FACULTY OF VOCATIONAL STUDIES

SYLLABUS

of

Master of Vocation (Retail Management) (Semester: I & III)

(Under Credit Based Continuous Evaluation Grading System)

Session: 2026-2027

The Heritage Institution

KANYA MAHA VIDYALAYA JALANDHAR

(Autonomous)

Signature of the HoD _____

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATION OF TWO- YEAR DEGREE PROGRAMME
Programme: MASTER 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**	
MVRL-1321	Fundamentals of Retailing and Retail Formats	C	4-0-0	4	100	70	-	30	3
MVRL-1322	Accounting for Retail Managers	S	4-0-0	4	100	70	-	30	3
MVRL-1323	Foundations of Management	C	4-0-0	4	100	70	-	30	3
MVRL-1174	Economics of Retail	C	4-0-0	4	100	70	-	30	3
MVRL-1325	IT Applications in Retail	S	4-0-0	4	100	70	-	30	3
MVRL-1326	Fundamentals of E-Retailing	S	4-0-0	4	100	70	-	30	3
MVRP-1327	Lab on E- Retailing	S	0-0-4	2	50	-	35	15	3
MVRP-1328	Lab on Visual Merchandising	S	0-0-8	4	100	-	70	30	3
TOTAL CREDITS				**30**					

C-Compulsory
S-Skill Enhancement

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KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATION OF TWO YEAR DEGREE PROGRAMME
Programme: MASTER 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**	
MVRL-3321	Retail Marketing Research	S	4-0-0	4	100	70	-	30	3
MVRL-3322	Business Ethics and Corporate Social Responsibility	C	4-0-0	4	100	70	-	30	3
MVRL-3323	International Retailing	C	4-0-0	4	100	70	-	30	3
MVRL-3324	Retail Personnel Management	C	4-0-0	4	100	70	-	30	3
MVRP-3325	Lab on IT Solutions in Retail	S	0-0-8	4	100	-	70	30	3
MVRP-3326	Contemporary Issues in Retail Management	S	0-0-8	4	100	-	70	30	3
MVRD-3327	Minor Research Project and Viva Voce	S	0-0-12	6	100	-	70	30	3
TOTAL CREDITS				**30**					

C-Compulsory
S-Skill Enhancement

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MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2026-2027

FUNDAMENTALS OF RETAILING AND RETAIL FORMATS

COURSE CODE: MVRL- 1321

Examination Time: 3 Hours **Total Marks:100**
4 Hours/week **Theory Marks: 70**
L-T-P **CA: 30**
4-0-0

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in 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 subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 14 marks.

Unit-I
Definition and Scope of Retailing – Retailer – Evolution of Retailing Industry - Retailer's Role in the Distribution Channel –Vertical Marketing System, Career opportunities in Retail, Store Location, Retail Communication Mix, Merchandise Buying System.
Unit-II
Functions of Retailers –Benefits of Retailing – Benefits to Customers – Benefits to Manufactures and Wholesalers - Trends in Retailing- Global Retail Scenario - Indian Retail Scenario –Prospects of Retailing in India, Retail Management Information Systems.
Unit-III
Retail Formats I: Classification of retailer-Store based Retailers; By Ownership -Independent store, Chain store, Franchise store; By price- Discount store, Factory outlet stores, warehouse club, Catalog Show rooms; By Product Line-Department store, supermarket, hypermarket.
Unit-IV
Retail Formats II: Specialty Retailers, Convenience stores, Non-store-based Retailer. Direct selling, Direct marketing, catalog marketing, telemarketing, TV home shopping, World Wide Web, Automatic vending.

SUGGESTED READINGS:

1. Bermanand Evans, Retail Management, Prentice Hall
2. Swapana Pradhan, Retailing Management, Tata McGraw Hill Publishing Company
3. Harjit Singh, Retail Management, S. Chand & Co., New Delhi.
4. S.C Bhatia, Retail Management, Atlantic publishers

Note: Latest edition of text books to be used.

