FACULTY OF VOCATIONAL STUDIES

SYLLABUS

of

Bachelor of Vocation (Retail Management) (Semester: I,III& V)

(Under Credit Based Continuous Evaluation Grading System) (CBCEGS)

Session:2026-2027

The Heritage Institution

KANYA MAHA VIDYALAYA JALANDHAR

(Autonomous)

Signature of the HoD _____

KANYA MAHA VIDYALAYA, JALANDHR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATION OF THREE-YEAR DEGREE PROGRAMME
Programme: BACHELOR OF VOCATION (RETAIL MANAGEMENT)
Credit Based Continuous Evaluation Grading System (CBCEGS)
Session: 2026-2027

Semester-I									
Course Code	**Course Title**	**Course Type**	**Hours Per Week L-T-P**	**Credits**	**Marks**				**Examination time (in Hours)**
					Total	**Th**	**P**	**CA**	
BVRL-1421/ BVRL-1031/ BVRL-1431	Punjabi (Compulsory) [1]Basic Punjabi [2]Punjab History and Culture	C	4-0-0	4	100	70	-	30	3
BVRM-1102	Communication Skills in English-I	C	3-0-2	4	100	50	20	30	3
BVRL-1323	Fundamentals of Management	S	4-0-0	4	100	70	-	30	3
BVRL-1324	Basics of Retail Management	S	4-0-0	4	100	70	-	30	3
BVRL-1125	Computer Applications in Retail	S	4-0-0	4	100	70	-	30	3
BVRM-1126	Computer Fundamentals	S	1-0-2	2	50	20	15	15	3+3
BVRP-1327	Lab on Retail Selling Skills	S	0-0-8	4	100	-	70	30	3
USEP-0001	Business Class Level-I	SEC	0-0-4	2	50	-	50	-	3
VACF-1491	Foundation Course	VAAC	2-0-0	2	50	35	-	15	1
TOTAL CREDITS				**30**	**750**				

C-Compulsory

S-Skill Enhancement

VAAC- Value Added Audit Course (VAAC)

[1]Special Course In lieu of Punjabi (Compulsory).

[2]Special Course In lieu of Punjabi (Compulsory) for those students who are not domicile of Punjab.

***Credits/ Grade points of this course will not be included in the SGPA/CGPA of Semester/Programme**

Signature of the HoD _____

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATION OF THREE-YEAR DEGREE PROGRAMME
Programme: BACHELOR OF VOCATION (RETAIL MANAGEMENT)
Credit Based Continuous Evaluation Grading System (CBCEGS)
Session: 2026-2027

Semester-III									
Course Code	**Course Title**	**Course Type**	**Hours Per Week L-T-P**	**Credits**	**Marks**				**Examination time (in Hours)**
					Total	**Th**	**P**	**CA**	
BVRL-3321	Principlesof Accounting	S	4-0-0	4	100	70	-	30	3
BVRL-3322	E-Commerce	C	4-0-0	4	100	70	-	30	3
BVRL-3323	StoreLayoutandDesign	S	4-0-0	4	100	70	-	30	3
BVRL-3324	RetailLogisticsManagement	C	4-0-0	4	100	70	-	30	3
BVRL-3325	HealthandSafetyManagement IssuesinRetail	C	2-0-0	2	50	35	-	15	3
BVRM-3126	ComputerApplications-Tally and Internet	S	3-0-2	4	100	50	20	30	3+3
BVRP-3327	StoreOperations	S	0-0-12	6	100	-	70	30	3
USEP-0003	Business Class Level-III	SEC	0-0-4	2	50	-	50	-	3
VACE-3221	Environmental Studies	VAC	2-0-0	2	50	35	-	15	2
TOTAL CREDITS				**32**	**750**				

C-Compulsory

S-Skill Enhancement

VAC-Value Added Course

Signature of the HoD _____

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATION OF THREE-YEAR DEGREE PROGRAMME
Programme: BACHELOR OF VOCATION (RETAIL MANAGEMENT)
Credit Based Continuous Evaluation Grading System (CBCEGS)
Session: 2026-2027

Semester-V									
Course Code	**Course Title**	**Course Type**	**Hours Per Week L-T-P**	**Credits**	**Marks**				**Examination time (in Hours)**
					Total	**Th**	**P**	**CA**	
BVRL-5321	PersonalityandSoftSkillsDevelopment	S	4-0-0	4	100	70	-	30	3
BVRL-5322	ProjectManagement	C	4-0-0	4	100	70	-	30	3
BVRL-5323	AdvertisingandSales Management	C	2-0-0	2	50	35	-	15	3
BVRL-5324	CustomerRelationshipManagement	C	4-0-0	4	100	70	-	30	3
BVRL-5325	Financial Management	S	4-0-0	4	100	70	-	30	3
BVRP-5326	Fundamentalsof VisualMerchandising-I	S	0-0-8	4	100	-	70	30	3
BVRP-5327	Capstone Study	S	0-0-12	6	100	-	70	30	3
CCFC-5522	Community Outreach-I	CCFR	0-0-4	2	50		35	15	3
TOTAL CREDITS				**30**	**700**				

C-Compulsory

S-Skill Enhancement

CCFR- Co- Curricular Field Work and Report Writing

Signature of the HoD_____

BACHELOROFVOCATION(RETAILMANAGEMENT)(SEMESTER-I)

SESSION:2026-2027

FUNDAMENTALSOFMANAGEMENT

COURSECODE:BVRL-1323

JOBROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)

Time:3Hours **Max.Marks:100**

4Hours/week **TheoryMarks:70**

L-T-P **CA:30**

4-0-0

InstructionsforthePaperSetter

Eightquestionsofequalmarksaretobeset,twoineachofthefoursections(A-D).QuestionsofsectionsA-DshouldbesetfromUnitsI-IVofthesyllabusrespectively.Questionsmaybesubdividedintoparts(not exceeding four). Candidates are required to attempt five questions, selecting at least one from eachsection.Thefifthquestionmaybeattempted fromanysection.Eachquestionwillcarry 14marks.

