Services)**

Semester I

with effect from the Academic Year 2018-2019

1.2 Introduction to Business and Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Business	12
2	Business Environment	10
3	Introduction to Management	11
4	Planning, Organising, Directing and Controlling	12
Total		45

Sr. No.	Modules / Units
1	Introduction to Business
	<p>Introduction- Concept, Functions, Scope and Significance of Business, Traditional and Modern concept of Business;</p> <p>Objectives of Business- Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social objectives; New trends in Business – Impact of Liberalization, Privatization and Globalization, Strategy alternative in changing scenario, Restructuring and Turnaround strategies.</p>
2	Business Environment:
	<p>Concept & Importance of Business Environment, Interrelationships between Business & Environment, Constituents of Business Environment– Internal & External Environment, Educational Empowerment & it's impact; International Environment– current trends in world, WTO, Trading Blocks & impact on Indian business.</p>
3	Introduction to Management
	<p>Introduction – Concepts, Importance, Functions, Managerial skills and competencies, Evolution of Management thoughts: Classical Approach: F.W. Taylor's Contribution, Classical Organisation Theory; Neo Classical: Human relations – Elton Mayo's Hawthorne experiments.</p>
4	Planning, Organising, Directing and Controlling
	<p>Planning - Steps, Importance, Components, Coordination-importance; Organising - Steps, Organisational Structure- Features of Line and Staff Organisation, Formal vs Informal Organisation; Motivation - Steps, importance, influencing factors, Importance of Communication, Barriers to effective communication; Controlling - Concept, Steps, Essentials of a good control system, Technology of controlling- PERT, CPM, Budgetary Control and Management Audit.</p>

Reference books :

- Business Organisation Management Maheshwari, Rajendra P, Mahajan, J.P., International Book House
- Introduction To Commerce, Vikram, Amit, Atlantic Pub
- Business Environment, Cherunilam, Francis, Himalaya Pub
- Essentials Of Business Environment, Aswathappa, K., Himalaya Pub
- Strategic Management, Kapoor, Veekkas, Taxmann
- Strategic Management, Bhutani, Kapil, Mark Pub
- Strategic Management, David, Fred R., Phi Learning

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester I

with effect from the Academic Year 2018-2019

1.3 Computer Skills – I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Computer Basics	12
2	Internet	12
3	Microsoft Word	12
4	Microsoft Excel	12
5	Microsoft PowerPoint	12
Total		60

Sr. No.	Modules / Units
1	Computer Basics
	<p>Hardware- Basic structure of a PC, Type of Computers, Input/ Output devices(definition), Use of Printer, Scanner, Microphone speaker; Memory, storage, storage devices, RAM, ROM, Processor, Processing speed and RAM, Hard Disk and RAM;</p> <p>Software- Software, Types of Software - System & Application softwares; Operating Systems, Windows Operating System, Windows basics - My computer, my documents, recycle bin, network neighbourhood, start menu, taskbar; keyboard shortcuts; File Management - file and folder operation (creating, copying, moving, deleting), Networking- Introduction to Networks, Type of Networks, Network Topologies, Intranet & Internet.</p>
2	Internet
	<p>What is internet, Domain name, Webserver, WWW, URL, Type of Websites - Static & Dynamic; Use of Email services, HTML, FTP, Browsers, Types of Browsers, Search Engine, Searching on the Web, Keywords, Internet Security.</p>
3	Microsoft Word
	<p>Getting started, The Word window, New documents, Document navigation, Editing text, Working with text, Undo and Redo commands, Cut, copy, and paste, Find and replace, Text formatting, Character formatting, Tab settings, Paragraph formatting, Paragraph spacing and indents, Tables, Creating tables, Working with table content, Changing the table, structure, Page layout, Headers and footers, Page setup, Graphics, Adding graphics and clip art, Working with graphics, Proofing, printing, and exporting, Spelling and grammar, Auto correct, Printing and exporting documents.</p>

4	Microsoft Excel
	Fundamentals of Excel, Cut, Copy, Insert, Delete, Paste Special, Custom Formatting , Undo, Redo, Excel Formulas – Basic, Useful functions and Paste Function, Calc, Comments, Drawing toolbar, Edit, Replace, Delete, Clear, Essential Printing, Data Sorting, Hiding, AutoFormats, Protection, Basic Charts, Basic Formatting, If Function.
5	Microsoft Power Point
	Getting started, PowerPoint interface, Creating a basic presentation, Working with slides, Editing slide content, Formatting text and lists, Editing efficiently, Working with shapes, Creating shapes, Formatting shapes , Applying content to shapes. Graphics, WordArt, Pictures, Tables and charts, SmartArt, Preparing and printing presentations, Proofing presentations, Preparing a presentation, Printing presentations.

Reference books :

- Fundamentals of Computers - Rajaram V - Prentice Hall
- Computers Today - Sanders, Donald- Mc Graw Hill
- Computers - Subramaniam N- wheeler
- Computers in Business - Saners D Mc Graw hills
- Woody Leonhard, using Microsoft Office, Pearson
- PCSoftware Made Simple-R.K.Taxali
- Office 2013 complete reference - Stephen L.Nelson
- Quick course in Micro-soft office - Joyce Cox, Polly Orban
- Mastering Office 2013 - Gimi Couster
- Rajkamal, Internet and web Technologies, Tata McGraw Hill 2013.

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester I

with effect from the Academic Year 2018-2019

1.4 Introduction to Retail

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Retail Environment	15
2	Formats & Segments	15
3	Understanding the Demand Drivers & Success Factors	15
4	Career Profiles	15
Total		60

Sr. No.	Modules / Units
1	Unit 1: Retail Environment
	Introduction, Evolution of Indian Retail, Organized vs. Unorganized Retail, Structure of Organized Retail, Importance of Retail to the Economy, Challenges Faced in Organized Retail, Growth prospects in Organized Retail, Understanding Retail Terminology, Major Retail Players in India & International ,
2	Unit 2: Formats & Segments
	Retail Formats (Hypermarkets, Supermarkets, Discount Stores, Convenience Stores, Department Stores Specialty Stores, E-Tailing, Malls etc.); Product Retail Segments (Consumer Durables, Home Appliances/equipment's, Health & Beauty Care Services, Pharmaceuticals, Food & Grocery, Out-of-Home Food Services, Books, Music & Gifts, Entertainment Footwear etc.); Core Processes (Store Operations, Merchandising, Logistics, Marketing, Purchase, Corporate services & Others)
3	Unit 3: Understanding the Demand Drivers & Success Factors
	Demand Drivers (Demographics, Rise in Purchasing Power, Increasing Participation of Women in the workforce, Penetration of Credit Tools (Debit / Credit Card) , Urbanization etc.); Success Factors (Efficient Supply Chains, Ability to penetrate rural market, Leveraging Technology, Customized solutions, Investing in retail brand (store brand), Customer Relationship Management etc.)
4	Unit 4: Career Profiles
	Organization Structure; Understanding requisite skills needed for various retail work profiles. (Sales Associates, Customer Service Representative, Store Manager, Department Manager, Category Manager Retail Manager, Brand Manager, Merchandisers, Store Manager etc.)

Reference books :

- *Retailing Management – Swapna Pradhan;*
- *Retail Marketing Management – Swapna Pradhan;*
- *Retail Management – Gibson Vedamani;*
- *Retail Management – Levy & Weitz;*
- *Channel Management & Retail Management – Meenal Dhotre;*
- *Retail Marketing Management – David Gilbert;*
- *Retail Management – Ron Hasty & James Reardon;*
- *The Art of Retailing – A.J. Lamba;*
- *Retail Management – W. Steward;*
- *Retail Management – Analysis, Planning & Control – David Walters;*
- *Relationship Marketing - S.Shajahan;*
- *Customer Relationship Management - Jagdish Seth, Atul Parvatiyar, G Shainesh;*
- *Retail Management – RS Tiwari;*
- *Retail Management – Barry Berman.*

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester I

with effect from the Academic Year 2018-2019

1.5 Consumer buying behaviour

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Unit I: Introduction to Consumer Behaviour	12
2	Unit II: The Consumer Decision Making Process	12
3	Unit III: Factors Influencing Buying Behaviour	11
4	Unit IV: Emerging Trends in Consumer Behaviour	10
Total		45

Sr. No.	Modules / Units
1	Unit I: Introduction to Consumer Behaviour
	Meaning and Definition of Consumer Behaviour, Scope and Application of Consumer Behaviour, Why Study Consumer Behaviour, Evolution of Consumer Behaviour as a Field Of Study and its relationship with Marketing: Behavioural Dimension, The Interdisciplinary Nature of Consumer Behaviour.
2	Unit II: The Consumer Decision Making Process
	Buying Motives, Buying Roles, Consumer Decision Making Process, Levels of Consumer Decision Making, Perspectives to Consumer Decision Making, Consumer Decision Making Process
3	Unit III: Factors Influencing Buying Behaviour
	Psychological Influences on Consumer Decision Making: Consumer's Needs & Motivation, Emotions and Mood, Consumer Involvement, Consumer Learning, Personality, Self-concept and Self-image, Consumer Perception, Risk and Imagery, Consumer Attitude: Belief, Affect, Attitude and Intention, Attitude Formation and Attitude Change, Consumer Communication; Sociological Influences on Consumer Decision Making: Consumer groups, Consumer reference groups, Family and Life cycle, Social class and mobility, lifestyle analysis, Culture; Sub-Culture, Cross Culture, Interpersonal Communication and influence, Opinion Leadership.
4	Unit IV: Emerging Trends in Consumer Behaviour
	Consumer Behaviour across segments- Clothing & Textiles, Online Shopping, Jewellery, Watches, Footwear, Health & Beauty Care Service, Pharmaceuticals, Consumer Durables, Furnishings, Utensils, Furniture-Home & Office, Food & Grocery, Books, Music & Gifts, Foundations of Behavioural Economics.