Signature of the Teacher _____ Signature of the HoD _____

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2026-2027

ACCOUNTING FOR RETAILMANAGERS

COURSE CODE: MVRL-1322

Examination Time: 3 Hours **Total Marks:100**
4 Hours/week **Theory Marks: 70**
L-T-P **CA: 30**
4-0-0

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in 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 subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry14 marks.

Unit-I
Introduction, Meaning of Accounting, Accounting Process, Objectives and importance of accounting, Difference between book-keeping and accounting, Users of accounting information, Limitations of Accounting, Accounting Concepts, Principles, Policies and Standards, Types of accounting Concepts and Conventions.
Unit-II
Origin, Concept, Nature and Scope of Management Accounting. Need and Importance of Management Accounting, Distinction between Management Accounting & Financial Accounting. Tools & techniques of Management Accounting, Limitations, Management Accountant duties, Functions.
Unit-III
Financial statement Analysis: Comparative Statements, Common Size Statements, Trend Analysis. Tools of Financial Analysis: Ratio Analysis (Liquidity, Activity, Solvency and Profitability ratios). Cost Management: Concept of Cost, Classification and Elements of Cost, Cost Centre and Cost Unit, Methods and Techniques of Costing.
Unit-IV
Activity Based Costing (ABC): Need of ABC over existing traditional costing systems, meaning and nature of ABC, steps in implementing ABC, Utility of ABC for managerial decision making and improving cost management and Profitability. Basics of Modern Techniques of Costing: Target Costing, Life Cycle Costing, Kaizen Costing, JIT, Cost Drivers and Cost Behaviour.

SUGGESTED READINGS:

1. Khan M Y & Jain P K, Management Accounting. Tata McGraw-Hill, New Delhi,
2. Bhattachrya, S.K. and John Dearden, "Accounting for Management - Text andCases", Vikas Publishing House.
3. Jawahar Lal, Cost Accounting, Tata McGraw Hill New Delhi.
4. NarayanaswamyR, Financial Accounting, PHI, Delhi
5. Sharma, Subhash and M.P. Vithal, "Financial Accounting for Management Textand Cases", McMillan.

Note: Latest edition of text books to be used.

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MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2026-2027

FOUNDATIONS OFMANAGEMENT

COURSE CODE: MVRL- 1323

Examination Time: 3 Hours **Total Marks:100**
4 Hours/week **Theory Marks: 70**
L-T-P **CA: 30**
4-0-0

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in 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 subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 14 marks.

Unit-I
Management: Meaning and definition, nature, scope, importance and functions, Management as art, science and profession, Principles of management. Evolution of Management Thought: Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, and Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of Management Thought), Indian management thought. Management by Objectives: Meaning, Process, Benefits, Weaknesses.
Unit-II
Planning: Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Decision Making. Organizing: Meaning, Nature and Purpose of organization, Principles of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization, Span of Management: Factors determining effective span. Departmentation: Definition, Departmentation by functions, Territory, Product/service, Customer Group and matrix organization, Decentralization and Departmentation.
Unit-III
Authority: Definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization v/s centralization. Staffing: Meaning and nature, factors affecting staffing. Recruitment, Selection, Training and Development, Performance appraisal: need and process. Motivation: Meaning, Nature, Importance, Types, and Theories of Motivation: Maslow's Need Hierarchy, Mc. Gregor's Theory X and Y, Herzberg's Hygiene Theory.
Unit-IV
Leadership: Meaning, Nature, Styles, And Theories: Trait, Behavioural and Situational. Coordination: Principles and Techniques, Difference between coordination and cooperation. Controlling: Meaning, nature and importance, steps, limitations and techniques.

SUGGESTED READINGS:

1. Robbins, S.P., & Coulter, M.K., Management, Pearson Education Inc., New Delhi.
2. Gupta, Meenakshi, Principles of Management, Phi Learning Pvt. Ltd., New Delhi.
3. Koontz, h., Weihrich, h., &Aryasri, A.R., Essentials of Management, Tata Mc Graw-hill, New Delhi.
4. Prasad L. M., Principles and Practices of Management, Sultan Chand and Sons.

Note: Latest edition of text books to be used.