Unit–I
Management:Meaninganddefinition,nature,purpose,scope,importanceandfunctions,Managementasart,scienceandprofession,managementasasocialsystem,principlesofmanagement,scientificmanagement,EvolutionofManagementThought.
Unit-II
Planning:Meaning,significance,typesofplans,nature,elements:objectives,policies,rules,procedures,methods,programs,strategy,decisionmaking. Organizing:Meaning, natureandpurposeoforganizationformsoforganization:line,functionalandlineandstaff,formalandinformalorganization.
Unit-III
Staffing:Meaning,natureandfunctionsofHRM,manpowermanagement,factorsaffectingstaffing,recruitment,selection,traininganddevelopment,performanceAppraisal:needandprocess. Directing: Elements of Direction, Motivation:meaning, nature,importance, types, andtheoriesofmotivation:Mc.Gregor's,MaslowandHerzberg.Leadership:meaning,nature,styles.
Unit-IV
Coordination:Principlesandtechniques,differencebetweencoordinationandcooperation. Controlling:Meaning,nature,importance,scope,principles,prerequisites,steps,limitationsandtechniques.

SUGGESTEDREADINGS:

1. Robbins,S.P.,&Coulter,M.K.,Management,PearsonEducationInc.,NewDelhi.
2. Gupta,Meenakshi,PrinciplesofManagement,PhiLearningPvt.Ltd.,NewDelhi.
3. Koontz,h.,Weihrich,h.,&Aryasri,A.R.,EssentialsofManagement,TataMcGrawHill,NewDelhi.
4. PrasadL.M.,PrinciplesandPracticesofManagement,SultanChandandSons.

Note:Latesteditionoftextbookstobeused.

Signature of the Teacher _____ Signature of the HoD _____

BACHELOROFVOCATION(RETAILMANAGEMENT)(SEMESTER-I)

SESSION:2026-2027

BASICSOFRETAILMANAGEMENT

COURSECODE:BVRL-1324

JOBROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)

Time:3Hours **Max.Marks:100**
4Hours/week **TheoryMarks:70**
L-T-P **CA:30**
4-0-0

InstructionsforthePaperSetter

Eightquestionsofequalmarksaretobeset,twoineachofthefoursections(A-D).QuestionsofsectionsA-DshouldbesetfromUnitsI-IVofthesyllabusrespectively.Questionsmaybesubdividedintoparts(not exceeding four). Candidates are required to attempt five questions, selecting at least one from eachsection.Thefifthquestionmaybeattemptedfromanysection.Eachquestionwillcarry 14marks.

Unit-I
IntroductiontoRetailing,Importanceofretailingineconomy,ScopeofRetailing,EvolutionofRetailEnvironment,The WheelofRetailing-TheAccordianTheory,FunctionsofRetailers–BenefitsofRetailing –BenefitstoCustomers– BenefitstoManufacturesandWholesalers,EmergingTrendsinRetailing,Careeroptionsinretailing,RetailStructurein India.
Unit-II
Retail Strategic Planning and Operation Management, Retail Financial Strategy, TargetMarketSelectionandRetailLocation,StoreDesignandLayout,VisualMerchandisingandDisplays.
Unit-III
Merchandise Planning, Buying and Handling, Merchandise Pricing, Retail Communication Mix, PromotionalStrategy, Retail Human Resources Management, Customer Service, The GAPs Model, Customer RelationshipManagement.
Unit-IV
Retail Selling Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial, Close HandlingObjections, Closing, Confirmations & Invitations. Retail Management Information Systems, Legal andEthicalIssuesinRetailing.

SUGGESTEDREADINGS:

1. MichaelLevy,BartonWeitz,AjayPandit,RetailingManagement,TataMcGrawHill.
2. PiyushKumarSinhaandDwarikaPrasadUniyal,ManagingRetailing,OxfordDictionaryPress
3. K.V.S.Madaan,FundamentalofRetailing,TataMCGrawHill
4. BajajC,TuliR.,ShrivastavaN.V.,RetailManagement,OxfordDictionaryPress.

Note:Latestedition oftextbookstobeused

Signature of the Teacher _____ Signature of the HoD _____

BACHELOROFVOCATION(RETAILMANAGEMENT)(SEMESTER –I)
SESSION:2026-2027

COMPUTERAPPLICATIONSINRETAIL
COURSECODE:BVRL-1125
JOBROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)

Time:3Hours **Max.Marks:100**
4Hours/week **TheoryMarks:70**
L-T-P **CA:30**
4-0-0

InstructionsforthePaperSetter

Eightquestionsofequalmarksaretobeset,twoineachofthefoursections(A-D).QuestionsofsectionsA-DshouldbesetfromUnitsI-IVofthesyllabusrespectively.Questionsmaybesubdividedintoparts(not exceeding four). Candidates are required to attempt five questions, selecting at least one from eachsection.Thefifthquestionmaybeattemptedfromanysection.Eachquestionwillcarry14marks.

Unit-I
Introduction to Information Technology, Evolution of IT Management, basicsof information system, Typesof information System, Internet based Business Systems, Electronic PointofSales-Hardware, Software andAutomaticIdentification andDataCapture(AIDC), ValueChainReconstruction forE-Business
Unit-II
IT Management Challenges and Issues, Database Management System, network and telecommunications,ElectronicPointofSales(EPOS),ApproachestoEPOS,modernelectronic paymentmethods, SmartCards,EPOSProductsandSuppliers,ManagingRetailthroughTechnology.
Unit-III
EnterpriseResourcePlanning(ERP),informationsystemsforsupplychainmanagement,KnowledgeManagement,DataWarehousing,DataMining.
Unit-IV
Customers Relationship Management applications, e-tailing, Emerging retail technology and retailITproductsandvendors,E-Business,E-BusinessExpectationsandCustomerSatisfaction.

SUGGESTEDREADINGS:

1. InformationTechnologyforRetail,GirdharJoshi,OxfordPrintingPress
2. Henry C. Lucas. Jr., Information Technology-StrategicDecisionMakingforManagers, JohnWileyandSonsPrivateLimited,Singapore
3. SwapanaPradhan,RetailingManagement,TataMcGrawHillPublishingCompany
4. Information Technology in Retailing by Ajeet Khurana, Tata McGraw Hill Education Pvt. Limited, New Delhi.

