

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

(Under Credit Based Continuous Evaluation Grading System)



**Minutes of 12th Meeting of Board of Studies
Faculty of Vocational Studies
PG Department of Retail Management
Bachelor of Vocation & Master of Vocation
(Retail Management)**

Date: 20.06.2026

Time: 11:30 a.m.

Online: Zoom Platform

PG Department of Retail Management
Bachelor of Vocation & Master of Vocation (Retail Management)
Proceedings of the Twelfth Meeting of Board of Studies held on 20.06.2025

The Twelfth meeting of the Board of Studies was held online via zoom platform on 20th June 2026 at 11:30 a.m. The following members attended the meeting:

External Expert Members:

1. **Dr. Vikram**, Professor & Head, University Business School, Guru Nanak Dev University, Amritsar (Parent University Nominee)
2. **Dr. Tejinder Sharma**, Professor, Department of Commerce Kurukshetra University, Kurukshetra (Outside Parent University Nominee)
3. **Dr. Monika Bedi**, Professor, University Business School, Panjab University, Chandigarh (Outside Parent University Nominee)
4. **Mr. Varun Nayyar**, CEO, Digital Adda, Jalandhar Industry Partner (Special Invitee)
5. **Ms. Bharti Arora**, Personal Banker, Yes Bank, Jalandhar Alumna (Special Invitee)

Internal Expert Members:

6. **Dr. Rashmi Sharma**, Associate Professor, PG Dept. of Commerce and Business Administration, Head, PG Department of Retail Management, Kanya Maha Vidyalaya, Jalandhar (Chairperson)
7. **Dr. Gopi Sharma**, Associate Professor, Director, DDU Kaushal Kendra, Kanya Maha Vidyalaya, Jalandhar
8. **Ms. Chetna**, Assistant Professor, Faculty of Vocational Studies, Kanya Maha Vidyalaya, Jalandhar

PROCEEDINGS:

At the outset, the Chairperson, Dr. Rashmi Sharma welcomed the participants on behalf of KMV, expressing gratitude for their presence and emphasizing their importance in enriching academic programs and improving educational quality. 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 Retail Associated Skill Council of India (RASCI). **KMV is one of four institutions all over India to be recognized as Centre of Excellence by RASCI.** The PG Department of Retail Management successfully conducted the **Certificate Course “Retail Sales Executive”** (under Centre of Excellence by Retail Associated Skill Council of India) during the academic session 2025-26 under which 136 students got enrolled and have been issued skill certificates by RASCI, Govt. of India.
- Retail Associated 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 12: 2026: 1

To approve the proceedings of the Eleventh Board of Studies (BOS) meeting held on **17-06-2025**.
(Annexure A)

The chairperson sent the proceedings of the previous Board of Studies meeting held on **17-06-2025**. through email to all the members. BOS members considered and approved the proceedings of the Eleventh 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)

Proceedings

The house approved the Item: RM 12: 2026: 1

RM 12: 2026: 2

To discuss Action Taken Report of Board of Studies (BOS) meeting held on **17-06-2025**.
(Annexure B)

Action Taken Report (ATR)
on
Board of Studies Meeting held on 17.06.2025

Sr. No.	Agenda Item	Decision taken in Meeting	Action Taken
<u>Item No.:</u> <u>RM 11:</u> <u>2025: 1</u>	To approve the proceedings of the Tenth Board of Studies (BOS) meeting held on 18.06.2024 (Annexure-A)	The BOS members considered and approved the proceedings of the Tenth Board of Studies (BOS) meeting held on 18-06-2024.	The proceedings were sent to IQAC.
<u>Item No.:</u> <u>RM 11:</u> <u>2025: 2</u>	To discuss Action Taken Report of Board of Studies (BOS) meeting held on 18.06.2024.	The Board expressed its satisfaction on the Action Taken Report on the various decisions taken in the ninth BOS meeting held on 18.06.2024	ATR was submitted to IQAC.
<u>Item No.:</u> <u>RM 11:</u> <u>2025: 3</u>	To discuss the course scheme, course outcomes and syllabus of Bachelor of Vocation (Retail Management) (Semester-I, II, III, IV, & VI) under Credit Based Continuous Evaluation Grading System for the session 2025-26 (CBCEGS) (Annexure-C)	The proposed course scheme and course outcomes were duly approved by the board. Board members approved the syllabus and the house suggested that the Internal Assessment should be kept 30% only. The content of the syllabus was approved without changes.	The course is being run as per the course scheme and course outcomes approved by the Board.
<u>Item No.:</u> <u>RM 11:</u> <u>2025: 4</u>	To discuss the course scheme, course outcomes and 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)	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 11:</u> <u>2025: 5</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.: RM 11: 2025: 6</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)
<u>Item No. RM 11: 2025: 7</u>	To discuss research inputs and plans of the department for the session 2025-26.	Research plans of department were discussed.	The house highly appreciated the efforts of department for the practical and skill enrichment of the students. Faculty and students enrolled and Cleared various “MOOCS” programmes. *01 Research Paper Published in International Journal *02 Papers Presented and Published in National Journal (Report Attached) (Annexure-H)
<u>Item No. RM 11: 2025: 8</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-I)
<u>Item No. RM 11: 2025: 9</u>	To discuss the result analysis for the session 2024-25.	The House approved the result analysis for the session 2024-25.	(Report Attached) (Annexure J)