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MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2026-2027

ECONOMICS OF RETAIL

COURSE CODE:1174

Examination Time: 3 Hours **Total Marks: 100**
4 Hours per Week **Theory Marks: 70**
L-T-P **CA: 30**
4-0-0

Note: Instructions for the Paper–Setter:
Two questions, each carrying 14 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

Unit-I

Retail Economics: Benefits to the Economy, Retailing Environment: The Legal environment, The Economic environment, The Technological environment, The Global environment. The Competitive Environment. Types of Competition: Analyzing Competition. Retail economics in India, Contribution of retail industry in today's economy. Contribution of FDI in Retailing

Unit-II

Theory of Demand: Meaning of demand and its types, law of demand, price elasticity of demand and its measurement. Concept of supply, law of supply, demand & supply equilibrium.
Consumer Behaviour: Utility approach: Brief outline of law of diminishing marginal utility and law of Equi-marginal utility.
Consumption: Meaning, determinants (subjective and objective) and importance, Keynes Psychological Law of Consumption.

Unit-III

Perfect Competition: Meaning, features, price and output determination of firm and industry under perfect competition.
Monopoly: Meaning, features, price and output determination under monopoly.
Monopolistic Competition: Meaning, features, price and output determination under monopolistic competition.

Unit-IV

Pricing and Output Decisions: Methods of pricing, differential pricing, Government intervention and pricing. Profit: Meaning and nature, Profit policies, Profit planning and forecasting, Cost-Volume - Profit analysis, Investment analysis.

Suggested Readings:

1. Mehta, P.L. (2013) *Managerial Economics*, S. Chand & Sons Company, New Delhi.
2. Ahuja, H.L. (2018) *Advanced Economic Analysis,* S. Chand & Co. Ltd, New Delhi.

Note: The latest edition of the books is recommended.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2025-2026

IT APPLICATIONS IN RETAIL

COURSE CODE: MVRL- 1325

Examination Time: 3 Hours **Total Marks: 100**
4 Hours/week **Theory Marks: 70**
L-T-P **CA: 30**
4-0-0

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in 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 subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 14 marks.

Unit-I
Introduction to MS Office: MS–Word: Parts of window of word (title bar, menu bar, status bar, ruler), creation of new documents, opening document, inserting a document into another document, page setup, margins, gutters, font properties, alignment, page breaks, header footer, deleting moving replacing editing text in document, saving a document, spell checker, printing a document, creating a table, entering and editing text in tables, changing format of table, height width of row or column, editing, deleting rows, columns in table, borders, shading, templates, wizards, drawing objects, mail merge.
Unit-II
MS–Excel: Introduction to Worksheet/Spreads, features of excel, describe the excel window, different functions on different data in excel, creation of graphs, editing it and formatting, changing chart type to 2d chart or 3d chart, creation of worksheet, adding, deleting, moving the text in work sheet, linking different sheets, sorting the data, querying the data, filtering the data (auto and advance filters), printing a worksheet.
Unit-III
Introduction to Information Technology, Computer Hardware And software, Modern Businesses and Information Technology, Components of Retail Information System, Basics of Information Systems, Electronic Point ofSales (EPOS)- Hardware and Software, Electronic Cash Registers.
Unit-IV
Modern Electronic Payment Methods-Traditional Payment Systems, Modern payment Systems, Enterprise Resource Planning (ERP) - Advantages, Challenges, Implementation Stages, Retail ERP: Functions and features, Emerging Retail Technologies, Global Position system and Geographic Information System.

SUGGESTED READINGS:

1. Windows Based Computer Courses, Rachhpal Singh & Gurvinder Singh.
2. Information Technology, Hardeep Singh & Anshuman Sharma.
3. Office Complete, BPB Publications.
4. Information Technology for Retail, Girdhar Joshi, Oxford Printing Press.

Note: Latest edition of text books to be used.

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MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2026-2027

FUNDAMENTALS OF E-RETAILING

COURSE CODE: MVRL- 1326

Examination Time: 3 Hours | **Total Marks: 100**
4 Hours/week | **Theory Marks: 70**
L-T-P | **CA: 30**
4-0-0

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in 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 subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 14 marks.