Reference books :

- Consumer Behaviour By Schiffman – Kanuk.
- Why We Buy: The Science Of Shopping - by Paco Underhill.
- Consumerology: The Market Research Myth, the Truth about Consumers and the Psychology of Shoppingby Philip Graves.
- Consumer Behavior Loudon & Della Bitta 4th edition Tata McGraw Hill
- Consumer Behaviour in Indian Context, Suja R Nair, Himalaya Pub. House
- Consumer Behavior building marketing strategy: Hawkins Best & Coney 7THedition McGraw Hill International edition

Bachelor of Vocation (Retail Management)

Under Choice Based Credit System
Course Structure

Semester – II

No. of Courses	Semester –II	Credits
1	General Education	
2.1	Management Accounting	04
2.2	Introduction to Marketing Management	03
2.3	Computer Skills – 2	04
2	E-Learning	01
3	Vocational/Skill Component	
2.4	Organization & Team Dynamics	06
2.5	Business Communication	03
4	Experiential Learning (<i>project / workshop / field visit</i>)	01
Term End Internship & Research Project		18
Total Credits		40
Award - Diploma (Retail Management)		

Proposed Syllabus & Structure with Credits

[Under Choice Based Credit System]

Bachelor of Vocation (Retail Management)

Course Type	No. of Courses	Semester II	Credits	No. Of Hours	T/P	Evaluation Scheme			
						Internal Marks		External Marks	
						Maximum	Minimum	Maximum	Minimum
General Component / Education	2.1	Management Accounting	4	60	T/P	25	10	75	30
	2.2	Introduction to Marketing Management	3	45	T	25	10	75	30
	2.3	Computer Skills - II	4	60	P	25	10	75	30
		E-Learning	1	15	P	N.A.			
Vocational / Skill Component	2.4	Organization & Team Dynamics	6	90	T/P	25	10	75	30
	2.5	Business Communication	3	45	T	25	10	75	30
		Experiential Learning (Project / Workshop / Field Visit)	1	15	P	N.A.			
		Term End Internship & Research Project	18	270	T/P	N.A.			
		TOTAL CREDITS	40	600					

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester II

with effect from the Academic Year 2018-2019

2.1 Management Accounting

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Management Accounting	15
2	Analysis and Interpretation of Accounts	15
3	Financial Statement analysis: Ratio analysis	15
4	Working Capital Management	15
Total		60

Sr. No.	Modules / Units
1	Introduction to Management Accounting
	Meaning, Features, Scope, Importance, Functions, role of Management Accounting, Management Accounting Framework, Tools, Management Accounting and Financial Accounting
2	Analysis and Interpretation of Accounts
	a) Vertical Forms of Balance Sheet and Profit and Loss Account suitable for analysis b) Trend Analysis. c) Comparative Statement. d) Common Size Statement. NOTE: Practical Problems based on the above (a) to (d)
3	Financial Statement analysis: Ratio analysis
	Meaning of financial Statement Analysis, steps, Objective and types of Analysis. Ratio analysis: Meaning, classification, Du Point Chart, advantages and Limitations. Revenue Statement Ratios: Gross Profit Ratio, Expenses Ratio, Operating Ratio, Net Profit Ratio, Net Operating Profit Ratio, Stock Turnover Ratio.
4	Working Capital Management
	A. Concept, Nature of Working Capital, Planning of Working Capital B. Estimation / Projection of Working Capital Requirement in case of Trading and Manufacturing Organization C. Operating Cycle Practical Problems.

Reference books :

- Advance Cost & Management Accounting By Saxena, ed. Sultan Chand & Sons
- Cost & Management Accounting, By Inamdar, S.M. Ed. Everest
- Management Accounting & Financial Analysis By Kishore, ed. Taxman Alliance Services
- Management Accounting : Test, Problem and cases By Khan

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester II

with effect from the Academic Year 2018-2019

2.2 Introduction to Marketing Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Marketing	12
2	Product and Brand Management	12
3	Pricing Decisions	11
4	Promotion mix	10
Total		45

Sr. No.	Modules / Units
1	Unit I Introduction to Marketing
	The 4 Ps and 3Cs of Marketing, Marketing as an activity, function, and philosophy, Needs, wants and demands; transactions, transfers & exchanges, Orientation of a firm: Production concept; product concept; selling concept; and marketing concept; New Trends in Marketing: E-Marketing, Internet Marketing and Marketing using social networks, Societal Marketing/Relationship Marketing.
2	Unit II Product and Brand Management
	Products: core, tangible and augmented products; Product mixed decisions: product line decisions; strategic filling, line modernization decisions; New product development process: idea generation, screening, concept development and testing, marketing strategy, product development, market testing, test marketing, and commercialization; product life cycle: Introduction growth, marketing decline; Brand Management- Brand equity; branding decisions; brand extensions; brand portfolios; Segmentation, Targeting and Positioning (STP), Segmentation variables for consumer markets, Geographic, demographic, psychographic, behavioural segmentation variable for industrial markets: customer location, type of industry, size of the firm, purchase criteria, etc. Targeting: Undifferentiated marketing; single segment and multi segment structures; guidelines for selecting target markets; Positioning: Identifying frame of reference; points of parity and points of difference; choosing category membership; product and brand differentiation for identifying of position
3	Unit III Pricing Decisions
	Pricing objectives; factors influencing pricing decisions, Types of pricing: Mark up/cost plus pricing; perceived value pricing; value pricing; geographic pricing; Responding to competitors, Action through price and non-price variables. Impact of the products: stage in the PLC on pricing decisions.

4	Unit IV Promotion Mix
	Advertising: Importance and scope, Sales promotion: objectives; consumer promotions, PR and publicity, Personal Selling: recruitment, selection, training, motivation and evaluation of sales reports; Integrated Marketing Communication- Definition of target audience; determining communication objectives, designing communication and selection of channels, Ethics in Marketing, Advertising Standards Council of India code of ethics in advertising; promotion to children; unfair practices in marketing.

Reference books :

- Marketing Management – Philip Kotler
- Marketing Management – Shailekar
- Marketing Management – Rajan Saxena
- Management – A competency building approach – Heil Reigel / Jackson/ Slocum
- Stoner, Freeman & Gulbert: Management (Prentice Hall India)
- Heinz Weirich: Management (Tata McGraw Hill) Management – Theory & Practice – Dr Vandana Jain – International Book House Ltd
- Management Today – Principles & Practice – Burton – McGraw Hill Publications

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester II

with effect from the Academic Year 2018-2019

2.3 Computer Skills – II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Tally.ERP 9	15
2	Setting-up of Company Info, Accounts & Inventory	15
3	Accounting Vouchers	15
4	Point of Sales	15
Total		60

Sr. No.	Modules / Units
1	Introduction to Tally.ERP 9
	Meaning of Accounting Software, Types of Accounting Software, Use of Accounting Software, Introduction to Tally, Features of Tally.ERP 9, Benefits / Advantages of Tally.ERP 9, Tally start up screen and components, Switching between screen area- Ctrl-n & Ctrl-m, Quitting Tally.
2	Setting-up of Company Info, Accounts & Inventory
	Company Info: Company Creation, Opening / Selection of Company, Modification, Deletion, Shut a Company, Introduction to F11- Features - Accounting, Inventory and Statutory & Taxation Features Account & Inventory: Group: Creating, Modifying, Deleting, and Displaying; Ledger: Creating, Modifying, Deleting, Displaying; Voucher: Voucher Types & Accounting Vouchers. Inventory Masters: Stock Group - Creating, Modifying, Deleting, Displaying; Stock Unit - Creating, Modifying, Deleting, Displaying; Stock Item - Creating, Modifying, Deleting, Displaying.
3	Accounting Vouchers
	Vouchers, Types of Vouchers, Accounting Vouchers - Contra Voucher (F4), Payment Voucher (F5), Receipt Voucher (F6), Journal Voucher (F7), Sales Voucher (F8), Credit note Voucher (Ctrl+F8), Purchase Voucher (F9), Debit note Voucher (Ctrl +F9), Reversing Journal (F10), Memo Voucher (Ctrl+F10), Inventory Vouchers - Inventory Vouchers, Purchase order, Sales order, Rejection out, Rejection In, Stock journal, Delivery Note, Receipt Note, Physical note, Invoicing.
4	Point of Sales
	Introduction to POS, Meaning of POS, POS system, Key components of POS system-software and hardware, types of POS softwares and hardwares, Difference between POS software & POS terminal, types of POS system, advantages/benefits of POS System, Factors to be consider in Evaluation of POS System, working of POS system, Retail merchandising system, Features of RMS, Benefits of RMS.

Reference books :

- Tally.ERP9 by Sanjay Satpathy
- GST accounting with Tally ERP9 by Asok K. Nadhani
- Official Guide to Financial Accounting using Tally ERP9 with GST by Tally Education Pvt. Ltd.

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester II

with effect from the Academic Year 2018-2019

2.4 Organization and Team Dynamics

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Basics of Team Leadership	15
2	Developing effective team communication	15
3	Performance Appraisal in Retail	15
4	Work ethics in Retail store	15
Total		60

Sr. No.	Modules / Units
1	Basics of Team Leadership
	Features of effective team leadership, Essential qualities of effective team leader, Different Leadership styles, Factors affecting selection of employees, Essentials of developing rapport with customers, Suitability of situational leadership in retail.
2	Developing effective team communication
	Strategies to make communication meaningful, Communication etiquettes between male and female colleagues, Different communication channels to reach customers, Importance of feedback in communication.
3	Performance Appraisal in Retail
	Monitoring standards for measuring employee performance, Developing skillful work habits, Basic rules of speaker and listener in organization, Diverse methods of employee performance appraisal.
4	Work ethics in Retail store
	Basic ethics in retail store, Various aspects of emergency medical plan, Ways to introduce professionalism in work place, Tips to close sales in retail store Factors useful in finishing task in retail tasks in work place.

- **Reference books :**
- Team Turnarounds: Transforming Underperforming Teams By Joe Frontiera, 2012.
- Harvard Book Review on Building Better Teams, By Bob Frisch, 2011.
- Team work and Team play, by James Clan and Barry Jliff 2010.

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester II

with effect from the Academic Year 2018-2019

2.5 Business Communication

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction	12
2	Business Etiquettes	12
3	Business Correspondence- I	11
4	Business Correspondence- II	10
Total		45

Sr. No.	Modules / Units
1	Introduction
	Introduction to Communication, Communication Process, Channels of Communication, Barriers to Communication & Overcoming communication barriers, Types of Communication & Merits and limitations of each type.
2	Business Etiquettes
	Concept & Importance Etiquettes for: - Meeting - Telephone/ Cell phone Conversation Etiquettes at work place(internal-superiors, peers &subordinates) Etiquettes with stakeholders (external-Suppliers & customers)
3	Business Correspondence- I
	Forms & Layouts of Business Letters, Business Letters [Letter of Application, Resume Writing, Resignation Letter, Termination Letter, Letters of Enquiry, Complaints, Reply and Adjustments Letters.
4	Business Correspondence- II
	Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail:- Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.]