Note:Latesteditionoftextbookstobeused

Signature of the Teacher _____ Signature of the HoD _____

BACHELOR OF VOCATION RETAIL MANAGEMENT (SEMESTER-I)

SESSION: 2026-2027

COMPUTER FUNDAMENTALS

COURSE CODE: BVRM-1126

JOBROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)

Time:3Hours **Max.Marks: 50**

3Hours/week **TheoryMarks: 20**

L-T-P **PracticalMarks:15**

1-0-1CA:15

Instructions for Paper Setter –

Eight questions of equal marks (04 marks each) to be set, two from each of the four sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be divided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

Unit-I
Introduction to Computers: Concept of Data and Information, Data Processing, Computer: Definition, Components of Computer System, and functions of each component, Classification of computers, Applications of Computers in various fields, Hardware and software, Basic Input and output devices, Memory - Primary & Secondary, commonly used secondary Storage devices.
Unit-II
Word processing: Opening & saving files, editing word documents, converting files to different format and printing documents. **Formatting Documents:** **Text Formatting-** Font styles, Font selection- style, size, color etc., Type face- Bold, Italic, Underline, Case settings, Highlighting, Special symbols, **Paragraph Formatting**: Alignments, Indents, Line Spacing, Margins, Bullets & Numbers **Page Setup**: Setting margins, layout, and orientation. **Creation of table**: Table settings, Borders, Alignments, Insertion, deletion, Merging, Splitting Spelling & Grammar, Headers and Footers, Page numbering, Table of Contents and Mail Merge.
Unit-III
Introduction to presentation – Opening new presentation, Different presentation templates, setting backgrounds, selecting presentation layouts. **Different power point views**: Normal, Outline, Slide sorter, Notes and Reading view. **Creating a presentation** Setting Presentation style, Selecting Slide layout, and adding content to the Presentation **Formatting a presentation** - Adding style, Color, gradient fills, arranging objects, Adding Header & Footer, Slide Background. **Adding graphics and animation to the presentation-** Inserting pictures, graphics, and videos into presentation, applying transition and animation. **Slide Show:** Custom Slide show, Setup Slide show: use timing, rehearse timing and recording a presentation.
Unit-IV

Internet: Definition, Uses of Internet-Definition of Web Addressing-URL, Web Browsers.
E-mail: Anatomy of E-mail, managing an e-mail account.

Note for the Practical Examiner:

a) Practical Exam is based on the syllabus covered in the subject.
b) The question paper will be set on the spot by the examiner.

Suggested Readings:

1. Sinha P.K., "Computer Fundamentals", BPB Publications
2. Norton Peter, "Introduction to Computers", McGraw Hill Education
3. Rajaraman V (Author), Adabala N, "Fundamentals of Computers", Prentice Hall India Learning Private Limited
4. Peter Weverka, "Microsoft Office 2016 All-In-One for Dummies", Wiley
5. Joan Lambert Curtis Frye,"Microsoft Office 2016 Step by Step", Microsoft Press
6. Office Complete, BPB Publications

Signature of the Teacher _____ Signature of the HoD _____

BACHELOROFVOCATION(RETAILMANAGEMENT)(SEMESTER–I)

SESSION:2026-2027

LABONRETAILSELLINGSKILLS

COURSECODE:BVRP-1327

JOBROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)

Time:3Hours **Max.Marks:100**

8Hours/week **PracticalMarks:70**

L-T-P **CA:30**

0-0-8

Week1-3(THEORY)

PersonalSellingSkills:objectivesofPersonalSelling,IdentifyingthepotentialCustomers,Receiving&Greeting,Ascertainingtheneedsand ArousingInterest.

Processof Personal Selling,HandlingObjections, ClosingtheSale,CustomerFollowup, NegotiationStrategies.

PRACTICALTRAININGINLAB

Week4th

BasicHygiene

- TipsonBasicHygiene
- BasicHealthCare
- HowHygieneAffectsCustomers
- Cleanlinessofmind&Body

Week5th

BasicGrooming

- DressCode
- DecentDressing
- HairStyling
- MaintainingNeat&PleasantLook

Week6th

Manners&Etiquettes

- BodyLanguage
- Face&Body Expressions
- Self-Presentation
- VoiceModulations

Week7th

BasicCommunicationSkills

- Useof Words
- UseofSigns
- CommunicatingFirstTimewiththeCustomers
- UseofHands

Week8th

- CustomerDealing
- HowtoBuildPatience
- DevelopingListeningSkills
- HumorinConversation
- UnderstandingtheCustomerNeeds
- AngerControl

Week9th

ConversationalSkillsDevelopmentonPhone

- HowtoMakecalls
- AnsweringtheCalls
- Representingthecompany
- FollowingtheCompany'sProcedure

Week10th

StressManagement

- HandlingComplaints
- HandlingStress
- KeepingCalminStress
- OvercomingAnxiety

Week11th

Self-Introspection

- KnowingSelf
- SWOTAnalysis
- DiscoveringownPersonality

Week12th

RefreshingKnowledge

- BuildingGeneralAwareness
- NewDevelopmentinRetail
- Enhancing ReasoningAbilities

Week13th

RolePlaying

AdmiringtheIdeal

- Roleplay
- RealLifeClippingsonRetail

Week14th

DevelopingRelationships

- MemorySkills
- FeedbackfromCustomers
- GivingPersonalAttention

Note: Studentsarerequiredtoprepare practicalfile.Evaluationwillbeasfollows:

a. Evaluationbyinternalexaminer:30Marks
b. PracticalFileEvaluationandVivaVoceexaminationbyinternalexaminer:50 Marks

Signature of the Teacher _____ Signature of the HoD _____

BACHELOROFVOCATION(RETAILMANAGEMENT)(SEMESTER–III)

SESSION: 2026-2027

PRINCIPLESOFACCOUNTING

COURSECODE:BVRL-3321

JOBROLE:DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)

Time:3Hours	**Max Marks:100**
4Hours/week	**TheoryMarks:70**
L-T-P	**CA:30**
4-0-0	

InstructionsforthePaperSetter

Eightquestionsofequalmarksaretobeset,twoineachofthefoursections(A-D).QuestionsofsectionsA-DshouldbesetfromUnitsI-IVofthesyllabusrespectively.Questionsmaybesubdividedintoparts(not exceeding four). Candidates are required to attempt five questions, selecting at least one from eachsection.Thefifthquestionmaybeattemptedfromanysection.Eachquestionwillcarry 14marks.