Unit-I
Foundation of E-Retailing: Meaning, Definition, transition from traditional marketing to E- Marketing, demographics and targeting, adaptability and closed-loop marketing. Advantages and shortcomings of E-Retailing, online brand management.
Unit-II
E-Retailing: The scope of E-Marketing, Internet Marketing Techniques, The current trends: Current trend analysis and measures, current status of online retailing, E-Retailing statistics in India.
Unit-III
Online pricing and promotions: Factors affecting online pricing, different methods of online pricing, price strategies for information goods, Promotional Strategies of E-retail business. Website Design Issues: Factors that Make People Return to Your Site, Strategies for Website Development.
Unit-IV
Globalization and changing retail formats: Virtual store-E-retailing international retailing- opportunities, market entry Formulas-new customized formats.

SUGGESTED READINGS:

1. Rayport, Jeffery F. and Bemard J. Jaworski, introduction to E- Commerce, Tata Mc- GrawHill.
2. Kalakota, Ravi and Andrew B. Winston, Frontier of e- Commerce, Pearson Education, Mumbai.
3. Bajaj, kamlesh K. and Debjani Nag. E-Commerce – The cutting edge of Business, Tata Mc-Graw Hill, New Delhi. 4.Fleming P, "Guide to Retail Management" Jaico Publications.

Note: Latest edition of text books to be used**.**

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MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2026-2027

LAB ON E- RETAILING

COURSE CODE: MVRP-1327

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

4 Hours/week **Practical Marks: 35**

L-T-P **CA: 15**

0-0-4

Note: 40 marks will be for practical to be conducted by Internal Examiner. Students are required to prepare practical file.

1. Internet Marketing Techniques
2. Online Pricing and Promotions
3. Website Development
4. Virtual Store E-Retailing
5. Online Retailing
6. E-Marketing
7. Applications of E-Business

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MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2026-2027

LAB ON VISUAL MERCHANDISING

COURSE CODE: MVRP-1328

Examination Time: 3 Hours **Max. Marks: 100**
8 Hours/week **Practical Marks: 70**
L-T-P **CA: 30**
0-0-8

Note: Students are required to prepare practical file.

Evaluation of Marks will be as follows:

a. Evaluation by internal examiner: 30 Marks
b. Practical File Evaluation and Viva Voce examination by internal examiner:40 Marks

1. Elements of a visual design
2. Display requirements before framing visual design brief
4. Effective ways to improve visual effects
5. Company policies on Visual Design
6. Store Hygiene and Cleanliness
7. Store Display and Visual Merchandising
8. Organize the display of products at the store
9. Plan visual merchandising
10. Example of something a visual merchandiser can create in a store's window
11. Job description of a visual merchandiser
12. Role of a visual merchandiser in improving the visual appeal of the Store
13. Role of props in display
14. Illustrate how you manage colour and space to display products
15. Tools used for displaying jewellery and apparels at the retail stores
16. Understand how to make display Meaningful-Identify colour, size and other attributes of the product that match the display
17. Potential places for product display -. Arrange products in window display, arrange fixtures in a proper manner, Arrange and display products in fixtures, Use different promotional tools for marketing, Dress mannequins in a proper way.
18. Understand and explain elements of Planogram - Use of different props in a retail store

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MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)
SESSION: 2026-2027

RETAIL MARKETING RESEARCH

COURSE CODE: MVRL-3321

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

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in 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 subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 14 marks.