Reference books :

- Chaturvedi P.D. & Chaturvedi M, Business Communication, Pearson.
- Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.
- Essentials of business communication - Rajendra pal & J.S. Korlahalli.
- Business Correspondence and Report writing - R.C. Sharma, Krishna Mohan - Tata McGraw - Hill Publication Co. Ltd.

Bachelor of Vocation

(Retail Management)

Under Choice Based Credit System
Course Structure

S.Y. B. Voc.

(To be implemented from Academic Year – 2019-2020)

No. of Courses	Semester –III	Credits	No. of Courses	Semester –IV	Credits
1	General Education :		1	General Education :	
3.1	Cost Accounting	04	4.1	Soft Skills (Job Preparedness Skills)	04
3.2	Problem Solving & Decision - making	04	4.2	Managerial Economics	04
2	E-Learning	01	2	E-Learning	01
3	Vocational/Skill Component:		3	Vocational/Skill Component :	
3.3	Retail Store Operations	04	4.3	Advertising & Brand Management	04
3.4	Customer Experience Management	03	4.4	Management of Retail Department	04
3.5	Financial Management & Retail Accounting	03	4.5	Essentials of Services Marketing	04
4	Experiential Learning (project / workshop / field visit)	01	4	Experiential Learning (project / workshop / field visit)	01
			Term End Internship & Research Project		18
Total Credits		20	Total Credits		40
Award - Advanced Diploma (Retail Management)					

Bachelor of Vocation

(Retail Management)

Under Choice Based Credit System
Course Structure

Semester –III

No. of Courses	Semester –III	Credits
1	General Education :	
3.1	Cost Accounting	04
3.2	Problem Solving & Decision - making	04
2	E-Learning	01
3	Vocational/Skill Component:	
3.3	Retail Store Operations	04
3.4	Customer Experience Management	03
3.5	Financial Management & Retail Accounting	03
4	Experiential Learning (<i>project / workshop / field visit</i>)	01
Total Credits		20

Proposed Syllabus & Structure with Credits

[Under Choice Based Credit System]

Bachelor of Vocation (Retail Management)

Course Type	No. of Courses	Semester III	Credits	No. Of Hours	T/P	Evaluation Scheme			
						Internal Marks		External Marks	
						Maximum	Minimum	Maximum	Minimum
General Component / Education	3.1	Cost Accounting	4	60	T/P	25	10	75	30
	3.2	Problem Solving & Decision Making	4	60	T/P	25	10	75	30
		E-Learning	1	15	P				
Vocational / Skill Component	3.3	Retail Store Operations	4	60	T	25	10	75	30
	3.4	Customer Experience Management	3	45	T	25	10	75	30
	3.5	Financial Management & Retail Accounting	3	45	T/P	25	10	75	30
		Experiential Learning (Project / Workshop / Field Visit)	1	15	P				
TOTAL CREDITS			20	300					

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester III

with effect from the Academic Year 2019 - 2020

3.1 Cost Accounting

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction	10
2	Material Cost	10
3	Labour Cost	10
4	Overheads	10
5	Contract Costing	10
6	Process Costing	10
Total		60

Sr. No.	Modules / Units
1	Introduction
	Meaning and Scope of Cost Accounting, Objectives of Cost Accounting, Cost Accounting Versus Financial Accounting, Importance of Cost Accounting, Elements of Cost, Components of Total Cost, Classification of Costs, Coding System, Installation of a Costing System, Methods of Costing, Techniques of Costing, Systems of Costing.
2	Material Cost
	Material Control - Scope, essentials, objectives and advantages. Purchasing of Material - Objectives of Scientific purchasing, functions of purchase department and Procurement Procedures. Techniques of fixing level of stocks - Maximum, minimum, reorder, danger and average stock level. Economic Order Quantity (EOQ), Receiving Materials, Inspection of materials, storage of materials, issuing of materials, Maintenance of inventory records - Incoming and outgoing material. Inventory system - periodic inventory control and continuous stock taking. Inventory ratios, Accounting for inventory - FIFO, Average and Weighted average method.
3	Labour Cost
	Direct and indirect labour, control over labour cost, cost accounting department, treatment of holiday pay idle time and overtime in cost account. Labour turnover, direct expenses - nature of direct expenses.
4	Overheads
	Introduction, meaning of direct and indirect expenses, classification of overheads on the basis of elements, behaviour and function, methods of absorption like production units method, percentage of wage or prime, Allocation and absorption of overheads using absorption costing method.
5	Contract Costing
	Introduction, meaning of contract costing, difference between contracts and jobs, Ascertainment of cost of a contract, Progress

	payment, Retention money, Escalation clause, Cost plus contract, Value of work certified, Cost of Work not certified. Determination Value of work certified, Cost of work not certified, Notional or Estimated profit from a contract. Practical Illustrations.
6	Process Costing
	Introduction and meaning, differences between job and process costing, process costing procedure, process costing when there is no loss or gain, abnormal loss and gain. Joint Products- Apportionment of joint costs, Methods of apportioning joint cost over joint products, By-Products- Methods of apportioning joint costs over by-products, treatment of By-product cost.

Reference books :

- Cost Accounting, Mahabaleshwara Bhatt- Himalaya Publications (2010).
- Cost Accounting, S P Jain & K B Navarang - Kalyani Publications, 23rd Edition 2014.
- Cost Accounting, M N Arora – Vikas Publications (2012).

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester III

with effect from the Academic Year 2019 – 2020

3.2 Problem Solving & Decision-Making

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Problem Solving and Critical Thinking	15
2	Statistical tools For Data Analysis	15
3	Decision Theory	15
4	Decision making and Current Scenarios	15
Total		60

Sr. No.	Modules / Units
1	Introduction to Problem Solving and Critical Thinking
	Concept, Definition, Importance of Problem Solving; Steps in Problem Solving, Process and various techniques used in Problem Solving; Types, Various skills required in solving the problem, Methods used in solving the problem; Concept, Definitions, Significance of Critical Thinking; Critical Thinking Process, Elements of Critical Thinking; Use of Critical Thinking at the Workplace.
2	Statistical tools For Data Analysis
	Sampling methods - presentation of data - analysis and interpretation of sample data - Probability distribution - definition of probability and basic example, Definition of Random variable and Exceptions, to find out mean and Variance $E(X)$ and $V(X)$ - estimating parameters of distribution - Linear programming - Time series analysis - mean / standard deviation - co-relation - Regression
3	Decision Theory
	Decision Theory : Decision making situation, Decision maker, courses of action, state of nature and pay of matrix decision making using criteria Maximin, maximax, minimax regret and Laplace criteria, Formulation of pay of matrix, Decision making under Risk, Expected Monetary value (EMV), Decision tree, simple examples based on EMV, Expected Opportunity Loss (EOL), Simple examples based on EOL.
4	Decision making and Current Scenarios
	Concept, Definitions, Significance of Decision making; Essentials of Sound Decision making, Process of Decision Making; Impact of Technology in Decision making; Challenges before Marketing Managers in the Decision making process; Critical Thinking and Problem Solving skills for the 21st century; Role of Decision making strategies at the global level; Recent trends in the Critical Thinking process; Challenges before Marketing Managers in the area of Problem solving.

Reference books :

- Thinking, Fast and Slow by Daniel Kahneman
- Blink: The Power of Thinking Without Thinking, by Malcolm Gladwell
- Thinking: The New Science of Decision-Making, Problem-Solving and Prediction, Edited by John Brockman
- The Decision Book: Fifty Models for Strategic Thinking, by Mikael Krogerus and Roman Tschappeler
- Lateral Thinking, by Edward de Bono
- Smart Choices: A Practical Guide to Making Better Decisions by John S. Hammond, Ralph L. Keeney, and Howard Raiffa
- Probability & Statistics - SOS by Spiegel, McGraw Hill
- Fundamentals of Mathematical Statistics, S.C. Gupta
- Statistical Decision Theory and Bayesian Analysis, Berger, James O.

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester III

with effect from the Academic Year 2019 – 2020

3.3 Retail Store Operations

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Basics of Sales And Inventory Management	15
2	Adding Value To Display	15
3	Introduction to team work	15
4	Essential components of annual budget plan	15
Total		60

Sr. No.	Modules / Units
1	Basics of Sales and Inventory Management
	<ul style="list-style-type: none"> -Features of Retail Store Operations -Managing sales and inventory in Retail -Diverse functions of Retail sales in India -Formulating ideal sales strategy -Essentials of a good sales strategy -Features of inventory management -Ensuring optimum inventory
2	Adding Value to Display
	<ul style="list-style-type: none"> -Strategies to make display meaningful -Essentials of an attractive display -Managing shelf display -Promotional tools to highlight in store display -Managing optimal display inventory
3	Introduction to team work
	<ul style="list-style-type: none"> -Monitoring departmental performance in retail -Skills to become a good team player -Framing objectives for team in retail -Factors influencing team performance in retail
4	Essential components of annual budget plan
	<ul style="list-style-type: none"> -Basic steps in business planning -Importance of budgeting in retail -Limits of authority in budget allocation -Budgeting for a small retail store

Reference books :

- Retail Store Operations, Iyer, Tata McGraw-Hill Education.
- Retail Operations, Dr. Satendar Singh, Evincepub Publishing , 2020
- Berman, B., & Evans, J. R. (2006). Retail Management A Strategies Approach 9th Edition. New Delhi: Pearson Education Inc
- Rosemary, V. (2006). Retail Product Management Second Edition . Routledge Taylor & Francis Group.
- Michael, L., & Barton, A. W. (2004). Retailing Management 5th Edition . McGraw Hill Publishing Company Limited.
- Retail 101: The Guide to Managing and Marketing Your Retail Business by Nicole Leinbach Reyhle

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester III

with effect from the Academic Year 2019 - 2020

3.4 Customer Experience Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Basic introduction to customer experience management	12
2	Generating customer value preposition	10
3	Innovative customer practices	11
4	Opportunities and scope of customer experience management	12
Total		45