Proceedings

The Board expressed its satisfaction with the Action Taken Report on the various decisions taken in the Eleventh meeting held on **17-06-2025**.

The house approved the Item: RM 12: 2026: 2

RM 12: 2026: 3

To discuss the course scheme, course title, course codes, course outcomes and syllabus of **Bachelor of Vocation (Retail Management)** (Semester-I, II, III, IV, V& VI) under Credit Based Continuous Evaluation Grading System for the session 2026-27 (CBCEGS). **(Annexure-C)**

Proceedings

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

1. It was proposed to change the course title '**Store Operations-I**' to '**Store Operations**' in **B.Voc. (Retail Management) Semester-II**.

2. It was proposed to delete the course '**Store Operations-II**' and introduce the new course '**Artificial Intelligence in Retail Management**' in **Semester IV** of **B.Voc. (Retail Management)**.
3. It was proposed to add a new course '**Artificial Intelligence in Retail Management**' in **B.Voc. (Retail Management) Semester-IV**.
4. It was proposed to change the course title '**Capstone Project**' to '**Capstone Study**' and revise the course code from **BVRD-5327** to **BVRP-5327** in the programme **B.Voc.(Retail Management) Semester-V**.

The Board approved the proposed changes and suggested restructuring the syllabus of 'Artificial Intelligence in Retail Management' to follow the standard syllabus format with more detailed and elaborated units and topics.

The revised course scheme, course titles, course codes, and course outcomes and syllabus of **Bachelor of Vocation (Retail Management) (Semesters I, II, III, IV, V & VI)** under the **Credit Based Continuous Evaluation Grading System (CBCEGS)** for the session **2026–27** were duly approved by the Board of Studies members.

(Annexure-C)

S. No.	Course Name	Class	Semester	Course Code	Proposed Changes	Mention Change
1.	Store Operations-I	B.Voc. (Retail Mgt.)	III	BVRP-3327	Subject Name Changed	Subject Name-Store Operations
2.	Store Operations-II	B.Voc. (Retail Mgt.)	IV	BVRP-4326	Subject Deleted & one subject added	Subject Added- Artificial Intelligence in Retail Management
3.	Capstone Project	B.Voc. (Retail Mgt.)	V	BVRD-5327	Subject Name Changed & Course Code changed	Subject Name- Capstone Study Course Code- BVRP-5327

FACULTY OF VOCATIONAL STUDIES

SYLLABUS

of

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

(Under Credit Based Continuous Evaluation Grading System)

(CBCEGS)

Session: 2026-2027



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR**

(Autonomous)

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	-
USEP-0001	Entrepreneurship Mindset Level- I	SEC	0-0-4	2	50	-	50	-	-
VACF-1491	* Foundation Course	VAAC	2-0-0	2	50	35	-	15	1
TOTAL CREDITS				30	750				

C-Compulsory Course

S/SEC-Skill Enhancement Course

VAAC- Value Added Audit Course (VAAC)

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: 2026-2027

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
USEP-0002	Entrepreneurship Mindset Level- II	SEC	0-0-4	2	50	-	50	-	-
VACD-2161	*Drug Abuse and Ethical Education	VAC	4-0-0	4	100	70	-	30	3
TOTAL CREDITS				34	850				

C-Compulsory Course

S/SEC-Skill Enhancement Course

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: 4.5) 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: 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	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	S	0-0-12	6	100	-	70	30	-
VACE-3221	*Environmental Studies	VAC	2-0-0	2	50	35	-	15	2
TOTAL CREDITS				30	700				

C-Compulsory Course

S-Skill Enhancement Course

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: 2026-2027

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	Artificial Intelligence in Retail Management	S	0-0-12	6	100	-	70	30	3
VACP-4511	*Personality Development and Gender Sensitization	VAAC	2-0-0	2	50	35	-	15	3
TOTAL CREDITS				28	650				