UNIT-I
TheorybaseofAccounting.Accountingv/sbookkeeping,termsusedinaccounting,usersof Accounting informationandlimitations offinancialaccounting.Bases ofaccounting –cashbasis andaccrualbasis.
UNIT-II
Fundamentalaccountingassumptions:fulldisclosure,materiality,prudence.Accountingprinciples:accountin g entity, money measurement, accounting period, going concern, consistency, and accrual costconcept,matchingconceptanddualaspect,Accountingstandardsand IFRS(InternationalFinancialReportingStandards): concept and objectives. Brief reviewof accounting standardsin India, accounting policies,accountingasameasurementdiscipline,valuationprinciples,accountingestimates.
UNIT-III
Accounting equation: Analysis of transactions using accounting equation. Rules of debit and credit for assets,liabilities,capital,revenueandexpenses.Booksoforiginalentry:formatandrecording - Journal.Cashbook:simplecashbook,cashbookwithdiscountcolumnandcashbookwithbankanddiscountcolu mns, petty cash book. Other books: purchasesbook,salesbook,purchasesreturns book, sales returnsbookandjournalproper,bankreconciliationstatement, trialbalance.
UNIT-IV
Depreciation:meaning,need&importanceofdepreciation,methodsofchargingdepreciation. Preparation of final accounts: preparation of trading and profit & loss account and balance sheet of soleproprietarybusinessintroductiontocompanyfinalaccounts:importantprovisionsoftheCompaniesAct,20 13 irrespectofpreparationoffinalaccountsofacompany.

SUGGESTEDREADINGS:

1. Modern Accountancy:HanifandMukherjeePartI&II(TataMcGrawHill).
2. FinancialAccounting:HanifandMukherjee,McGrawHillEducation
3. FinancialAccounting:P.C.Tulsian(PearsonEducation).
4. AnIntroductiontoAccountancy:SNMaheshwariSKMaheshwari(VikasPublishingHouse).

Note:Latesteditionoftextbookstobeused.

Signature of the Teacher _____ Signature of the HoD _____

BACHELOROFVOCATION(RETAILMANAGEMENT)(SEMESTER–III)

SESSION: 2026-2027

E-COMMERCE

COURSECODE:BVRL-3322

JOBROLE:DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)

Time:3Hours **MaxMarks:100**

4 Hours/week **TheoryMarks:70**

L-T-P **CA:30**

4-0-0

InstructionsforthePaperSetter

Eightquestionsofequalmarksaretobeset,twoineachofthefoursections(A-D).QuestionsofsectionsA-DshouldbesetfromUnitsI-IVofthesyllabusrespectively.Questionsmaybesubdividedintoparts(not exceeding four). Candidates are required to attempt five questions, selecting at least one from eachsection.Thefifthquestionmaybeattemptedfromanysection.Eachquestionwillcarry 14marks.

UNIT-I
IntroductiontoE-Commerce:MeaningandconceptofE-Commerce;HistoryofE-Commerce;TraditionalCommerce and E-Commerce; Different types of E-Commerce – B2B, B2C, C2C, B2E, G2C; Need andRole of E-Commerce; Advantage and Disadvantage of E-Commerce –organization, Consumer, Society;E-BusinessandE-Commerce;ValueChaininE-Business.
UNIT-II
ElectronicDataInter-change:Introduction,ConceptsofEDIandLimitation,ApplicationsofEDI,DisadvantagesofEDI,EDImodel. Eservices:Categoriesofe-services,Web-enabledservices,matchmakingservices,Information-sellingontheweb,e entertainment,Auctions andotherspecializedservices.
UNIT-III
Electronic Payment System: Transaction through Internet, Requirements of E-Payment System, PostPaid Payment System, Credit Card Solutions, Cyber Cash Internal Cheques, Instant Paid PaymentSystem, Debit Card, Prepaid Payment System, Electronic Cash, Digi Cash, Net Cash, Cyber Cash,SmartCards. E-Marketing:ConceptofE-Marketing,4PsofE-Marketing,TraditionalMarketingv/sE-Marketing,AdvantagesofE-Marketing,StatusofE-MarketinginIndia.
UNIT-IV
E-Security:Areas of InternetSecurity,Security Threats,Security Breach Avoidance,DefectionandRecovery,ConfidentialityandIntegrity,ElectronicSignature, Access Control, Authentication PrecautionforSecureE-Commerce.BusinessModelsinE-Commerce

SUGGESTEDREADINGS:

1. E-Commerce-AnIndianPerspective:P.T.Joseph,S.J.,PHI.
2. E-Commerce Business. Technology. Society, Kenneth C. Laudon, Carol Guerico Traver, PearsonEducation.
3. E-Commerce:Schneider,ThomsonPublication.
4. ElectronicCommerce:Greenstein,Merylin,TataMcGrawHill.
5. DoingBusinessontheInternetE-COMMERCE(ElectronicCommerceforBusiness) S.Jaiswal,GalgotiaPublications.

Note:Latesteditionoftextbookstobeused.

Signature of the Teacher _____ Signature of the HoD _____

BACHELOROFVOCATION(RETAILMANAGEMENT)(SEMESTER–III)
SESSION: 2026-2027
STORELAYOUTANDDESIGN
COURSECODE:BVRL-3323
JOBROLE:DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)

Time:3Hours **MaxMarks:100**
4 Hours/week **TheoryMarks:70**
L-T-P **CA:30**
4-0-0

InstructionsforthePaperSetter

Eightquestionsofequalmarksaretobeset,twoineachofthefoursections(A-D).QuestionsofsectionsA-DshouldbesetfromUnitsI-IVofthesyllabusrespectively.Questionsmaybesubdividedintoparts(not exceeding four). Candidates are required to attempt five questions, selecting at least one from eachsection.Thefifthquestionmaybeattemptedfromanysection.Eachquestionwillcarry 14marks.

UNIT-I
Storeoperations:Importanceofstoreoperations,responsibilityofstoreoperations,storemaintenance; merchandising handling and controlling; purchasing store supplies and equipment;storesecurity.
UNIT-II
Store organization: meaning and importance; principles of effective store organization andmanagement;formalorganizationalstructure,informalorganization–objectivespoliciesand Procedures.EnergyManagementandRenovationinstore.
UNIT-III
Store location:selecting a city, types of location within a city; trading area analysis,catchment areaanalysis;siteevaluation,termsofoccupancy.
UNIT-IV
Storedesignandengineering:storedesignandretailingstrategy,storedesignandfacilitiesplanning,store layout and departmentalizing, department space requirement, departmental locations, internallayoutofdepartments.