Sr. No.	Modules / Units
1	Basic introduction to customer experience management
	<ul style="list-style-type: none"> -Basics of customer Experience in Retail -Importance of timely response system -Practice of easy return policies in retail -Convenience and Issue resolution in Retail -Multi-channel support -Ensuring Genuine Customer Support
2	Generating Customer Value Proposition
	<ul style="list-style-type: none"> -Ensuring 'Always the Best Prices' -Maintaining faster delivery speed -Vast variety of goods and services at economic price -Greater flexibility of consumer choice -Better range of customer oriented services
3	Innovative Customer Practices
	<ul style="list-style-type: none"> -Importance of fulfilment of customer promises -Comparing and exceeding competitors offer -Personalizing the customer offers -Making offers to first time consumers -24X7 Customer Support Always
4	Opportunities and Scope of Customer experience Management
	<ul style="list-style-type: none"> -Maximizing the repeat customers -Better and faster complaint resolution -Creating customer friendly brands -Customer delight -Generating customer references

Reference books :

- Customer Experience 3.0: High-Profit Strategies in the Age of Techno Service, by John A. Goodman.
- The Innovator's Solution, by Clayton Christensen
- The Ten Principles Behind Great Customer Experiences, by Matt Watkinson
- The Three Rules: How Exceptional Companies Think, by Michael Rayner and Mumtaz Amed
- Outside In: The Power of Putting Customers at the Center of Your Business, by Harley Manning
- The Commonwealth of Self Interest - Business Success Through Customer Engagement by Paul Greenberg

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester III

With effect from the Academic Year 2019 - 2020

3.5 Financial Management & Retail Accounting

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Finance and Financial Management	12
2	Financial Goal Setting & Time value of Money	10
3	Investment Decisions: Capital Budgeting	11
4	Financial Decisions	12
Total		45

Sr. No.	Modules / Units
1	Introduction to Finance and Financial Management
	Unit 1- Introduction to Finance:
	<ul style="list-style-type: none"> • Meaning and definition of finance • Importance finance • Types of Finance: Public and Private • Sources of finance 1.Long Term Sources : Term Loans, Debentures, Bonds, Zero Coupon bonds, Convertible Bonds, Equity shares, Preference shares, CD, CP, Public Deposits 2.Short Term sources: Bank Finance, Trade Credit ,Other Short Term Sources 3.Venture Capital and Hybrid Financing.
	Unit 2- Financial Management
	<ul style="list-style-type: none"> • Meaning and Importance of Financial Management • Scope of Financial Management • Functions and Objectives of Financial Management • Primary Objective of Corporate Management • Agency Problem • Organization of Finance Function • Emerging role of Finance Managers in India.
	Unit 3- Objectives of the Firm
	<ul style="list-style-type: none"> • Profit Maximization and Shareholders Wealth Maximization, • Profit V/s Value Maximization
2	Financial Goal Setting & Time value of Money
	Unit -4 Financial Goal Setting Introduction
	<ul style="list-style-type: none"> • Financial Forecasting – Meaning, Techniques, Benefits• Approaches to Financial Planning• Economic Value Added (EVA)– Measurement• & Components Free Cash Flow (FCF)•
	Unit- 5 Time Value of Money
	<ul style="list-style-type: none"> Concept• Present Value• Annuity• Techniques of Discounting• Techniques of Compounding

3	Investment Decisions: Capital Budgeting
	Unit 6 - Capital Budgeting
	<ul style="list-style-type: none"> • Nature of Capital Budgeting • Purpose of Capital Budgeting • Capital Budgeting Process • Types of Capital Investment • Basic Principle of Measuring Project Cash Flows • Increment Principle, Long Term Funds Principle, Exclusion of Financial Cost Principle, Post Tax Principle • Probability technique for measurement of cash flow • Capital Budgeting Techniques: Net Present Value Profitability Index and Discounted Pay Back Method. • A Comparison; Project Selection Under Capital Rationing (Note: Problems on computation of cash flow, ranking of projects on various techniques, selection and analysis with / without capital rationing)
4	Financial Decisions
	Unit 7- Cost of Capital :
	Introduction and Definition of Cost of Capital• Measurement of Cost of Capital• Measurement of WACC using book value and market value method. • Measuring Marginal Cost of Capital
8	Capital Structure Decisions:
	Meaning and Choice of Capital Structure• Importance of Optimal Capital Structure• EBIT -EPS Analysis• Capital Structure Theories• Dividend Policies (Walter• & Gordon)

Reference books :

- Financial Accounting: Text & Case: Deardon & Bhattacharya
- Financial Accounting for Managers – T.P.Ghosh
- Financial Management ; Khan, M.Y & Jain, P.K. Tata McGraw Hill, New Delhi, 2008
- Financial Management; Pandey, I. M, Vikas Publishing House, New Delhi, 2005
- Financial Management; Chandra, Prasana; Tata McGraw Hill, New Delhi, 2008
- Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi
- Barry Berman, Joel R. Evans, Retail Management, Pearson Education
- A. J. Lamba, The Art of Retailing, Tata McGraw Hill Publishing Co. Ltd. New Delhi

Bachelor of Vocation (Retail Management)

Under Choice Based Credit System

Course Structure

Semester –IV

No. of Courses	Semester –IV	Credits
1	General Education :	
4.1	Soft Skills (Job Preparedness Skills)	04
4.2	Managerial Economics	04
2	E-Learning	01
3	Vocational/Skill Component :	
4.3	Advertising & Brand Management	04
4.4	Management of Retail Department	04
4.5	Essentials of Services Marketing	04
4	Experiential Learning (<i>project / workshop / field visit</i>)	01
Term End Internship & Research Project		18
Total Credits		40
Award - Advanced Diploma (Retail Management)		

Proposed Syllabus & Structure with Credits

[Under Choice Based Credit System]

Bachelor of Vocation (Retail Management)

Course Type	No. of Courses	Semester IV	Credits	No. Of Hours	T/P	Evaluation Scheme			
						Internal Marks		External Marks	
						Maximum	Minimum	Maximum	Minimum
General Component / Education	4.1	Soft Skills (Job Preparedness Skills)	4	60	T	25	10	75	30
	4.2	Managerial Economics	4	60	T	25	10	75	30
	E-Learning		1	15	P	N.A.			
Vocational / Skill Component	4.3	Advertising and Brand Management	4	60	T	25	10	75	30
	4.4	Management of Retail Department	4	60	T	25	10	75	30
	4.5	Essentials of Services Marketing	4	60	T	25	10	75	30
	Experiential Learning (Project / Workshop / Field Visit)		1	15	P	N.A.			
Term End Internship & Research Project			18	270	T/P	N.A.			
TOTAL CREDITS			40	600					

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester IV

with effect from the Academic Year 2019 – 2020

4.1 Soft Skills (Job Preparedness Skills)

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Goal & Attitude Setting	10
2	Types of Goals	10
3	Process of Neural Linguistic Programing for Goal & Attitude setting	10
4	Time Management	10
5	Effective Presentation Skills	10
6	Team Building	10
Total		60

Sr. No.	Modules / Units
1	GOAL & ATTITUDE SETTING
	Unit 1 – Introduction to Goals and Attitude Setting
	Introduction to Goal and Goal setting. What is a SMART Goal (Specific – Measurable – Achievable – Realistic/Relevant – Time Bound) and e-SMART (Eco friendly SMART) Goal. Why people are not able to set and achieve goals. Pessimistic attitude, Fear of failure, lack of ambition, fear of rejection, procrastination, low self esteem, ignorance of importance of goal setting, lack of knowledge about goal setting
	Unit 2 – Understanding the need to set goals and attitude.
	Advantages of Goal setting in terms of resource organization, measuring progress, take control of life, focus on important things, take good decisions, being self-confident, and ensure progress. . How to set goals. Understanding the process of identifying goals, setting & listing objectives, developing a plan, listing the skills, resources and manpower and benefits of goal.
2	Types of Goals
	Unit 3 – Types of Goals & prioritisation of goals
	Short Term, Medium Term and Long Term goals, Fixed and Flexible Goals, Understanding unrealistic goals and how to correct it.
	Unit 4 – Understanding the process of setting Goals
	Use of SWOT analysis to effectively introspect and set goals. Guidelines for setting goals, understand why goals fail. What is written down goals, rewards process, art of believing in self, being accountable. Goal setting guidelines of goals being conceivable, believable, achievable, measurable, controllable, purposeful. Why to do - What to do (Action Planning)- How to do (Resource management) – Controllable and uncontrollable factors, ways to overcome them. Personal and Professional goal setting process.

	Unit 5 – Development of Positive Mental Attitude for achieving the desired Goals
	Steps to develop Positive Mental Attitude, Process of Visualisation – Verbalisation – Vitalisation. External and Internal Factors which influence Goal achievement process and how to deal with it. Circle of influence. How to help team, team members to set and achieve goals. What are core beliefs and how to change/develop them. Understanding negative belief system and how to overcome them/change to positive belief system.
3	Process of Neural Linguistic Programing for Goal & Attitude setting
	Unit 6 – Understanding Neural Linguistic Programing (NLP)
	What is Neural Linguistic Programming. Nerve communication network in human body, Language one talks to others/self and the operating instructions given to self to create a positive outcome. Understanding the concept of Theory of mind, programming mind to achieve the process of visualisation, verbalisation to achieve goals. Understanding repeat and change programming for goal & attitude setting.
	Unit 7 – How to use NLP in achieving Goals and setting Attitudes
	Understanding the techniques of using NLP to create circle of excellence and work towards the process of achieving goals. How NLP helps in coaching, information gathering, communicating, motivating, influencing, developing self and others. Understanding Visual – Auditory – Kinaesthetic learning styles.
	Unit 8 – Goal setting exercise and game play
	Individual and Group exercise / Game play for practical understanding the concept of goal and attitude setting.
4	Time Management
	Unit 9 – Understanding Value of Time, Time wasters for efficient Time Management
	Introduction, understanding Time value, benefits of task planning, correlating with goals set, identifying time wasters and how to avoid them, charting logging time and prioritising activities.

