

**Kanya Maha Vidyalaya, Jalandhar City
(An Autonomous College)**

(Under Credit Based Continuous Evaluation Grading System)



**Minutes of 11th Meeting of Board of Studies
Faculty of Vocational Studies
PG Department of Retail Management
Bachelor of Vocation & Master of Vocation
(Retail Management)**

Date: 17.06.2025

Time: 11:00 a.m.

Online: Zoom Platform

(Annexure-A)

PG Department of Retail Management
Bachelor of Vocation & Master of Vocation (Retail Management)
Proceedings of the eleventh Meeting of Board of Studies held on 17.06.2025

The eleventh meeting of the Board of Studies was held online via zoom platform on 17th June 2025 at 11:00 a.m. The following members attended the meeting:

1.	Dr. Rashmi Sharma, Associate Professor, P.G. Dept. of Commerce and Business Administration, HoD, PG Department of Retail Management, Kanya Maha Vidyalaya, Jalandhar (Chairperson)	Present
2.	Dr. Gopi Sharma, Associate Professor, Director, DDU Kaushal Kendra , Kanya Maha Vidyalaya, Jalandhar	Present
3.	Dr. Gurpreet Randhawa, Professor, University Business School, Guru Nanak Dev University, Amritsar (University Nominee)	Present
4.	Dr. Tejinder Sharma, Professor, Department of Commerce, Kurukshetra University, Kurukshetra (Outside Parent University Nominee)	Present
5.	Dr. Tejinderpal Singh, Professor, University Business School, Panjab University, Chandigarh (Outside Parent University Nominee)	Present
6.	Mr. Varun Nayyar, CEO, Digital Adda, Jalandhar, Industry Partner (Special Invitee)	Present
7.	Mrs. Alisha Sareen, Chief Financial Advisor, Sareen Lingua World, Jalandhar, Alumna (Special Invitee)	Present
8.	Mrs. Chetna, Assistant Professor, Faculty of Vocational Studies, Kanya Maha Vidyalaya, Jalandhar	Present

PROCEEDINGS:

At the outset, the Chairperson, Dr. Rashmi Sharma welcomed all the members of Board of Studies. She shared with the members that the college is running Bachelor of Vocation & Master of Vocation (Retail Management) Programme very successfully under the DDU Kaushal Kendra Scheme of MoE, Government of India. She highlighted the following achievements of the Retail Management Department:

- The college has been awarded Centre of Excellence by Retailer's Association Skill Council of India (RASCI). **KMV is one of four institutions all over India to be recognised as Centre of Excellence by RASCI.** The PG Department of Retail Management has started **Certificate Course named "Retail Sales Executive"** (under Centre of Excellence by Retailer's Association Skill Council of India) in the session 2024-25 under which 206 students got enrolled and have been issued skill certificates by RASCI, Govt. of India.
- Retailer's Association Skill Council of India (RASCI) has always appreciated the Retail Management Department for continuous efforts to create an impact on employment and to enhance the livelihood of youth.
- The only college in this region to establish well-equipped Retail Lab as per the norms of RASCI (Sector Skill Council), Govt. of India.
- The students of Retail Management got placement opportunities in renowned Retail Industries in India as well as abroad, like Big Bazaar, Pantaloons, Kapsons, Shoppers Stop, H&M, Jack & Jones, Lifestyle etc.

because of their commitment and hard work. Students are also placed in leading banks like HDFC, PNB, Cooperative Bank, Allahabad Bank, Axis Bank in the retail banking section.

After this, the agenda items were taken up for discussion and the Board decided/ recommended as under:

Proceedings

RM 11: 2025: 1

To approve the proceedings of the Tenth Board of Studies (BOS) meeting held on **18-06-2024 (Annexure A)**

The chairperson sent the proceedings of the previous Board of Studies meeting held on 18th June, 2024 through email to all the members. BOS members considered and approved the proceedings of the tenth BOS meeting. The Chairperson, however, again put up the summary of the proceedings for approval of the house and the house approved it through Zoom meeting.