UNIT I
Marketing Research Dynamics- Meaning of Research, Research Characteristics, Various Types of Research, Marketing Research and its Management. Retail Marketing Research: Meaning, Scope, Role & Importance. Retail Research Process: An Overview. Recent Trends in Retail Marketing Research: Marketing Information System and Research, Online Marketing Research, Research in Lifestyle Retail, Rural Marketing Research, Brand Equity Research, International Marketing and Branding Research.
UNIT II
Research Design- Introduction, Meaning of Research Design, Types of Research Design, Choosing a Good Research Design. Data Collection Sources and Methods: Introduction, Primary Data and its Types, Meaning and Nature of Secondary Data, Advantages &Drawbacks of Secondary Data, Types of Secondary Data Sources. Sample Design, Sample Plan, Probability& Non- Probability Sampling, Sample Size
UNIT III
Designing a Questionnaire- Introduction, Questionnaire Design, Process of Questionnaire Design, Interview Method, Questionnaire Format and Question Composition, Individual Question Content, Questions Order, Form and Layout. Data Interpretation and Report Writing: Meaning of Data Interpretation, Research Report, Modus Operandi of Writing a Market Research Report, Structure of the Report, Components of a Report, Finalizing the Research Report, Quality Research Report, Responsibilities of a Market Research Report Writer, Presenting the Report.
UNIT IV
Applications of Retail Marketing Research I: Consumer Market Research, Business-to-Business Market Research, Product Research, Pricing Research, Motivational Research, Distribution Research. Applications of Marketing Research II: Advertising Research, Media research, Sales Analysis and Forecasting, Brand Name testing, Test Marketing, Shopping Research (Path-to-Purchase Research).

SUGGESTED READINGS:

1. Naresh K. Malhotra, Marketing Research: An Applied Orientation, Pearson Education, Asia.
2. S.C. Gupta, Marketing Research, Excel Books India,
3. KothariC.R.; Research Methodology; New Age International Limited, Publishers.
4. Cooper, Donald R and Schindler Pamela S: Business Research Methods, Tata McGraw HillPublishing Company Ltd., New Delhi.
5. Geode, Million J. &Paul K. Hatl, Methods in Research, McGraw Hill, New Delhi.

Note: Latest edition of text books to be used.

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MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)
SESSION: 2026-2027

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

COURSE CODE: MVRL-3322

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

Instructions for the Paper Setter
Eight questions of equal marks are to be set, two in 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 subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 14 marks.

UNIT-I
Introduction to Business Ethics: Business Ethics – Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Ethics and Values, Work Ethos. Sources of Ethics, Concept of Corporate Ethics, code of Ethics-Guidelines for developing code of ethics. Various approaches to Business Ethics - Theories of Ethics- Friedman's Economic theory, Kant's Deontological theory, Mill & Bentham's Utilitarianism theory
UNIT-II
Indian Ethical Practices and Corporate Governance: Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents. Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance, Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences
UNIT-III
Introduction to Corporate Social Responsibility: Corporate Social Responsibility-Concept, Scope & Relevance and Importance of CSR in Contemporary Society. Models for Implementation of CSR, Drivers of CSR, CSR and Indian Corporations- Legal Provisions and Specification on CSR, Future of CSR in India.
UNIT-IV
Areas of CSR and CSR Policy: CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society. CSR and environmental concerns, Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR, CSR and Sustainable Development, CSR through Triple Bottom Line in Business.

SUGGESTED READINGS:

1. Ghosh, B.N.," Business ethics and corporate governance ", 1st edition, Rex Book Store, Manila,Philippines.
2. Bhatt, K. and Sumitha, A., "Business Ethics and Corporate Social Responsibility", 2ndEdition, Himalaya Publication.
3. Murthy, "Business Ethics and Corporate Governance", Himalaya Publication.
4. V. Balachandran and V. Chandrasekaran, "Corporate Governance and Social Responsibility", PHILearning Private Limited, New Delhi.

Note: Latest edition of text books to be used.

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MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)
SESSION: 2026-2027

INTERNATIONAL RETAILING

COURSE CODE: MVRL-3323

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

4 Hours/week **Theory Marks: 70**

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

4-0-0

Instructions forthe Paper Setter

Eight questions of equal marks are to be set, two in 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 subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section.
The fifth question may be attempted from any section. Each question will carry 14 marks.