	Unit 10 – Time Management Quadrant & Techniques
	Understanding time management quadrant of Urgent and Important matrix. Urgent & Important, Urgent but Not Important, Not Urgent yet Important, Not Urgent & Not Important. Time Management techniques of Organising/Prioritising of each of the quadrants for efficient time management. Assessing/Reviewing of finished and unfinished tasks. Breaking down of tasks in terms of time and quantum. Delegation techniques. Organising work station and resources.
	Unit 11 – Time Management Skills
	Understanding judicious use of time, filing and organising, How to develop time management skills by use of Japanese principles of SEIRI, SEITON, SEISO, SEIKETSU & SHITSUKE. Understanding roles and responsibilities. Delegating skills. Assigning deadlines and sticking to it. Allocation of time slots for each of the quadrants. Involving team for working towards common goals. Setting role models for the team. Communication, Motivating and Monitoring.
	Unit 12 – Time Management Tips
	Planning Key Responsibilities Area (KRA) and proper communication with the team. Review of KRAs at periodical intervals, Importance of Planning and re-planning at each step as per situation. Task plan for each day and review
	Unit 13 – Exercise on Time Management
	Time Management exercise / game play for understanding the allocation of time to improve efficiency given the limited time and resources
5	Effective Presentation Skills
	Unit 14 – Introduction to basics of Presentation.
	Introduction to what is a presentation, how it can be made effective. Understand the 5 steps of presentation (PLAN, PREPARE, PRACTICE, PRESENT, PACK). Understanding the audience, purpose and goal of presentation, duration and location of the presentation.
	Unit 15 – Types of presentation techniques
	Use of prompts, Audio Visuals, PPTs, Fonts, Colours, images,

	graphs, flip chart, clipart, Colour background and bullet points in a slide, Ideation, improvisation, design, visual conceptualisation, graphics, delivery rehearsal, execution. Balancing TVV (Text – Visuals – Vocal)
	Unit 16 – Dos and Don'ts during Presentation
	Planning structure, presentation order, introduction, main content, summary & wrap up, visuals, anticipating questions and preparation of suitable answers. Understand LAW (LOOKS – ACTIONS – WORDS) of presentation, PACE – PAUSE – PITCH – PUNCH – POSTURE, Personal grooming, Mudras & Gestures, Attire, Movement
	Unit 17 – Exercise on Presentation skills
	Practical exercise on effective presentation skills with special attention to all the Dos and Don'ts mentioned in Unit 15
6	TEAM BUILDING
	Unit 18 – Introduction to basics of Team.
	Understanding TEAM (Training – Encouragement – Aim – Motivation), Synergy, independence and interdependence. Synchronised energy, Multiplier effect, Geometric progression, Exponential growth, What are the benefits of a Team. Stages in team building Forming – Storming – Norming – Performing.
	Unit 19 – Team Effectiveness
	Understanding Team effectiveness model through shared goals, roles assigned, procedures and methods scheduled, building relationship and assuming leadership roles. Types of Team, Understanding Perception Attitude and Values of team members. Clarity in Mission – Purpose – Values – Goals. Steps to Establishing objective together, Focus on contribution, Developing participatory role, Promote team responsibility
	Unit 20 – Understanding components of Team
	Understanding Organization of structure, Job description, Accountabilities, Competencies, Resources mobilisation, Manpower utilisation, Problem Solving, Decision Making, Communication of shared goals, Managing Conflict.
	Unit 21 – Group Behaviour and Group Dynamics of a Team:

	<p>Understanding positive relationship, mutual respect, trust, support and inclusive involvement, value diversity, art of listening, feed backing, dealing with disagreement. Building personal credibility, strategizing focus, clarity of expectation, develop people and team, managing team and awarding recognition. Edwin Lee quadrant of Life Cycle of Team with phases of Birth – Growth – Maturity – Death with reference to Cohesiveness & Effectiveness. Effects of Perception, Attitude and Values on working of the team's performance. How to build team by Motivation, Unity & Diversity, Broader perspective, Goal Orientation, Determination</p> <p>Understanding the Key factors to successful performance of a team S.C.O.R.E (STRATEGY – CLEAR ROLE & RESPONSIBILITY – OPEN COMMUNICATION – RAPID RESPONSE)</p>
	Unit 22 – Exercise on Team Building
	Exercise / Game play on team building to understand all the aspects of team building.

Reference books :

GOALS AND ATTITUDE SETTING

- Goals by Brian Tracy
- Dynamics of achieving goals by Agarwal Radha Raman
- Personal Success by Brian Tracy
- Get Smart by Brian Tracy
- Get People Do What You Want by Hartley Gregory
- How to win friends and influence people by Dale Carnegie
- Power of positive thinking y Norman Vincent Peale
- Art of setting smart goals by Anisa Marku
- Goas setting for students by John Bishop
- How to achieve Big Phat Goals by Dean Lindsay
- Developing positive attitude by Tina Brown
- Attitude in Management by Dr Shree Raman Dubey
- Attitude is everything by Jeff Keller

TIME MANAGEMENT

- The 7 Habits of highly effective people by Stephen R Covey
- 15 Secrets Successful People know about Time Management by Kevin Kruse
- Time Management by Mansur Martin
- Time Management by Brian Tracey
- Time Management made Simple by Brian Tracey
- Time Management by Reuben Ray
- Time Management by Dixit Sudhir
- The checklist Manifesto – How to get things right by Atul Gawande
- How to stop procrastinating by S J Scott
- Getting things done by David Allen

PRESENTATION SKILLS

- Smart skills Presentation b Kay Frances
- Improve your presentation skills by Navneet Mehra and Ishita Bhowan
- Professional Communication Skills by A K Jain, Dr Pravin S R Bhatia & Dr A M Sheikh
- Corporate Soft Skills by Sarvesh Gulati
- Improve your communication skills by Daniel Burke

TEAM BUILDING

- Leadership and Team Building by Udaykumar Haldar
- 100 Great Team Effectiveness Ideas by Dr Peter Shaw
- Team of Teams by Mc Chrystal General Stanley
- Team Management by Alan Clifton
- 10 Steps to successful Teams by P C Wren & H Martin
- Management Tips by Harvard Business Review

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester IV

with effect from the Academic Year 2019 – 2020

4.2 Managerial Economics

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction	15
2	Demand Analysis	15
3	Production and Costs	15
4	Market Dynamics and Role of Government	15
Total		60

Sr. No.	Modules / Units
1	Introduction
	Meaning, nature and Scope of Managerial Economics, Role of Managerial Economics, Economic problems & Basics Concepts, tools and techniques of managerial economics, Objectives and Constraints of the Firm
2	Demand Analysis
	Demand Functions - Demand Concept and determinants of demand, nature of demand curve under different markets; Elasticity Of Demand - Meaning, Significance, types and measurement of elasticity of demand (Price, Income, Cross & Promotional)-relationship between elasticity of demand and revenue concepts; Demand estimation and forecasting - Meaning and significance – Methods of demand estimation: Survey and statistical method (Numerical problem and measurement of elasticity).
3	Production and Costs
	Production - Meaning of production and type of production functions, Application of production functions in service and manufacturing sector. Economics of Scale and scope; Costs - Cost concepts (Accounting cost and economic cost, implicit and explicit cost, Historical cost and replacement cost, Sunk cost and Incremental cost – fixed and variable cost –total, average and marginal cost)-Importance of Cost in managerial Decision Making, Cost Output Relationship in the short run and long run.
4	Market Dynamics and Role of Government
	Market dynamics - Market Structures & elements of competition, (Perfect competition, Monopoly, Duopoly, Oligopoly, Monopolistic Competition- Meaning, Features and Comparison, Price and Output Decisions) Price Discrimination and Monopoly; Role of Government in an economy : Introduction, Requirement of Government intervention in an economy, role of Govt. in different economic systems and policies.

Suggested Readings:

- Managerial Economics, Dean Joel, Eastern Edition
- Managerial Economics, Almanand, Excel Books, New Delhi
- Managerial Economics, Hague, D., Longman, London.
- A study of Managerial Economics, Gopalkrishna, Himalaya, Mumbai
- Managerial Economics, Cauvery, R. Et al. S. Chand New Delhi
- Managerial Economics, Paul G Keat, K.Y. Young, Prentic Hall Publication
- The Economic Today, Bradley R Schiller, McGral -Hil

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester IV

with effect from the Academic Year 2019 – 2020

4.3 Advertising and Brand Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Brand	15
2	Developing Branding Strategies	15
3	Introducing and Naming New Brands and Extensions	15
4	Brand Equity	15
Total		60

Sr. No.	Modules / Units
1	Introduction to Brand
	<ul style="list-style-type: none"> -Concept of a brand -How a Product becomes a Brand -Advantages of Brand Building -Steps in Successful brand creation -Advantages and Limitations of Branding -Obstacles/difficulties in building strong brands
2	Developing Branding Strategies
	<ul style="list-style-type: none"> -Manufacturer Branding (National Brand) and Distributer Branding(Private/store brand) -Multi Product Branding Strategy -Brand Licensing & Cobranding -Ingredient Cobranding -Brand Hierarchy
3	Introducing and Naming New Brands and Extensions
	<ul style="list-style-type: none"> -Physical and Psychological dimensions of brands -Cognitive and Emotional Benefits -Developing Brand Identity and Personality -Creating New Brand in Retail
4	Brand Equity
	<ul style="list-style-type: none"> -Concept of Brand Equity and Brand loyalty -Measures to develop the brand awareness -Creating brand loyalty in competitive environment -Tips/steps to create brand equity -Benefits of brand equity in modern business

Reference books :

- Brand Management: A theoretical and Practical Approach, By Aggarwal (2008) Global India Publications, and New Delhi.
- Brand Management, Text and Cases By Verma H (2002), Excel books New Delhi.
- Brand Extensions by Sagar M, Anne Books Pvt Ltd, New Delhi

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester IV

with effect from the Academic Year 2019 – 2020

4.4 Management of Retail Department

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Retail Department	15
2	Retail Team and Performance improvement	15
3	Managing communications in team	15
4	Efficiency in Team work	15
Total		60

Sr. No.	Modules / Units
1	Introduction to Retail Department
	<ul style="list-style-type: none"> -Basic features of retail department -Day to day functions of retail department -Demonstrating product benefits to prospective clients -Steps in Successful product demonstration -How to make coordination in retail department -Obstacles/difficulties in coordination in retail department
2	Retail Team and Performance Improvement
	<ul style="list-style-type: none"> -Steps to build store team -Setting standards for team performance -Identifying the training needs of team -Managing and directing towards synergy -
3	Managing communications in team
	<ul style="list-style-type: none"> -Methods to develop strong team communication -Developing long lasting team relationships -Developing Customer loyalty by team work -Effective communication management in retail
4	Efficiency in Team work
	<ul style="list-style-type: none"> -Creating mutual trust in team members -Measures to ensure connect and mutual support -Developing effective work ethics -Steps towards team cohesiveness -Benefits of team work in modern business

Reference books :

- Retail Mgmt and modern Approach,
- Retail store operations in India
- Retail today and tomorrow

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester IV

with effect from the Academic Year 2019 – 2020

4.5 Essentials of Services Marketing

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction of Services Marketing	15
2	Key Elements of Services Marketing Mix	15
3	Managing Quality Aspects of Services Marketing	15
4	Marketing of Services	15
Total		60

Sr. No.	Modules / Units
1	Introduction of Services Marketing
	Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services • Role of Services in Modern Economy, Services Marketing Environment • Goods vs Services Marketing, Goods Services Continuum • Consumer Behaviour, Positioning a Service in the Market Place • Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty • Type of Contact: High Contact Services and Low Contact Services • Sensitivity to Customers' Reluctance to Change.
2	Key Elements of Services Marketing Mix
	The Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping- Flowcharting • Branding of Services – Problems and Solutions • Options for Service Delivery.
3	Managing Quality Aspects of Services Marketing
	Improving Service Quality and Productivity • Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality • The SERVQUAL Model • Defining Productivity – Improving Productivity • Demand and Capacity Alignment.
4	Marketing of Services
	International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing • Factors Favours Transnational Strategy • Elements of Transnational Strategy • Recent Trends in Marketing Of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry • Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector.