(Attached herewith as Annexure A)

The house approved the Item: RM 11: 2025: 1

RM 11: 2025: 2

To discuss Action Taken Report of Board of Studies (BOS) meeting held on **18-06-2024. (Annexure B)**

Annexure B

Action Taken Report (ATR) On Board of Studies Meeting held on 18.06.2024

Sr. No.	Agenda Item	Decision taken in Meeting	Action Taken
<u>Item No.:</u> <u>RM 10: 2024-</u> <u>1</u>	To approve the proceedings of the ninth Board of Studies (BOS) meeting held on 30.06.2023.	The BOS members considered and approved the proceedings of the Ninth BOS meeting held on 30.06.2023.	The proceedings were sent to IQAC.
<u>Item No.:</u> <u>RM 10: 2024-</u> <u>2</u>	To discuss Action Taken Report of Board of Studies (BOS) meeting held on 30.06.2023.	The Board expressed its satisfaction on the Action Taken Report on the various decisions taken in the ninth BOS meeting held on 30.06.2023.	ATR was submitted to IQAC.
<u>Item No.:</u> <u>RM 10: 2024-</u> <u>3</u>	To discuss the course scheme, course outcomes and syllabus of Bachelor of Vocation (Retail Management) (Semester-I, II) under Credit Based Continuous Evaluation Grading System (CBCEGS) with 30% internal	The proposed course scheme and course outcomes were duly approved by the board. Board members approved the Syllabus and The House	The course is being run as per the course scheme and course outcomes approved by the Board.

	assessment for the session 2024-25.	suggested that the Internal Assessment should be kept 30% only. The content of the syllabus was approved without changes.	
<u>Item No.:</u> <u>RM 10: 2024-4</u>	To discuss the course scheme, course outcomes and syllabus of Bachelor of Vocation (Retail Management) (Semester-III, IV, V and VI) under Credit Based Continuous Evaluation Grading System CBCEGS.	The proposed course scheme and course outcomes were duly approved by the board. Board members approved the Syllabus with proposed change. Details attached in Annexure C of proceedings.	The course is being run as per the course scheme and course outcomes approved by the Board. Approved changes were made in the syllabus. Revised syllabi were submitted to the COE office and implemented.
<u>Item No.:</u> <u>RM 10: 2024-5</u>	To discuss the course scheme, course outcomes and syllabus of Master of Vocation (Retail Management) (Semester-I & II) under Credit Based Continuous Evaluation Grading System (CBCEGS) with 30% internal assessment for the session 2024-25.	The proposed course scheme and course outcomes were duly approved by the board. Board members approved the Syllabus with proposed change.	The course is being run as per the course scheme and course outcomes approved by the Board. Approved changes were made in the syllabus. Revised syllabi were submitted to the COE office and implemented.
<u>Item No.:</u> <u>RM 9: 2023-6</u>	To discuss the course scheme, course outcomes and syllabus of Master of Vocation (Retail Management) (Semester-III & IV) under Credit Based Continuous Evaluation Grading System (CBCEGS).	The proposed course scheme and course outcomes were duly approved by the board. Details attached in Annexure D of proceedings	The course is being run as per the course scheme and course outcomes approved by the Board. Approved changes were made in the scheme and were submitted to the COE office and implemented.
<u>Item No.:</u> <u>RM 10: 2024-7</u>	To approve the Examiners and Evaluators for Bachelor of Vocation (Retail Management) (Semester-I, II, III, IV, V and VI).	The list of proposed examiners was duly approved by the BOS members.	List of Examiners was submitted to COE office. (Annexure F of proceedings)
<u>Item No.:</u> <u>RM 10: 2024-8</u>	To approve the Examiners and Evaluators for Master of Vocation (Retail Management) (Semester-I, II, III & IV).	The list of proposed examiners was duly approved by the BOS members.	List of Examiners was submitted to COE office. (Annexure G of proceedings)

Item No.: <u>RM 10: 2024-9</u>	To discuss research inputs and plans of the department for the session 2024-25.	Research plans for the department were discussed.	The house highly appreciated the efforts of the department for the practical and skill enrichment of the students. Faculty and students enrolled and cleared various “MOOCS” programmes. 4 Research Papers Published in SCOPUS and UGC Care Journals 2 Papers Presented in Faculty Development Programs (Report Attached)
Item No.: <u>RM 10: 2024-10</u>	To discuss innovative methods of teaching and evaluation adopted in department and inputs required to upgrade the same.	Innovative methods of teaching and evaluation of department were discussed.	(Report Attached) (Annexure H)
Item No.: <u>RM 10: 2024-11</u>	To discuss the result analysis for the session 2023-24.	The House approved the result analysis for the session 2023-24.	(Report Attached) (Annexure J)

Proceedings

The Board expressed its satisfaction with the Action Taken Report on the various decisions taken in the tenth meeting held on 18.06.2024.