UNIT-I
International Retail management- an Introduction, the nature and scope of Retailer Internationalization, Push and Pull factors of Retailer Internationalization, Global marketing mix in retail context, International Retail organization formats Web, Non-store Based, and Other Forms of Non-traditional Retailing.
UNIT-II
International Retail Environment: Assessing the International Economic, Political, Legal and Social Environment, Market Selection, Market Entry Methods- Flagship Stores, Organic Growth, M&A, Franchising, JVs, Concessions, Exporting and Wholesaling, Internet. International Market De-Entry: Divestments and Withdrawals
UNIT-III
Location, Layout, Retail Store Design & Visual Merchandising: Retail Location and layout decisions, Retail Location Theories, Important considerations for selecting layout, Visual merchandising in retail, Planning and merchandising process, Developing & Implementing Merchandise Plans, Employee Management in Retail Network.
UNIT-IV
Retail Supply Chain Management: Differences in logistics 'culture' in International Markets Consumer Choice and Retail formats, Logistics Cost Structures, The Internationalization of Logistics Practice, Strategic sourcing and procurement, Cross Docking.

SUGGESTED READINGS:

1. Joshi, Rakesh Mohan, International Marketing, Oxford UniversityPress.
2. Bajaj, Tuli, Srivastava, Retail Management, 3rd edition, Oxford UniversityPress.
3. Keegan Warren J., Global Marketing Management, Pearson Education.
4. Doole Isobeland Robin Lawe, International Marketing Strategy, Thomson Learning.
5. Onkvisit Sak and John J. Shaw, International Marketing – Analysis and Strategy, PHI.

Note: Latest edition of text books to be used.

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MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)
SESSION: 2026-2027

RETAIL PERSONNEL MANAGEMENT

COURSE CODE: MVRL-3324

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

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in 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 subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 14 marks.

UNIT-I
Retail Personnel Management: Concept, Nature, Scope and Significance of Personnel Function in Retail Organization, Evaluation and Philosophy of Management of Human Resource, Changing Trends in HRM. Differences Between Strategic Human Resource Management (SHRM) and HRM. Human Resource Planning (HRP): Concept, Need and Importance of HRP, Factors Affecting HRP, Human Resource Planning Process.
UNIT-II
Job Analysis: Meaning and Objective, Process, Methods of Collecting job data, Uses of Job Analysis, Problems of Job Analysis. Recruitment and Selection: Meaning and Factors Governing Recruitment, Recruitment Sources and Techniques. Meaning and Process of Selection, Problems associated with Recruitment and Selection. HR Training and Development: Concept and Need, Process of Training and Development Programme- Identification of Training and Development Needs, Objectives, Strategy & Designing of Training and Development, Implementation and Methods of Training Programme and Levels ofTraining Evaluation, Impediments to Effective Training.
UNIT-III
Employee Separation and Retention: Concept, Types of Employee separations, Factors Responsible for High Employee Turnover, Managing Early Retirements, Lay-offs and Voluntary Turnover. Performance Appraisal: Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal, Methods and Techniques of Performance Appraisal. Job Evaluation: Meaning, Process and Methods ofJob Evaluation.
UNIT-IV
Managing Compensation and Employee Remuneration: Concept, Objectives, Components of Employee Remuneration, Factors Influencing Employee Remuneration, Challenges of Remuneration. Incentives: Concept, Importance and Process of Incentives. Fringe Benefits: Meaning, Forms and Administration of Benefits. Managing Diversity: Concept, Approaches to Managing Diversity, Challenges in managing employee diversity, Diversity Training.

SUGGESTED READINGS:

1. Durai, Pravin, “Human Resource Management,” New Delhi, Pearson.
2. Gomez, Meja, Balkin, Cardy, “Managing Human Resources,” New Delhi, Pearson Education.
3. Aswathappa, K., “Human Resource Management”, Text and Cases. New Delhi, Tata McGraw –Hill.
4. Mamoriaand Rao, “PersonnelManagement”, NewDelhi, Himalaya Publishing House.

Note: Latest edition of text books to be used.