Reference books :

- Valarie A. Zeuhaml & Mary Jo Sitter, 'Service Marketing' Tata McGraw Hill editions.
- Christoper Lovelock, JochenWirtz, JayantaChatterjee, __Service Marketing People, Technology, Strategy - A South Asian Perspective'. Pearson education.
- Harsh V.Verma, 'Services Marketing Text & Cases', Pearson Education.
- K. Ram Mohan Rao, "Services - Marketing", Pearson Education.
- Jay A. Kandampully, 'Services Management : The New paradigm in Hospitality", Pearson Education.

Bachelor of Vocation (Retail Management)

Under Choice Based Credit System
Course Structure

T.Y.B.VOC

(To be implemented from Academic Year- 2020-2021)

No. of Courses	Semester –V	Credits	No. of Courses	Semester –VI	Credits
1	General Education :		1	General Education :	
5.1	Human Resource Management	04	6.1	Business Ethics & CSR	04
2	E-Learning	01	2	E-Learning	01
3	Vocational/Skill Component:		3	Vocational/Skill Component :	
5.2	Strategic Management	03	6.2	Entrepreneurship	04
5.3	Leadership & Change Management	03	6.3	International Practices in Retail	04
5.4	Retail Communication Mix	04	6.4	Sales & Negotiation Skills	04
5.5	Retail Franchising	04	6.5	Location Planning & Mall Management	04
4	Experiential Learning (project / workshop / field visit)	01	4	Experiential Learning (project / workshop / field visit)	01
			Term End Internship & Research Project		18
Total Credits		20	Total Credits		40
Award - Degree (Retail Management)					

Bachelor of Vocation (Retail Management)

Under Choice Based Credit System
Course Structure

Semester –V

No. of Courses	Semester –V	Credits
1	General Education :	
5.1	Human Resource Management	04
2	E-Learning	01
3	Vocational/Skill Component:	
5.2	Strategic Management	03
5.3	Leadership & Change Management	03
5.4	Retail Communication Mix	04
5.5	Retail Franchising	04
4	Experiential Learning (<i>project / workshop / field visit</i>)	01
Total Credits		20

Proposed Syllabus & Structure with Credits

[Under Choice Based Credit System]

Bachelor of Vocation (Retail Management)

Course Type	No. of Courses	Semester V	Credits	No. Of Hours	T/P	Evaluation Scheme			
						Internal Marks		External Marks	
						Maximum	Minimum	Maximum	Minimum
General Component / Education	5.1	Human Resource Management	4	60	T	25	10	75	30
		E-Learning	1	15	P	N.A.			
Vocational / Skill Component	5.2	Strategic Management	3	45	T	25	10	75	30
	5.3	Leadership & Change Management	3	45	T	25	10	75	30
	5.4	Retail Communication Mix	4	60	T	25	10	75	30
	5.5	Retail Franchising	4	60	T	25	10	75	30
		Experiential Learning (Project / Workshop / Field Visit)	1	15	P	N.A.			
TOTAL CREDITS			20	300					

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester V

with effect from the Academic Year 2020 – 2021

5.1 Human Resource Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to HRM	15
2	Job analysis & Development	15
3	Performance Appraisal & Development	15
4	Participative Management & Trade Unions	15
Total		60

Sr. No.	Modules / Units
1	Introduction to HRM
	Definition, Features, Scope/Functions of HRM, Definition of Personnel Management, Difference between HRM and PM, Challenges before the HR manager, Role of HR manager, Traits/ characteristics of the workplace; Human Resource Planning- Definitions of HRP, Process of HRP along with brief coverage of personnel demand and supply forecasting techniques, Promotions and transfers.
2	Job analysis & Development
	Job analysis, Job Design and Job Evaluation- Job analysis- definition, methods of collecting data, merits and demerits; Recruitment and Selection- Recruitment- Definitions, sources of recruitment, merits and demerits, Selection- definition, process of selection, types of selection tests, types of interviews; Training and Development- Definition of Training and Development, Methods of training managers, Process/ procedure of conducting training programme.
3	Performance Appraisal & Development
	Performance Appraisal- Definition of Performance Appraisal, Methods of appraisal for managers- traditional and modern; Career Planning and Development- Definitions of Career Planning and Development, Process/ procedure of career planning, Career stages/ Career Life Cycle and handling personnel at each stage
4	Participative Management & Trade Unions
	Participative Management- Definition of Participative Management, Factors essential for successive participative management, Forms of participation, Participation through Quality Circles, Empowered Teams; Industrial Relations- Definitions of Industrial Relations,

	Features of Industrial Relations, Importance of Industrial Relations, Approaches to Industrial Relations, Parties to Industrial Relations; Trade Unions- Definitions Of Trade Unions, Features Of Trade Unions, Trade Union Movement In India, Trends In Trade Unions,
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Reference books :

- Aswathappa, K: Human Resource and Personnel Management: Text and Cases, Tata McGraw Hill
- Sadri, Jayshree and Sadri, Sorabh: A Strategic Approach to Human Resource Management, Jaico Publishing House
- Mamoria: Personnel Management, McGraw Hill- International Armstrong.
- Michael: Handbook of Human resource Management Practice, Kogan Page

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester V

with effect from the Academic Year 2020 – 2021

5.2 Strategic Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction	10
2	Strategy Formulation	12
3	Strategic Implementation	12
4	Strategic Evaluation and Control	11
Total		45

Sr. No.	Modules / Units
1	Introduction
	<ul style="list-style-type: none"> • Strategy-Meaning and Definition • Strategic Management- Meaning, Definition, Importance, Strategic Management • Strategic Intent- Mission, Vision, Goals, Objectives, Plans
2	Strategy Formulation
	<ul style="list-style-type: none"> • Environment Analysis and SWOT • Corporate Level Strategy [Stability, Growth, Retrenchment, Integration And Internationalization] • Business Level strategy [cost leadership, differentiation, focus] • Functional Level Strategy (R & D, HR, Finance, Marketing, Production)
3	Strategic Implementation
	<ul style="list-style-type: none"> • Models of strategy making • Strategic Analysis and Choices and Implementation: BCG Matrix, GE 9 Cell, Porter 5 Forces, 7S Frame Work
4	Strategic Evaluation and Control
	<ul style="list-style-type: none"> • Meaning of Strategic Evaluation And Control, Steps of Evaluation and Techniques of Control • Synergy: Concept, Types, Evaluation of Synergy. Synergy As a Component of Strategy and its Relevance

Reference books :

- Kazmi Azhar, Business Policy & Strategic Management, Tata McGraw Hill
- PK Ghosh: Business Policy, Strategy, Planning and Management
- Christensen, Andrews Dower: Business Policy-Text and Cases
- William F. Gkycj: Business Policy- Strategy Formation and Management Action
- Bongee and Colonan: Concepts of Corporate Strategy

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester V

with effect from the Academic Year 2020 – 2021

5.3 Leadership and Change Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Leadership	12
2	Trends in Leadership	12
3	Change Management - I	11
4	Change Management - II	10
Total		45

Sr. No.	Modules / Units
1	Leadership
	<ul style="list-style-type: none"> • Leadership- Meaning, Traits and Motives of an Effective Leader, Styles of Leadership • Theory- Trait Theory, Behavioural Theory, Path Goal Theory • Transactional Vs. Transformational Leaders • Strategic Leaders- Meaning of Charisma, Qualities • Charismatic Leaders-Meaning of Charisma, Qualities, Characteristics, Types of Charismatic Leaders (Socialized, Personalized, Office-Holder, Personal Divine)
2	Trends in Leadership
	<ul style="list-style-type: none"> • Great Leaders, Their Style, Activities And Skills (Ratan Tata, Narayan Murthy, Dhirubahi Ambani, Bill Gates, Mark Zuckerberg, Donald Trump) • Contemporary Issues In Leadership- Leadership Roles, Team Leadership, Mentoring, Self-Leadership, Online Leadership, Finding and Creating Effective Leader.
3	Change Management - I
	<ul style="list-style-type: none"> • Introduction and Levels of Change. Importance, Imperatives of Change, Forces of Change. Causes- Social, Economic, Technological and Organizational. • Organizational Cultures and Change. • Change and Implementation- Individual Change: Concept, Need and Importance
4	Change Management - II
	<ul style="list-style-type: none"> • Change and its Impact- Resistance to Change and Sources- Sources of Individual Resistance, Sources of Organisational Resistance • Overcoming Resistance to Change • Effective Implementation of Change- Change Agents and Effective Change Programs.