The house approved the Item: RM 11: 2025: 2

RM 11: 2025: 3

To discuss the course scheme and course outcomes of **Bachelor of Vocation (Retail Management)** (Semester-I, II, III, IV, V& VI) under Credit Based Continuous Evaluation Grading System for the session 2025-26 (CBCEGS) **(Annexure-C)**

Proceedings

It was proposed to change the course title ‘Computer Fundamentals (Advance Excel)’ to ‘Advance Spreadsheet Techniques’ in the programme B.Voc. (Retail Management) Sem-II.

The Board approved the proposed change.

The course scheme and course outcomes of Bachelor of Vocation (Retail Management) (Semester-I, II, III, IV, V& VI) under Credit Based Continuous Evaluation Grading System for the session 2025-26 (CBCEGS) were duly approved by the Board of Studies.

The house approved the Item: RM 11: 2025: 3

RM 11: 2025: 4

To discuss the syllabus of Bachelor of Vocation (Retail Management) (Semester-I, II, III, IV, V& VI) under Credit Based Continuous Evaluation Grading System for the session 2025-26 (CBCEGS) **(Annexure-C)**

Proceedings

The following changes were proposed in the syllabus to make it more relevant to the needs of the retail industry:

Bachelor of Vocation (Retail Management)						
S. No.	Course Name		Course Code	Unit	Proposed Changes	Topics
1.	Advance Spreadsheet Techniques	Sem-II	BVRM-2126	UNIT-IV	Topics Deleted	Customizing Excel: Customizing the Ribbon, Customizing the Quick Access Toolbar, Using and Customizing AutoCorrect, Changing Excel's Default Options, creating a Custom AutoFill List, and Creating a Custom Number Format.
					Topics Added	Retail Performance Metrics through Excel: Sales Performance Metrics, Inventory Management KPIs, Customer Experience Metrics, Employee Productivity KPIs and Profitability Metrics
2.	Retail Logistics Management	Sem-III	BVRL-3324	UNIT-IV	Topics Added	Warehouse-Meaning, Types of Warehouses Benefits of Warehousing - Transportation-Meaning; Types of Transportations, efficient transportation system and Benefits of efficient transportation systems - Courier/Express
3.	Customer Relationship Management	Sem-V	BVRL-5324	UNIT-II	Topics Deleted	Customer satisfaction and marketing programme evaluation Customer Satisfaction Practices, Cases of Customer Satisfaction.
				UNIT-III	Topics Deleted	Customer Relationship Portals Functional Components of CRM Architecture, Data Mining- Meaning, Significance, Characteristics, tools and techniques
				UNIT-IV	Topics Deleted	Service Failure, Service Recovery Management, Service Recovery Paradox, Customer Lifetime value, customer recall management, Rural CRM

Proceedings

The proposed changes received unanimous approval from the members.

The syllabus of Bachelor of Vocation (Retail Management) (Semester-I, II, III, IV, V& VI) under Credit Based Continuous Evaluation Grading System for the session 2025-26 (CBCEGS) was duly approved by the Board of Studies.

(Annexure C)

FACULTY OF VOCATIONAL STUDIES

SYLLABUS

of

Bachelor of Vocation (Retail Management) (Semester: I-VI)

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

Session: 2025-2026



The Heritage Institution

KANYA MAHA VIDYALAYA JALANDHAR

(Autonomous)

KANYA MAHA VIDYALAYA, JALANDHR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATION OF THREE-YEAR DEGREE PROGRAMME
Programme: BACHELO OF VOCATION (RETAIL MANAGEMENT)
Credit Based Continuous Evaluation Grading System (CBCEGS)
(Session 2025-2026)

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	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	-
VACF-I491	*Foundation Course	VAC	2-0-0	2	50	35	-	15	1
TOTAL CREDITS				28	700				

C-Compulsory

S-Skill Enhancement

VAC- Value Added Course

¹Special Course In lieu of Punjabi (Compulsory).