Signature of the Teacher _____ Signature of the HoD _____

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)
SESSION: 2026-2027

LAB ON IT SOLUTIONS IN RETAIL

COURSE CODE: MVRP-3325

Time: 3 Hours
8 Hours/week **Maximum Marks: 100**
L-T-P **Practical Marks: 70**
0-0-8 **CA: 30**

TOPICS:

- Role of IT in Business
- IT solutions and services for multi–channel retailing
- Influencing Parameters for use of IT in Retailing
- Efficiency in Operations Effective Management of Online catalogues
- Direct Retailing Methods
- Database Management
- Data warehousing
- Critical Analysis of E-Retailing Strategies
- Introduction of RFID and other emerging technology
- Modules in retailing, Service quality dimensions- CRM approaches in retailing. Real- Time Inventory and Vendor Management

Note: Students are required to prepare practical file.
Evaluation ofMarks will be as follows:

a. Evaluation by internal examiner: 30 Marks
b. Practical File Evaluation and Viva Voce examination by external examiner: 40 Marks

SUGGESTED READINGS:

1. Internet Marketing: Strategy, Implementation and Practice by Dave Chaffey.
2. Principles of Marketing by Philip Kotler.
3. Information Technology for Retail, Girdhar Joshi, Oxford Printing Press
4. Swapana Pradhan, Retailing Management, Tata McGraw Hill Publishing Company

Signature of the Teacher _____ Signature of the HoD _____

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)
SESSION: 2026-2027

CONTEMPORARY ISSUES IN RETAIL MANAGEMENT

COURSE CODE: MVRP-3326

Examination Time: 3 Hour

8 Hours/week **Max Marks: 100**

L-T-P **Practical Marks: 70**

0-0-8 **CA: 30**

REFERENCE:

1. Shoppers Stop's Digital Transformation: Enhancing Customer Experience
2. Big Basket's IoT-Driven Supply Chain: Optimizing Operations
3. Mantra's Personalization Strategy: Leveraging AI for Customer Engagement
4. Shein's Re-Entry into India: A Strategic Partnership with Reliance Retail
5. Libas's Omni channel Expansion: Securing Investment for Growth
6. Big Basket: Scaling Quick-Commerce with 10-Minute Delivery
7. Kalyan Jewellers: Hyperlocal Expansion and Digital Growth
8. Berry lush: Mobile-Led Retail Growth
9. ZARA India: Profit Despite Slowed Growth
10. Tira by Reliance: Entry into Beauty Retail

CaratLane (by Titan): Low-Carat Jewellery for Gen Z

Note: Students are required to prepare Practical file & give Power Point Presentation. Evaluation of Marks will be as follows:

a. Evaluation by internal examiner: 30 Marks
b. Practical File Evaluation and Viva Voce examination byexternal examiner: 40 Marks

Signature of the Teacher _____ Signature of the HoD _____

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)
SESSION: 2026-2027

MINOR RESEARCH PROJECT AND VIVA VOCE

COURSE CODE: MVRD-3327

Examination Time: 3 Hours

12 Hours/week **Max Marks: 100**

L-T-P **Practical Marks: 70**

0-0-12CA: 30

Students have to complete a Research Project during 3rd Semester. Evaluation of Project Report shall be as follows:

a. Report evaluation by internal examiner: 30 Marks

b. Report evaluation and Viva Voce examination by external examiner: 40 Marks

Students shall select topic of their project work at the commencement of Semester-III in consultation with faculty members. Students are free to choose any topic relating to the course, which is contemporary, application oriented and having significance to the retailing world. The project may be secondary data based or may involve survey work/field work. Ideally, the project work should be the one, which involves use of both the desk and field researches, and is able to delve into managerial implications and business significance of the issue under investigation. After approval of the project topics by the faculty members, students shall begin their work. At the completion of the project work, they shall submit copy of their project report for evaluation one week before the end of the Semester-III. Along with it they are required to make a presentation before the external and Internal Examiner.

The tentative content of the report is given below:

- Cover Page
- Acknowledgement
- Certificate
- Introduction
- Literature Review
- Research Methodology (Objective of the Research, Type ofdata, Sample design, Hypothesis, Analytical Tools, Limitations of Study)
- Data Analysis
- Findings
- Conclusions
- Recommendations
- References
- Appendices – to include questionnaire, Ifany.

Signature of the Teacher _____ Signature of the HoD_____