SUGGESTEDREADINGS:

1. WilliamR.Green,StoreDesign:AcompleteguidetoDesigningSuccessfulRetailStores,ZippyBooks
2. Bajaj,Tuli &Srivastava,RetailManagement,OxfordUniversityPress,NewDelhi.
3. DavidGilbert,RetailMarketingManagement,Pearson Education.
4. Ebster&Garaus,StoreDesignandVisualMerchandising,BusinessExpertPress.
5. SwapnaPradhan,RetailingManagementBy,TataMcGrawHill,NewDelhi.

Note:Latesteditionoftextbookstobeused.

Signature of the Teacher _____ Signature of the HoD _____

BACHELOROFVOCATION(RETAILMANAGEMENT)(SEMESTER–III)
SESSION:2026-2027

RETAILLOGISTICSMANAGEMENT

COURSECODE:BVRL-3324
JOBROLE:DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)

Time:3Hours **MaxMarks:100**
4 Hours/week **TheoryMarks:70**
L-T-P **CA:30**
4-0-0

InstructionsforthePaperSetter

Eightquestionsofequalmarksaretobeset,twoineachofthefoursections(A-D).QuestionsofsectionsA-DshouldbesetfromUnitsI-IVofthesyllabusrespectively.Questionsmaybesubdividedintoparts(not exceeding four). Candidates are required to attempt five questions, selecting at least one from eachsection.The fifthmaybeattempted fromanysection. Eachquestionwillcarry 14marks.

UNIT-I
Logistics: Definition,HistoryandEvolution,Objectives,theworkoflogistics,logisticsinterferencewithmarketing,retaillogistics,emergingconceptinlogistics.LogisticsInformationSystem
UNIT-II
Logistics Management: Definition, achievement of competitive advantage through logistics Framework,roleoflogisticsmanagement,differencebetweenlogisticsandsupplychainmanagement.
UNIT-III
Integrated Logistics Management: Evolution of concept, model and process. Role of IT in logistics,LogisticServicefirmsandthird-partylogistics.FourthPartyLogistics,StagesofFourthPartyLogistics
UNIT-IV
Warehouse-Meaning, Types of Warehouses Benefits of Warehousing - Transportation-Meaning; Types of Transportations, efficient transportation system and Benefits of efficient transportation systems - Courier/Express, Retail logistics network, Design for global operation, information management for global logistics. Distribution channels in Global Logistics Network.

SUGGESTEDREADINGS:

1. DonaldJ. BowersoxandDavidJ. Closs,LogisticalManagement,TataMcGrawHillPublishingCo.,NewDelhi
2. SatishC.AliawadiandRakeshSingh, LogisticsManagement,PrenticeHallofIndiaPvt.Ltd.,New Delhi
3. K.ShridharaBhat,LogisticsManagement,HimalayaPublishingHouse,NewDelhi.

Note:Latesteditionoftextbookstobeused

Signature of the Teacher _____ Signature of the HoD _____

BACHELOROFVOCATION(RETAILMANAGEMENT)(SEMESTER–III)
SESSION: 2026-2027

HEALTHANDSAFETYMANAGEMENTISSUESINRETAIL
COURSECODE:BVRL-3325
JOBROLE:DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)

Time:3Hours **MaxMarks:50**
2 Hours/week **TheoryMarks:35**
L-T-P **CA:15**
2-0-0

InstructionsforthePaperSetter

Eightquestionsofequalmarksaretobeset,twoineachofthefoursections(A-D).QuestionsofsectionsA-DshouldbesetfromUnitsI-IVofthesyllabusrespectively.Questionsmaybesubdividedintoparts(not exceeding four). Candidates are required to attempt five questions, selecting at least one from eachsection.Thefifthquestionmaybeattemptedfromanysection.Eachquestionwillcarry 07marks.

UNIT-I
IntroductiontoHealthandsafetymanagementSystem,safeworkprocedure,LiftingandHandlingTechniques TypesofHealthIssuesinRetail,TypesofHealthInsurancePlansanditsBenefits.
UNIT-II
Health Programmesin Retail stores. Industrial Hygienein Retail,Company Policies regarding HealthManagementIssues. Typesofhazards andrisksinvariousretailsectors;DepartmentalStore,Supermarket,SpecialtyStore,FreshFoodStore.
UNIT-III
SafetyInspectionprocess,Checklistandreport.Hazardidentificationandriskcontrolprocedure.Companypro cedures,legalrequirementsandmethodstodealwithemergenciesandaccidents.
UNIT-IV
Procedureforevacuationincludingalarmraise,exitsandassemblypoints. Emergencyresponsetechniques.Investigation procedureandreport. Guidelinesforformingahealthandsafetycommittee

SUGGESTEDREADINGS:

1. SafetyMatters-AguidetoHealthandSafetyatwork,AdrianFlynmandJohnShaw.
2. Health andSafety,EnvironmentandQuality AuditsbyStephenAsbury.
3. MaterialsandPurchasingManagement,Chunawala&Patel,HimalayaPublishingHouse.
4. EssentialsofStorekeepingandPurchasing,M.M.Verma,SultanChand&Sons,NewDelhi.

Note:Latesteditionoftextbookstobeused.

Signature of the Teacher _____ Signature of the HoD _____

BACHELOROFVOCATION(RETAILMANAGEMENT)(SEMESTER–III)
SESSION: 2026-2027

COMPUTERAPPLICATIONS-TALLYANDINTERNET

COURSECODE:BVRM-3126

JOBROLE:DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)

Time:3 Hours **Max.Marks:100**
TheoryMarks:50
L-T-P **PracticalMarks:20**
3-0-1 **CA:30**

InstructionsforthePaperSetter

Eightquestionsofequalmarksaretobeset,twoineachofthefoursections(A-D).QuestionsofsectionsA-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts(not exceeding four). Candidates are required to attempt five questions, selecting at least one from eachsection. Thefifthmaybeattempted fromanysection.Eachquestionwillcarry l0marks.