²Special 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

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 2025-2026)

Semester-II									
Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks				Examination time (in Hours)
					Total	Th	P	CA	
BVRL-2421/ BVRL-2031/ BVRL-2431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History and Culture	C	4-0-0	4	100	70	-	30	3
BVRM-2102	Communication Skills in English -II	C	3-0-1	4	100	50	20	30	3+3
BVRL-2323	Retail Shopper Behaviour	S	4-0-0	4	100	70	-	30	3
BVRL-2324	Human Resource in Retail Operations	S	4-0-0	4	100	70	-	30	3
BVRL-2325	Managerial Economics	C	2-0-0	2	50	35	-	15	3
BVRM-2126	Advance Spreadsheet Techniques	S	2-0-4	4	100	40	30	30	3+3
BVRI-2327	Summer Internship and Viva Voce	S	0-0-12	6	150	-	150	-	3
VACD-2161	*Drug Abuse: Problem, Management and Prevention (Compulsory)	VAC	4-0-0	4	50	35	-	15	1
TOTAL CREDITS				30	750				

C-Compulsory

S-Skill Enhancement

VAC- Value Added Course

¹Special Course In lieu of Punjabi (Compulsory).

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

*Grades points or grade of this course will not be included in the SGPA/CGPA of Semester/Programme.

Exit Level on the Completion of One Year, Students will get the Certificate of Job Role: Retail Team Leader, QP Code: RAS/Q0105 (NSQF Level: 4) by RASCI, Govt. of India.

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 2025-2026)

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	Principles of 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	Store Layout and Design	S	4-0-0	4	100	70	-	30	3
BVRL-3324	Retail Logistics Management	C	4-0-0	4	100	70	-	30	3
BVRL-3325	Health and Safety Management Issues in Retail	C	2-0-0	2	50	35	-	15	3
BVRM-3126	Computer Applications-Tally and Internet	S	3-0-2	4	100	50	20	30	3+3
BVRP-3327	Store Operations-I	S	0-0-12	6	100	-	70	30	-
VACG-3531	*Gender Sensitization	VAC	2-0-0	2	50	35	-	15	2
TOTAL CREDITS				30	700				

C-Compulsory

S-Skill Enhancement

VAC-Value Added Course

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

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 2025-2026)

Semester-IV									
Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks				Examination time (in Hours)
					Total	Th	P	CA	
BVRL-4321	Supply Chain Management	S	4-0-0	4	100	70	-	30	3
BVRL-4322	Merchandising Management	S	4-0-0	4	100	70	-	30	3
BVRL-4323	Entrepreneurship Development	C	4-0-0	4	100	70	-	30	3
BVRL-4324	Business Ethics	C	4-0-0	4	100	70	-	30	3
BVRM-4325	Lab on E-Retailing and Retail Information System	S	3-0-2	4	100	40	30	30	3+3
BVRP-4326	Store Operations–II	S	0-0-12	6	100	-	70	30	3
VACE-4221	*Environmental Studies (Compulsory)	VAC	1-0-2	2	50	20	15	15	3
TOTAL CREDITS				28	650				

C-Compulsory

S-Skill Enhancement

VAC-Value Added Course

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

Exit Level on the Completion of Two Years, Students will get the Certificate of Job Role: Retail Departmental Manager, QP Code: RAS/Q0106 (NSQF Level: 5) by RASCI, Govt. of India.

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 2025-2026)

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	Personality and Soft Skills Development	S	4-0-0	4	100	80	-	20	3
BVRL-5322	Project Management	C	4-0-0	4	100	80	-	20	3
BVRL-5323	Advertising and Sales Management	C	2-0-0	2	50	40	-	10	3
BVRL-5324	Customer Relationship Management	C	4-0-0	4	100	80	-	20	3
BVRL-5325	Financial Management	S	4-0-0	4	100	80	-	20	3
BVRP-5326	Fundamentals of Visual Merchandising-I	S	0-0-8	4	75	-	60	15	3
BVRD-5327	Capstone Project	S	0-0-12	6	100	-	80	20	-
SECI-5541	*Innovation, Entrepreneurship and Creative Thinking	AC	2-0-0	2	50	40	-	10	1
TOTAL CREDITS				30	675				

C-Compulsory

S-Skill Enhancement

AC-Audit Course

***Grades points or grade of this course will not be included in the SGPA/CGPA of Semester/Programme**

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 2025-2026)

Semester-VI									
Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks				Examination time (in Hours)
					Total	Th	P	CA	
BVRL-6321	Retail Operations Management	C	4-0-0	4	100	80	-	20	3
BVRL-6322	Marketing Management	S	4-0-0	4	100	80	-	20	3
BVRL-6323	Production and Operations Management	S	4-0-0	4	100	80	-	20	3
BVRL-6324	Business Laws	C	4-0-0	4	100	80	-	20	3
BVRL-6325	Elements of Salesmanship	C	4-0-0	4	100	80	-	20	3
BVRP-6326	Fundamentals of Visual Merchandising-II	S	0-0-8	4	75	-	60	15	3
BVRI-6327	Summer Internship and Viva Voce	S	0-0-12	6	100	-	100	-	3
TOTAL CREDITS				30	675				