Reference books :

- Kumar, Niraj: Organizational Behaviour: A New Looks (Concept, Theory and Cases), Himalaya Publishing House
- Sahu and Bharti: Strategic Leadership, Excel Books
- Kavita Singh: Organizational Change
- Radha Sharma: Training and Development

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester V

with effect from the Academic Year 2020 – 2021

5.4 Retail Communication Mix

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Retail Communication Mix	15
2	Advertising	15
3	Sales Promotion	15
4	In Store Communications	15
Total		60

Sr. No.	Modules/Units
1	Retail Communication Mix
	<ul style="list-style-type: none"> • Retail Communication Mix: Communication tools, Objectives of communication and tools • Planning communication mix: setting objectives, determining budget, allocating budget, implementing and evaluating the budget
2	Advertising
	<ul style="list-style-type: none"> • Features of advertising • Steps in designing advertising campaign • Advantages of advertising • Classification of advertising • Types of advertising • Case studies
3	Sales Promotion
	<ul style="list-style-type: none"> • Introduction and nature • Opportunities and limitations of sales promotion • Types of sales promotion • Advantages of sales promotion • Personal selling and publicity/ public relation: Introduction, Objectives, Advantages and disadvantages • Case studies
4	In Store Communications
	<ul style="list-style-type: none"> • Managing in store communication events • Types of in store communication • Advantages and disadvantages of in store communication

Reference books :

- Branding a Store: How to build successful retail brands in a changing marketplace: Floor, Ko, BIS Publishers, 2006
- Principles of Retailing: Rafiq, Mohammed, RV&MR, 2014
- Berman Barry, Evans Joel R, (2002) Retail Management- A Strategic Approach 8th Ed (Prentice Hall of India)
- Levy Michael, Weitz Barton A (2001) Retailing Management, 5th Ed, (McGraw-Hill Irwin)
- Dunne Patrick M, Lusch Robert F, Griffith David A, (2002) Retailing 4th Ed, (Thomson South Western)
- Sinha Piyush Kumar and Uniyal Dwarika, Retail Management - An Asian Perspective, Thomson Learning, Singapore, 2005

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester V

with effect from the Academic Year 2020 – 2021

5.5 Retail Franchising

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Basics of Franchising	15
2	Pros and Cons and Legal Matters of Franchising	15
3	Developing and Evaluating a Franchise System	15
4	Managing a Franchise	15
Total		60

Sr. No.	Modules / Units
1	Basics of Franchising
	<ul style="list-style-type: none"> • Meaning of franchising • Franchising in India • Internationalization of Franchising • Retailing and vertical marketing system • Modes of Franchising
2	Pros and Cons and Legal Matters of Franchising
	<ul style="list-style-type: none"> • Advantages and disadvantages of the franchisor • Advantages and disadvantages of the franchisee • The franchise agreement • Description of the franchise and rights granted • The term of the agreement
3	Developing and Evaluating a Franchise System
	<ul style="list-style-type: none"> • Preparing for franchise • Assessing a potential franchise • Investigating and evaluating a franchise
4	Managing a Franchise
	<ul style="list-style-type: none"> • Managing franchise relationships- dynamics of relationship, trust as relationship builder, cultural aspects of relationship, stages of relationship building process, building a long term relationship • Forms of marketing in a franchise- local, regional, national, supplier cooperative • Ten keys to Franchise Success

Reference books :

- Retail Franchising: Sidhpuria, Manish, Tat McGraw Hill, 2009
- Franchising: Pathway to Wealth Creation: Spinelli, Stephen, Prentice Hall, 2004
- Franchising for Dummies: Seid, Michael, Wiley Publication Inc., 2006
- An Introduction to Franchising: Webber, Robert, Palgrave Macmillan, 2013

Bachelor of Vocation (Retail Management)

Under Choice Based Credit System

Course Structure

Semester –VI

No. of Courses	Semester –VI	Credits
1	General Education :	
6.1	Business Ethics & CSR	04
2	E-Learning	01
3	Vocational/Skill Component :	
6.2	Entrepreneurship	04
6.3	International Practices in Retail	04
6.4	Sales & Negotiation Skills	04
6.5	Location Planning & Mall Management	04
4	Experiential Learning (<i>project / workshop / field visit</i>)	01
Term End Internship & Research Project		18
Total Credits		40
Award - Degree (Retail Management)		

Proposed Syllabus & Structure with Credits

[Under Choice Based Credit System]

Bachelor of Vocation (Retail Management)

Course Type	No. of Courses	Semester VI	Credits	No. Of Hours	T/P	Evaluation Scheme			
						Internal Marks		External Marks	
						Maximum	Minimum	Maximum	Minimum
General Component / Education	6.1	Business Ethics & CSR	4	60	T	25	10	75	30
	E-Learning		1	15	P	N.A.			
Vocational / Skill Component	6.2	Entrepreneurship	4	60	T	25	10	75	30
	6.3	International Practices in Retail	4	60	T	25	10	75	30
	6.4	Sales & Negotiation Skills	4	60	T	25	10	75	30
	6.5	Location Planning & Mall Management	4	60	T	25	10	75	30
	Experiential Learning (Project / Workshop / Field Visit)		1	15	P	N.A.			
Term End Internship & Research Project			18	270	T/P	N.A.			
TOTAL CREDITS			40	600					

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester VI

with effect from the Academic Year 2020 – 2021

6.1 Business Ethics and CSR

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Business Ethics	15
2	Indian Perspective of Ethics	15
3	Corporate Governance	15
4	Concept of CSR and CSR in Society	15
Total		60

Sr. No.	Modules / Units
1	Introduction to Business Ethics
	Normative Ethics, Perspective Ethics and Applied Ethics, Ethics, Morality and Legality, Concept of Right and Duty: Business- Western and Indian Perspectives, Definition and Scope Relevance in Social Changes, Ethical Organism and Corporate Code of Conduct, Business Ethics-Conceptual Background, Conceptual Approaches to Business Ethics.
2	Indian Perspective of Ethics
	Purusharthas: Dharma, Artha, Kama, Moksha, Concept of Dharma, Ethics: A Global Perspective, Ethics in Global Marketing and Advertising, Ethical Perspective in Employment Including International Labour Organization Standards.
3	Corporate Governance
	Corporate Governance: Meaning, scope and reporting, The Agency Theory: Principal-Agent Relationship, Role of CEO, Board and Senior Executives, Right of Investors and Shareholders.
4	Concept of CSR and CSR in Society
	Meaning and Scope of CSR, Relevance and Significance of CSR in Contemporary Society, Value Approach to CSR, CSR: Within the Organization, Role and Responsibility of Local Community in Business, Interventions of Business to fulfil social responsibilities, Role of NGOs and International Agencies in CSR Integrating CSR into Business.

Reference books :

- William Lillie, “An Introduction To Ethics”, Universal Paperbacks
- R.M. Lala, “In Search of Ethical Leadership”, Vision Books Pvt. Ltd.
- Joseph Des Jardind, “An Introduction to Business Ethics”, Tata McGraw Hill, 2nd Edition, 2009.

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester VI

with effect from the Academic Year 2020 – 2021

6.2 Entrepreneurship

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Entrepreneurship	15
2	Entrepreneurial Development	15
3	Entrepreneurial Project Development	15
4	Small and Medium Enterprises (SMEs)	15
Total		60

Sr. No.	Modules / Units
1	Introduction to Entrepreneurship
	Concept, meaning and definition of entrepreneur and entrepreneurship; Importance and significance of growth of entrepreneurial activity; Concept of entrepreneur; Characteristics and qualities of entrepreneurs; Classification and types of entrepreneurship
2	Entrepreneurial Development
	Factors influencing entrepreneurial development and motivation; Role of culture in entrepreneurial development; Entrepreneurial Development Programme (EDP), managing the problems faced by entrepreneurs; Development of women entrepreneurs with reference to SHGs; Options available to entrepreneurs- ancillarisation franchising and outsourcing; Cases on takeover, mergers and acquisitions in India and at global level
3	Entrepreneurial Project Development
	Entrepreneurial Project Development; Idea Generation- sources and methods; Identification and Classification of ideas; Environmental scanning and SWOT analysis; Preparation of project plan-points to be considered; Components of an ideal business plan-market plan, financial plan, operational plan and HR plan
4	Small and Medium Enterprises (SMEs)
	Meaning, definition and evolution of SMEs; Role and importance of SMEs; Policies governing SMEs; Organizational structure; Steps in setting up a small unit

Reference books :

- Dr. Vasant Desai, “Small scale industries and entrepreneurship”, Himalayan Publishing House
- S.K. Mohanty, “Fundamentals of Entrepreneurship”, Prentice Hall of India
- Entrepreneurship by Hisrich Robert D/ Peters Micheal New Delhi / Tata McGraw Hill /2002
- Entrepreneurial Management by P.N. Singh / J. C. Saboo Dr. P. N. Singh Centre for HRD
- Entrepreneurial Development by Colombo Plan, New Delhi, Tata McGraw Hill, 1998
- Entrepreneurial Development by Vasant Desai (3 Volumes) Himalayan Pub House

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester VI

with effect from the Academic Year 2020 – 2021

6.3 International Practices in Retail

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	International Retailing: An over view	15
2	International Retailing Strategy - An Over View	15
3	Retailing Practices - USA (Case Studies)	15
4	Retailing Practices - EU and Asia (Case Studies)	15
Total		60

Sr. No.	Modules / Units
1	International Retailing: An over view
	Introduction to International Retailing; Type of Retailers; Multi Channel Retailing; Global Customer Buying Behaviour
2	International Retailing Strategy - An Over View
	Retail Market Strategy; Finance Strategy; Location Strategy; HR Strategy
3	Retailing Practices - USA (Case Studies)
	Wal-Mart; Kroger; Albertsons; JC Penny
4	Retailing Practices - EU and Asia (Case Studies)
	Carrefour (France); Metro (Germany); Ito - Yokada (Japan); Big Bazar (India); Reliance (India)

Reference books :

- Levy & Weitz, Retail Management, Tata McGraw Hill, New Delhi, 2005 (Unit 1 & 2)
- Hand out to be prepared from various websites of companies for unit

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester VI

with effect from the Academic Year 2020 – 2021

6.4 Sales and negotiation skills

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Sales Management	15
2	Selling	15
3	Introduction to Negotiation	15
4	The Negotiation Stage	15
Total		60