UNIT-I
Introduction: Fundamentals of Accounting: Meaning, nature and importance, Tally ERP 9, InstallingandactivatingTallyERP9,TypesofAccounting,VouchersinTallyERP9,Voucherentry,TallyVaultandsecuritycontrols,LedgerCreation
UNIT-II
Inventory inTallyERP9:CreatingStockGroups,CreatingStockItems,GSTinTallyERP9:Activationof GST,ComputationofGST
UNIT-III
EvolutionofCyberCrimes:NatureofCyberCrime,OnlineServicesandCyberCrime,VulnerabilitiesofNewTechnologies,CyberCrimeindifferentareas.TypesofCyberCrimes:ComputerIntegrityCrime –Hacking, Cracking; Computer-Assisted Crimes - Virtual Robberies, Scams and Thefts, Cyber Frauds;ComputerContentCrime-Violence,OffensiveCommunications,Defamation,HarassmentandE-mailabuse,Spam.LegalSafeguardsfor CyberCrimes.
UNIT-IV
Securitymanagementtools: PCtools,NortonUtilities,Virus, worms,threats,virusdetection,preventionandcure utilities,Firewalls,Proxyservers.

Note: Studentsarerequiredtoprepare practicalfile.
Evaluationwillbeasfollows:
PracticalFileEvaluationandVivaVoceexaminationbyinternal examiner:20Marks

SUGGESTEDREADINGS:

1. MasteringtallyERP9-Basicaccounts,InvoiceandInventory:AshokK.Nadhani,BPBPublications.
2. ImplementingTally9-AComprehensiveGuide:A.K.Nadhani,K.K.Nadhani,BPBPublications.
3. ComputerNetworking:JamesF.Kurose,KeithW.Ross,PearsonEducation
4. Internetanditsapplications:P.RizwanAhmed,MarghamPublications.

Note:Latesteditionoftextbookstobeused.

Signature of the Teacher Signature of the HoD

BACHELOROFVOCATION(RETAILMANAGEMENT)(SEMESTER–III)

SESSION: 2026-2027

STOREOPERATIONS-I

COURSECODE:BVRP-3327

JOBROLE:DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)

Time:3 Hours **Max.Marks:100**

6 Hours/Week **PracticalMarks:70 L-T-P CA:30**

0-0-12

PRACTICALTRAINING

To develop necessary skills for planning, monitoring and controlling merchandise in a retail store,practicaltrainingwillbeprovidedtostudents regarding:

1. PlanningandManagingRetailOperations
2. TypesofStoreOperationsandfunctionsofastoremanager
3. MeasuringProductivity&OperatingEfficiency
4. Controltechniquesforsuccessfuloperationsandmeasurementofperformance
5. Stocktaking
6. Storelayout
7. PlanningandExecutionofRetailOperations
8. Franchising

Storevisitshavetobeorganizedforthestudentstomakethemfamiliarwithday-to-dayoperationsofastore.

Note:80markswillbefor(practicaltheory)tobeconductedby InternalExaminer.Studentsarerequiredtoprepare practicalfile.

SUGGESTEDREADINGS:

1. SwapnaPradhan,RetailingManagement,TataMcGrawHillPublishingCompany,NewDelhi
2. BarryBerman,JoelR.Evans,RetailManagement,PearsonEducation
3. A.J.Lamba,TheArtofRetailing,TataMcGrawHillPublishingCo.Ltd.NewDelhi

Note:Latesteditionoftextbookstobeused.

Signature of the Teacher _____ Signature of the HoD _____

BACHELOROFVOCATION (RETAILMANAGEMENT)(SEMESTER–V)

SESSION:2026-2027

PERSONALITYANDSOFTSKILLSDEVELOPMENT

COURSECODE:BVRL-5321

JOBROLE:RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)

Time:3Hours **MaxMarks:100**
4Hours/week **TheoryMarks:70**
L-T-P **CA:30**
4-0-0

InstructionsforthePaperSetter

Eightquestionsofequalmarksaretobeset,twoineachofthefoursections(A-D).QuestionsofsectionsA-DshouldbesetfromUnitsI-IVofthesyllabusrespectively.Questionsmaybesubdividedintoparts(not exceeding four). Candidates are required to attempt five questions, selecting at least one from eachsection.Thefifthquestionmaybeattemptedfromanysection.Eachquestionwillcarry14 marks.

Unit–I
Introductiontopersonalitydevelopment-ConceptofPersonality-Meaning,factorseffectingpersonality, Theories of development of personality- Freud's Psychoanalytical theory, Carl Jung'sModelofpersonality,Maturity-Immaturitytheory. Basic PersonalityTraits-Values,Beliefs,Interactions,Experiences,Environmentalinfluences,MoralValues,Thebigfivedimensions.
Unit-II
Understanding Personality- Determining types of personality, Personal Growth, Personality andcareer choice, Changing the personality- conditioning, attitude alteration, adaptation and controllingemotionsatworkplace. Personality disordersatWorkplace-Paranoid, antisocial, borderline, narcissistic, avoidant dependent,obsessive-symptoms,causesandtreatments.
Unit-III
Softskills- Introduction:conceptandsignificance,Effectivecommunication:need,processandbarriersinprocessofeffectivecommunication. Business etiquetteskills:BusinessWritings,TimeManagement,MotivationalSkills,SupervisoryandTeamBuildingSkillsandManagingMeetings.
Unit-IV
Tele sales/ Telemarketing Skills Customer Service Excellence: Meaning-customer service, Ways toimprove customer service, becoming a successful service person, Handlingcustomercomplaints,Puttingitallintopractice

SUGGESTEDREADINGS:

1. PersonalityDevelopmentandSoftSkills,BarunK.Mitra,OxfordUniversityPress
2. SoftSkills:PersonalityDevelopmentforLifeSuccess,PrashantSharma,BPB
3. DevelopingCommunicationSkills,Mohan,KrishnaandMeeraBannerji,Macmillan.
4. EffectiveEnglishCommunicationforyou,EmeraldPublishers,Chennai.

Note:Latesteditionoftextbookstobeused.