C-Compulsory

S-Skill Enhancement

Exit Level on the Completion of Three Years, Students will get the Certificate of Job Role: Business Leader/Multi-outlet Retailer, QP Code: RAS/Q0203 (NSQF Level: 6) by RASCI, Govt. of India.

The house approved the Item: RM 11: 2025: 4

RM 11: 2025: 5

To discuss the course scheme and course outcomes of **Master of Vocation (Retail Management)** (Semester-I, II, III & IV) under Credit Based Continuous Evaluation Grading System for the session 2025-26 (CBCEGS) (**Annexure D**)

Proceedings

The course scheme and course outcomes of Master of Vocation (Retail Management) (Semester-I, II, III and IV) under Credit Based Continuous Evaluation Grading System for the session 2025-26 (CBCEGS) were duly

Master of Vocation (Retail Management)						
S. No.	Course Name	Semester	Course Code	Unit	Proposed Change	New Case Studies
1.	Case Studies in Retail Management	Sem-III	MVRD-3326	-	Old case studies replaced by new case studies	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 11.CaratLane (by Titan): Low-Carat Jewellery for Gen Z

approved by the Board of Studies.

The house approved the Item: RM 11: 2025: 5

RM 11: 2025: 6

To discuss the syllabus of Master of Vocation (Retail Management) (Semester-I, II, III & IV) under Credit Based Continuous Evaluation Grading System for the session 2025-26 (CBCEGS) (**Annexure D**)

Proceedings

The following change was proposed in the syllabus to make it more relevant to the needs of the retail industry:

The proposed change received unanimous approval from the members.

The syllabus of Master of Vocation (Retail Management) (Semester-I, II, III & IV) under Credit Based Continuous Evaluation Grading System for the session 2025-26 (CBCEGS) was duly approved by the Board of Studies

The house approved the Item: RM 11: 2025: 6

(Annexure D)

FACULTY OF VOCATIONAL STUDIES

SYLLABUS

of

Master of Vocation (Retail Management) (Semester: I-IV)

(Under Credit Based Continuous Evaluation Grading System)

Session: 2025-2026



The Heritage Institution

KANYA MAHA VIDYALAYA JALANDHAR

(Autonomous)

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 2025-2026)

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-1324	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	-
MVRP-1328	Lab on Visual Merchandising	S	0-0-8	4	100	-	70	30	-
TOTAL CREDITS				30					

C-Compulsory

S-Skill Enhancement

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 2025-2026)

Semester-II									
Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks				Examination time (in Hours)
					Total	Th	P	CA	
MVRL-2321	Retail Marketing Principles	C	4-0-0	4	100	70	-	30	3
MVRL-2322	Rural Retailing	C	4-0-0	4	100	70	-	30	3
MVRL-2323	Retail Branding Strategies	C	4-0-0	4	100	70	-	30	3
MVRL-2324	Mall Management	S	4-0-0	4	100	70	-	30	3
MVRL-2325	Retail Buying and Merchandise Management	S	4-0-0	4	100	70	-	30	3
MVRP-2326	Lab on Retail Business Skills	S	0-0-8	4	100	-	70	30	-
MVRI-2327	Summer Internship and Viva Voce	S	0-0-12	6	150	-	150	-	-
TOTAL CREDITS				30					

C-Compulsory

S-Skill Enhancement

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 2025-2026)

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	-
MVRD-3326	Case Studies in Retail Management	S	0-0-8	4	100	70	-	30	-
MVRD-3327	Minor Research Project and Viva Voce	S	0-0-12	6	100	70	-	30	-
TOTAL CREDITS				30					

C-Compulsory
S-Skill Enhancement

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 2025-2026)