Sr. No.	Modules / Units
1	Sales Management
	<ul style="list-style-type: none"> • Meaning, Role of Sales Department, Evolution of Sales Management • Interface of Sales With Other Management Functions • Qualities of a Sales Manager • Sales Management: Meaning, Developments In Sales Management- Effectiveness To Efficiency, Multidisciplinary Approach, Internal Marketing, Increased Use Of Internet, CRM, Professionalism in Selling • Structure of Sales Organization- Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure
2	Selling
	<ul style="list-style-type: none"> • Process of Selling, Methods Of Closing A Sale, Reasons For Unsuccessful Closing • Theories of Selling- Stimulus Response Theory, Product Orientation Theory, Need Satisfaction Theory • Selling Skills- Communication Skills, Listening Skills, Trust Building Skill, Negotiation Skill, Problem Solving Skill, Conflict Management Skill • Selling Strategies- Softsell Vs. Hardsell Strategy, Client Centered Strategy, Product-Price Strategy, Win-Win Strategy, and Negotiation Strategy. • Difference Between Consumer Selling And Organizational Selling • Difference Between National Selling And International Selling
3	Introduction to Negotiation
	<ul style="list-style-type: none"> • Definition; Negotiation vs. other social interactions; Aspects of negotiation research and practice; Aspects of negotiation • Goal-setting: identifying your goals, options and criteria of

	<p>success</p> <ul style="list-style-type: none"> Identifying your BATNA (best alternative to a negotiated agreement) and ZOPA (zone of possible agreement); Assessing the other side, red-teaming
4	The Negotiation Stage
	<ul style="list-style-type: none"> 3 phases of actual negotiations: initial phase, exploratory phase and finalization Rational and emotional elements of trust, cultural and psychological differences of trusting people Tactics for promoting a constructive negotiation climate; Positions and interests in negotiations 4 negotiation scenarios: win-win, win-lose, lose-win, lose-lose

Reference books :

- Rethinking the Sales Force, Neil Rackam and John DeVincentis; McGraw Hill
- Selling is a Team Sport, Eric Baron
- Selling: The Profession, David Lill; DM Bass
- Compensating the Sales Force, David Cichelli; McGraw Hill
- Sales Management, Robert Calvin; McGraw Hill
- Relationship Selling, Jim Cathcart, Perigee
- The Power of the Pitch, Gary Hankins, Dearborn

Syllabus of Courses of Bachelor of Vocation (Retail Management)

Semester VI

with effect from the Academic Year 2020 – 2021

6.5 Location Planning and Mall Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Localization of Retail Stores	15
2	Store Layouts	15
3	Introduction to Mall Management	15
4	Mall Operations	15
Total		60

Sr. No.	Modules / Units
1	Localization of Retail Stores
	Setting up Retail organization, Size and space allocation, location strategy, factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design
2	Store Layouts
	Store Layout and Space planning, Types of Layouts, Store Security, Parking Space Problem at Retail Centers, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.
3	Introduction to Mall Management
	Concept of shopping mall, Growth of malls in India, Mall positioning strategies, Strategic planning for malls; Concepts in mall design, Factors influencing malls' establishment,
4	Mall Operations
	Store allocation, Leasing negotiations, Maintenance and repairs, Security and safety procedures and regulations, Operational activities, Footfalls measurement, Common area management.

Reference books :

- Swapna Pradhan, “Retailing Management- Text & Cases”, Tata Mc Graw Hill
- Fleming.P, “Guide To Retail Management” Jaico Publications.
- Gopal, W, “Retail Management” ICFAI.
- S.L.Gupta, “Retail Management”
- Mitra, S.N., “Retail Management”, Pointer Publication, Jaipur.
- Berry Berman & J.R. Evans, “Retail Management – A Strategic approach” Prentice Hall of India, New Delhi.

Proposed Syllabus for Approval

[Under Choice Based Credit System]

Bachelor of Vocation (Retail Management)

Scheme of Evaluation

The performance of the learners will be evaluated in two components. One component will be the Internal Assessment component carrying 25% marks and the second component will be the Semester End Examination component carrying 75% marks.

A Internal Assessment:

The Internal Assessment will consist of one class test of 25 marks for each course excluding projects & Internship. The question paper pattern will be as shown below:

Question Paper Pattern (Internal Assessment)

Maximum Marks: 25 marks

Duration: 30 min

Sr. No.	Particulars	Marks
1	<u>Assignment / Internal Class Test</u>	10
	<u>Objective Questions</u> Students to answer 10 questions out of 10 questions. (Multiple choice/ True or False/ Match the columns/ Fill in the blanks/Concepts)	
	<u>Concept based short questions</u> Students to answer 02 questions out of 03 questions.	
2	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organising related academic activities and attendance	5

B Semester End Examination

The Semester End Examination will consist of 75 marks for each course excluding projects & Internship. The question paper pattern will be shown as below:

Question Paper Pattern
(Semester End Examination - Theoretical Course)

Maximum Marks: 75 marks

Duration: 2 1/2 Hours

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q.1	Full length question OR Full length question	15
Q.2	Full length question OR Full length question	15
Q.3	Full length question OR Full length question	15
Q.4	Full length question OR Full length question	15
Q.5	Objective Question (Multiple Choice/ True or False/ Fill in the Blanks/ Match the Columns/ Short Questions.) OR Short Notes (Any three out of five) / Case study or application based questions	15

Note:

Full length question of 15 marks may be divided into two sub questions of 08 and 07 marks or three subquestions of 5 marks each.

Question Paper Pattern
(Semester End Examination - Practical Course)

Maximum Marks: 75 marks

Duration: 2 1/2 Hours

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q.1	Practical Question OR Practical Question	15
Q.2	Practical Question OR Practical Question	15
Q.3	Practical Question OR Practical Question	15
Q.4	Practical Question OR Practical Question	15
Q.5	Objective Question (Multiple Choice/ True or False/ Fill in the Blanks/ Match the Columns/ Short Questions.) OR Short Notes (Any three out of five)	15

Note:

Practical question of 15 marks may be divided into two sub questions of 08 and 07 marks or three subquestions of 5 marks each.

C Evaluation Scheme for E-Learning/Project/ Workshop/ Field Visit.

There will not be any internal or external assessment for E-Learning/Project/ Workshop/ Field Visit. It will be converted to grades in the mark sheet. There are two modes of preparation of project work viz. a) For E-Learning students have to prepare Project Work based on online study. b) For Experiential Learning students have to prepare Project Work based on study in area of vocational courses.

The project could include any hard and / or soft copy form in which topic related to respective course should be covered.

D Evaluation pattern of the project work based on internship in the study area

The internship will be for minimum of 34 days/ 270 hours with an Organisation/ NGO/ Charitable Organisation/ Private firm. There will not be any internal or external assessment for Internship as it will be converted to grades in the mark sheet.

E Standard of Passing

Standard of Passing for Internal, Semester End Examination & Project work are as follows :

The learner to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment & Semester End Examination. The learner shall obtain minimum of 40% marks (i.e. 10 out of 25) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 30 out of 75) separately, to pass the course and minimum of Grade D in the project component, wherever applicable to pass a particular semester. A learner will be said to have passed the course if the learner passes the Internal Assessment & Semester End Examination together.

F Allowed to Keep Terms (ATKT)

- 1) A learner shall be allowed to keep term for Semester II irrespective of number of courses of failure in the semester I.
- 2) A learner shall be allowed to keep term for Semester III if he/she passes each of the semester I and Semester II OR a learner fails in not more than two courses of Semester I and not more than two courses of Semester I & Semester II.

Under CBCS (75:25) Pattern for B.Voc.
EXAM PATTERN FOR A.T.K.T. EXAMINATION

In the event of learner not passing in a particular course whether in internal assessment or in semester end examination or both in a particular subject, the learner shall be allowed to keep terms and reappear for the particular subject in the following pattern:

1. A.T.K.T. in Internal Assessment (25 marks)

In this case, the learner shall be given a project by the concerned teacher on a topic from the syllabus. The project shall carry 25 marks (10 marks for the hardcopy of the project, 10 marks for the viva of the project and 5 marks for presentation). If the learner scores a minimum of 10 marks out of 25 marks (40%) he/she passes the examination and shall be issued an A.T.K.T. mark sheet.

If the learner fails to score a minimum of 10 marks out of 25 marks (40%) he/she gets another attempt to pass the internal assessment in the same pattern as above. The process continues until 3 ATKT attempts only. The learner must be issued the mark sheet for all the attempts.

If the learner fails the third A.T.K.T. attempt also, he/she fails the entire semester and shall reappear all the subjects in that particular semester including internal assessment and semester end examination for all the subjects.

2. A.T.K.T. in External Examination (75 Marks)

In this case, the learner shall be given 3 attempts to pass the examination. The paper pattern shall be the same as in the semester end examination. If the learner scores a minimum of 30 marks out of 75 marks (40%) he/she passes the examination. In case of failure/re-appear category the Internal Assessment earned by the candidate as a regular student shall be carried forward to the subsequent examination. If the learner fails in the third A.T.K.T. attempt also, he/she fails the entire semester and shall reappear all the subjects in that particular semester including internal assessment and semester end examination for all the subjects.

3. A.T.K.T. in Project Work (Graded Subject)

If the learner has a ATKT in Project work, the learner will have to either redo the project allotted to him/her or will be given a new project topic. If, the project is satisfactory, the learner may be given adequate marks which will be converted to grades in the mark sheet.

The project shall carry 100 marks (60 marks for the hardcopy of the project, 30 marks for the viva of the project and 100 marks for presentation). If the learner scores a minimum of 40

marks out of 100 marks (40%) he/she passes the examination and shall be issued an A.T.K.T. marks sheet.

If the learner fails to score a minimum of 40 marks out of 100 marks (40%) he/she gets another attempt to pass in the subjects in the same pattern as above. The process continues until 3 ATKT attempts only. The learner must be issued the mark sheet for all the attempts.

If the learner fails the third A.T.K.T. attempt also, he/she fails the entire semester and shall reappear all the subjects in that particular semester including internal assessment and semester end examination for all the subjects.

4. A.T.K.T. in Internship

In the event of a learner getting an ATKT in Internship, the learner will have to redo the component on which he is failing to get the marks.

Thus, if the learner has failed to submit the report or has not made it up to the mark, he shall redo the report and resubmit the same.

If the learner, fails to present the report, he shall re present the same.

If the learner's viva is no satisfactory, the viva shall be conducted again.

Similarly, if learner's feedback is negative or if he fails to complete his/her internship for the specified time period, he will have to be engaged in an internship for a minimum period of 20 days or as required by the individual case.