Signature of the Teacher _____ Signature of the HoD _____

BACHELOROFVOCATION(RETAILMANAGEMENT)(SEMESTER–V)

SESSION: 2026-2027

PROJECT MANAGEMENTCOURSEC ODE: BVRL-5322

JOBROLE:RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)

Time:3Hours **MaxMarks:100**

4Hours/week **TheoryMarks:70**

L-T-P **CA:30**

4-0-0

InstructionsforthePaperSetter

Eightquestionsofequalmarksaretobeset,twoineachofthefoursections(A-D).QuestionsofsectionsA-DshouldbesetfromUnitsI-IVofthesyllabusrespectively.Questionsmaybesubdividedintoparts(not exceeding four). Candidates are required to attempt five questions, selecting at least one from eachsection.Thefifthquestionmaybeattempted fromanysection.Eachquestionwillcarry 14 marks.

UNIT–I
Introduction Need for Project Management, The project life cycle, project identification process. Objectives andneed of Project Planning, Relevance of social cost benefits analysis, identification of investmentopportunities.Pre-feasibilitystudy.
UNIT–II
ProjectPreparation Technical feasibility, estimation of costs, demand analysis and commercial viability, risk analysis,collaboration arrangements; financial planning; Estimation of fund requirements, sources of funds.Loansyndicationfortheprojects.Taxconsiderationsinprojectpreparationandthelegalaspects.
UNIT-III
ProjectPerformanceMeasurementandEvaluation PerformanceMeasurement,Productivity,ProjectPerformanceEvaluation,BenefitsandChallengesofPerformanceMeasurementandEvaluation, Businesscriterionofgrowth,liquidityandprofitability,socialcostbenefitanalysisinpublicand privatesectors.
UNIT-IV
ProjectExecutionandControl Introduction,ProjectExecution,ProjectControlProcess,PurposeofProjectExecutionandControl.CostandTimeManagementissuesinProjectplanningandmanagement.

SUGGESTEDREADINGS:

1. ProjectManagement-Choudhary–TataMcGrawHillPub.
2. Projects:Planning,Analysis,Selection,Financing,implementationandReview-Chandra,Prasanna.
3. ProjectManagement,K.Nagrajan–NewAgeInternational

Note:Latesteditionoftextbookstobeused.

BACHELOROFVOCATION(RETAILMANAGEMENT)(SEMESTER–V)
SESSION:2026-2027
ADVERTISINGAND SALESMANAGEMENT
COURSECODE:BVRL-5323
JOBROLE:RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)

Time:3Hours **MaxMarks:50**
2 Hours/week **TheoryMarks:35**
L-T-P **CA:15**
2-0-0

InstructionsforthePaperSetter

Eightquestionsofequalmarksaretobeset,twoineachofthefoursections(A-D).QuestionsofsectionsA-DshouldbesetfromUnitsI-IVofthesyllabusrespectively.Questionsmaybesubdividedintoparts(not exceeding four). Candidates are required to attempt five questions, selecting at least one from eachsection.The fifthquestionmaybe attemptedfromanysection.Eachquestionwillcarry 07marks.

UNIT-I
Advertising-Meaning,roleandimportanceofadvertising.Advertisingobjectives(DAGMAR), AIDA(Attention,Interest,DesireandAction),Advertisingbudgets,advertisingcampaign,advertisingthemesandappeals,advertisingeffectiveness. Organizationalstructureofadvertisingagencyanditsfunctions.
UNIT-II
Mediaplanningandmediaresearch:Promotionanddistributiondecisions,Promotionaltools,personalselling,publicityandsalespromotion,distributionchanneldecisions. InternetAdvertising-Meaning,Components,Advantages,Limitations,TypesofInternetAdvertising
UNIT-III
SalesManagement-nature,scope, importance. Qualities ofgoodsalesman, processofselling,Salesmanship. Salesorganization-needforsalesorganizationandtheirstructure,SalesManager'sfunctionsandresponsibilities,planningformajorcustomersandsalesbudgets,salesterritory
UNIT-IV
Developmentandsalestrainingprogramme,motivatingsalesstaff,incentivesplanning,Evaluatingstaffperformances,salesforecasting:methodsofsalesforecasting,salesplanningandcontrol.

SUGGESTEDREADINGS:

1. PhilipKotler,MarketingManagement,PearsonEducation,Fifteenthedition
2. C.L.Tyagi,ArunKumar,SalesManagement,AtlanticPublishers&Distributors
3. DavidA.Aaker,RajeevBatra,JohnG.Myers,AdvertisingManagement,PrenticeHall
4. RajkumarS.andRajagopalanV.,SalesandAdvertisingManagement, SultanChand&sons.

Note:Latesteditionoftextbookstobeused.

Signature of the Teacher _____ Signature of the HoD _____

BACHELOROFVOCATION(RETAILMANAGEMENT)(SEMESTER–V)

SESSION:2026-2027

CUSTOMERRELATIONSHIPMANAGEMENT

COURSECODE:BVRL-5324

JOBROLE:RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)

Time:3Hours **MaxMarks:100**

4Hours/week **TheoryMarks:70**

L-T-P **CA:30**

4-0-0

InstructionsforthePaperSetter

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sectionsA-DshouldbesetfromUnitsI-IVofthesyllabusrespectively.Questionsmaybesubdividedintoparts(notexceedingfour).Candidatesarerequiredtoattemptfivequestions,selectingatleastonefromeachsection.Thefifthquestionmaybeattemptedfromanysection.Eachquestionwillcarry 14marks.

Unit-I
CustomerRelationshipManagementFundamentals:TheoreticalperspectivesofrelationshipEvolutionofrelationshipmarketing,Stagesofrelationship,Issuesofrelationship,Purposeofrelationshipmarketing,Approachtowardsmarketing:Aparadigmshift,HistoricalPerspectivesCRMDefinitions, Emergence of CRM practice, CRM cycle, Stakeholders in CRM, Significance of CRM,TypesofCRM,and SuccessFactorsinCRM,CRMComprehension,and CRMImplementation.
Unit-II
Customer Satisfaction: Meaning, Definition, Significance of Customer Satisfaction, Components ofCustomerSatisfaction,CustomerSatisfactionModels,RationaleofCustomerSatisfactionMeasuringCustomerSatisfaction,ServiceQuality:ConceptofQuality,MeaningandDefinitionofServiceQuality,Factorsinfluencingcustomerexpectationandperception,TypesofServiceQuality,ServiceQualityDimensions,ServiceQualityGaps,Measuring ServiceQuality,ServiceQualitymeasurementScales.
Unit-III
CustomerRelationshipManagement:TechnologyDimensions,CRM:AchangingPerspective,-eCRMin Business,features of e-CRM, Advantagesofe-CRM,Technologiesof e-CRM,VoicePortals,WebPhones,BOTs,VirtualCustomerRepresentative,Database Management:Database Construction,DataWarehousing,architecture,CallCenter,MultimediaContactCenter,ImportantCRMsoftware's.
Unit-IV
Customer Relationship Management: Emerging Perspectives: Employee-OrganizationRelationship,Employee- Customer Linkage,Factors affectingemployee'scustomerorientedbehavior, Essentials of building employee relationship, Employee customer orientation, customerprofitability,customerexperiencemanagement,customer relationship management practices inretailindustry,hospitalityindustry,bankingindustry,telecomindustry,aviationindustry