Semester-IV									
Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks				Examination time (in Hours)
					Total	Th	P	CA	
MVRL-4321	Retail Banking Services	S	4-0-0	4	100	70	-	30	3
MVRL-4322	Business Environment and Strategic Management	C	4-0-0	4	100	70	-	30	3
MVRL-4323	Entrepreneurship Development in Retail	C	4-0-0	4	100	70	-	30	3
MVRL-4324	Legal Aspects of Retailing	C	4-0-0	4	100	70	-	30	3
MVRM-4325	Digital Marketing	S	2-0-4	4	100	40	30	30	3
MVRP-4326	Retail Banking Practical	S	0-0-8	4	100	70	-	30	-
MVRI-4327	Summer Internship And Viva Voce	S	0-0-12	6	100	-	100	-	-
TOTAL CREDITS				30					

C-Compulsory
S-Skill Enhancement

The house approved the Item: RM 11: 2025: 6

RM 11: 2025: 7

To approve the Examiners and Evaluators for **Bachelor of Vocation (Retail Management)** (Semester-I, II, III, IV, V and VI) for the session 2025-26.

Proceedings

The chairperson discussed the Examiners and Evaluators for **Bachelor of Vocation (Retail Management)** (Semester-I, II, III, IV, V and VI) with the members and they approved it.

The house approved the Item: RM 11: 2025: 7
(Lists attached herewith as Annexure E)

RM 11: 2025: 8

To approve the Examiners and Evaluators for **Master of Vocation (Retail Management)** (Semester-I, II, III & IV) for the session 2025-26.

Proceedings

The chairperson discussed the Examiners and Evaluators for **Master of Vocation (Retail Management)** (Semester-I, II, III & IV) with the members and they approved it.

The house approved the Item: RM 11: 2025: 8
(Lists attached herewith as Annexure F)

RM 11: 2025: 9

To discuss research inputs and plans of the department for the session 2025-26.

Proceedings

The house highly appreciated the efforts of department for the practical and skill enrichment of the students. The chairperson apprised the house about the achievements of the faculty members of retail management.

- One research paper of faculty of Retail Management were published in Scopus Indexed-Journal.
- Research papers were presented at national level conferences by the Retail Management faculty.
- Faculty members will work on writing research papers to be published in Peer Reviewed Journals as specified by UGC.
- Faculty members will regularly participate in various national and international conferences, e-workshops, and webinars on contemporary topics like multi-channel retailing, digital shopping trend, logistics, digital Marketing, IT and internet in retailing, etc.

The house approved the Item: RM 11: 2025: 9

RM 11: 2025: 10

To discuss innovative methods of teaching and evaluation adopted in department and inputs required to upgrade the same 25-26.

Proceedings

The chairperson highlighted that:

- The main focus of the department is **ICT based teaching**. The department is equipped with projectors and e-content.
- The department has **well-equipped Retail Lab and Retail-IT Lab**, where students learn practical aspects of marketing and retailing.
- **Seminars / Extension lectures** by eminent resource persons, **workshops** conducted on various topics like IT Skills, Installation and Updating of Retail Software, Retail Selling Skills, **Educational Trips, Store and Mall Visits** to Mark & Spencer, Zudio, Pantaloons (Aditya Birla Group), Elante Mall (Chandigarh), Shoppers Stop, Big Bazaar, Kapsons, The Mall of Amritsar etc. are the regular features of the department.
- Faculty members continuously upgrade themselves by attending FDPs and workshops.
- Under the guidance of teachers, students run a venture named **“KMV Budding Entrepreneurs”** under which they put up stalls in college at various festivals and important occasions. This venture gives them an opportunity to have hands-on experience of customer handling, visual merchandising, cash handling, etc.

The house approved the Item: RM 11: 2025: 10

RM 11: 2025: 11

To discuss the result analysis for the session 2024-25

Attainment of the result is 100%. Detailed analysis of result was discussed and the house praised the efforts of faculty members for such an exhaustive exercise. They also appreciated the way in which CO mapping was undertaken by KMV and said that KMV is the role model for other institutions.

The house approved the Item: RM 11: 2025: 11

(Chairperson)

Dr. Rashmi Sharma

Head, PG Department of Retail Management

Dr. Gurpreet Randhawa

(GNDU Nominee)

Dr. Tejinder Sharma

(Outside Parent University Nominee)

Dr. Tejinderpal Singh

(Outside Parent University Nominee)

Dr. Gopi Sharma

(Director, DDU Kaushal Kendra)

Dr. Rashmi Sharma

(HoD, Associate Professor)

Mr. Varun Nayyar

Industry Expert, (Special Invitee)

Mrs. Alisha Sareen

Alumna (Special Invitee)

Mrs. Chetna

(Assistant Professor)