SUGGESTEDREADINGS:

1. V.Kumar,WernerReinartz,CustomerRelationshipManagement,Springer-VerlagBerlinHeidelberg
2. AlokKumarRai - CustomerRelationshipManagement:Concepts and Cases –PHI Learning,2ndEdition
3. Dyche-CustomerRelationshipManagementhandbook,PrenticeHall
4. MukeshChaturvedi,AbhinavChaturvedi-CustomerRelationshipManagement:AnIndianPerspective,ExcelBooks,1stEdition
5. AtulParvatiyar,G.Shainesh-CustomerRelationshipManagement:EmergingConcepts,Tools, andApplications-TataMcGraw-HillEducation

Note:Latesteditionoftextbookstobeused.

Signature of the Teacher _____ Signature of the HoD _____

BACHELOROFVOCATION(RETAILMANAGEMENT)(SEMESTER–V)

SESSION: 2026-2027

FINANCIALMANAGEMENT

COURSECODE:BVRL-5325

JOBROLE:RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)

Time:3Hours **MaxMarks:100**

4Hours/week **TheoryMarks:70**

L-T-P **CA:30**

4-0-0

InstructionsforthePaperSetter

Eightquestionsofequalmarksaretobeset,twoineachofthefoursections(A-D).QuestionsofsectionsA-DshouldbesetfromUnitsI-IVofthesyllabusrespectively.Questionsmaybesubdividedintoparts(not exceeding four). Candidates are required to attempt five questions, selecting at least one from eachsection.The fifthquestionmaybeattempted fromanysection.Eachquestionwillcarry14 marks.

Unit-I
Finance function-Scope & importance,Objectives:Financial goals-profit vs.Wealth; time value ofmoney-discounting and compounding; sources of long-term funds, factors affectinglong term fundsrequirement.
Unit-II
Costofcapital- Concept,components,weightedaveragecostofcapital,costofequitysharecapital,retainedearnings;operating andfinancialleverages.
Unit-III
Capitalstructure: Determinantsofcapitalstructure,capitalstructuretheories. **Capitalbudgeting**–Process,ProjectSelection,estimationofprojectcashflows,capitalBudgetingTechniques.
Unit-IV
Dividendpolicy:Formsof dividendstheories,bonusshares. ReceivablesManagement,InventoryManagementandCashManagement.

SUGGESTEDREADINGS:

1. I.M.Pandey,FinancialManagement,VikasPublishingHousePvt.Ltd...11thEdition,2015
2. KhanandJain,FinancialManagement,TataMcGraw-HillPublishingCompanyLimited,New Delhi,2008
3. PrasannaChandra:Financial Management-TheoryandPractice,TataMcGraw-HillPublishingCompanyLimited,NewDelhi,8thEdition,2011.

Note:Latesteditionoftextbookstobeused.

Signature of the Teacher Signature of the HoD

BACHELOROFVOCATION(RETAILMANAGEMENT)(SEMESTER–V)

SESSION:2026-2027

FUNDAMENTALSOFVISUALMERCHANDISING-I

COURSECODE:BVRP-5326

JOBROLE:RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)

ExaminationTime:3Hours **Max.Marks:100**

4Hours/week **PracticalMarks:70**

L-T-P **CA:30**

0-0-8

IntroductiontoVM-1

- StoreDisplaysandDesign
- Mannequins
- Props&Signage
- ToolsandMaterialsoftheTrade
- FixturesandLighting
- StorePlanningandLayout
- StoreRenovationincludingBudgets

Detailedpractical sessionsandregularvisitstovariousstoreswillbeorganized.Studentswillbetrainedtoputupdisplays,etc.

Note: Studentsarerequiredtoprepare practicalfile.Evaluationwillbeasfollows:

a. Evaluationby internalexaminer:20Marks
b. PracticalFileEvaluationandVivaVoceexaminationbyinternalexaminer:40Marks

SUGGESTEDREADINGS:

1. DavidGilbert,RetailingMarketingManagement,PrenticeHall–Pearson Education
2. GeorgeH,LucasJr,RobertP.Bush,LarryG.Gresham,Retailing,AllIndiaPublishersandDistributors,Chennai
3. SwapnaPradhan,RetailingManagement,TataMcGrawHillPublishingCompany,NewDelhi

Note:Latesteditionoftextbookstobeused.

Signature of the Teacher _____ Signature of the HoD _____

BACHELOROFVOCATION(RETAILMANAGEMENT)(SEMESTER–V)

SESSION: 2026-2027

CAPSTONE STUDY

COURSECODE:BVRP-5327

JOBROLE:RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)

ExaminationTime:3Hours **Max.Marks:100**

6Hours/week **Practical:70**

L-T-P **CA:30**

0-0-12

Capstoneisaprojectwhichsummarizestheknowledgeofstudentswhichtheyhavegainedpracticallyinallthe semesters.Students will makea real timeprojectin which they will open their own retail outlet. Forthis purpose, students will pursue independent research on a problem of their choice and prepare a projectunder the guidance of an expert and will produce a substantial paper that will reflect a deep understandingof thetopic.

Note: Studentsarerequiredtoprepare practicalfile.Evalu ationwillbeasfollows:

a. Evaluationby internalexaminer:30Marks
b. PracticalFileEvaluationandVivaVoceexaminationbyinternalexaminer:50Marks

Signature of the Teacher _____ Signature of the HoD _____