C-Compulsory Course

S-Skill Enhancement Course

VAAC- Value Added Audit 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: Deputy 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: 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	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	100	-	80	20	3
BVRP-5327	Capstone Study	S	0-0-12	6	100	-	80	20	-
CCFC-5522	*Community Outreach	CCFR	0-0-4	2	50		35	15	3
TOTAL CREDITS				30	700				

C-Compulsory Course

S-Skill Enhancement

Course

CCFR- Co- Curricular Field Work and Report

Writing

***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: 2026-2027

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	70	-	30	3
BVRL-6322	Marketing Management	S	4-0-0	4	100	70	-	30	3
BVRL-6323	Production and Operations Management	S	4-0-0	4	100	70	-	30	3
BVRL-6324	Business Laws	C	4-0-0	4	100	70	-	30	3
BVRL-6325	Elements of Salesmanship	C	4-0-0	4	100	70	-	30	3
BVRP-6326	Fundamentals of Visual Merchandising-II	S	0-0-8	4	100	-	70	30	3
BVRI-6327	Summer Internship and Viva Voce	S	0-0-12	6	150	-	150	-	3
VACH- 6401	*Human Rights and Constitutional Duties	VAC	2-0-0	2	50	-	35	15	3
TOTAL CREDITS				32	800				

C-Compulsory Course

S-Skill Enhancement

VAC-Value Added Course

Exit Level on the Completion of Three Years, Students will get the Certificate of Job Role: Retail Store Manager QP Code: RAS/Q0203 (NSQF Level: 6) by RASCI, Govt. of India.

The house approved the Item: RM 12: 2026: 3

RM 12: 2026: 4

To discuss the course scheme, course title, course Codes, course outcomes and syllabus of **Master of Vocation (Retail Management)** (Semester-I, II, III & IV) under Credit Based Continuous Evaluation Grading System for the session 2026-27 (CBCEGS). **(Annexure-D)**

Proceedings

It was proposed to change the course title '**Case Studies in Retail Management**' to '**Contemporary Issues in Retail Management**' and revise the course code from **MVRD-3326** to **MVRP-3326** in the programme **M.Voc. (Retail Management) Semester-III**.

The proposed change received unanimous approval from the members.

(Annexure-D)

S. No.	Course Name	Class	Semester	Course Code	Proposed Changes	Mention Change
1.	Case Studies in Retail Management	M.Voc (Retail Mgt.)	III	MVRD-3326	Subject Name Changed & Course Code changed	Subject Name- Contemporary Issues in Retail Management Course Code- MVRP-3326

FACULTY OF VOCATIONAL STUDIES
SYLLABUS
of
Master of Vocation (Retail Management)
(Semester: I-IV)
(Under Credit Based Continuous Evaluation Grading System)

Session: 2026-2027



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: 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-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 Course Course
S-Skill Enhancement Course Course

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-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 Course Course

S-Skill Enhancement Course Course

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	-
MVRP-3326	Contemporary Issues 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 Course Course
S-Skill Enhancement Course Course

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	-
MVRP-3326	Contemporary Issues 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 Course
S-Skill Enhancement Course

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-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 Course Course
S-Skill Enhancement Course Course

RM 12: 2026: 5

To approve the Examiners and Evaluators for Bachelor of Vocation (Retail Management) (Semester-I, II, III, IV, V and VI) for the session 2026-27. **(Annexure-E)**

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 12: 2026: 5

(Lists attached herewith as Annexure E)

RM 12: 2026: 6

To approve the Examiners and Evaluators for **Master of Vocation (Retail Management)** (Semester-I, II, III & IV) for the session 2026-27. **(Annexure-F)**

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 12: 2026: 6

(Lists attached herewith as Annexure F)

RM 12: 2026: 7

To discuss research inputs and plans of the department for the session 2026-27. **(Annexure-G)**

Proceedings

The house highly appreciated the efforts of the Department for the practical and skill enrichment of the students. The Chairperson apprised the house about the academic and research achievements of the faculty members of the Department of Retail Management.

- Three research papers authored by the faculty members of the Department of Retail Management, titled "Technology and Sustainability in Retail," were published in the International Journal of Advanced Multidisciplinary Research, Cases and Practices (e-ISSN: 2994-3981) in March 2026.
- Two research papers were presented and published by the faculty members at an International Conference organized by Lajpat Rai DAV College, Jagraon, District Ludhiana, in January 2026. The papers focused on contemporary themes such as "AI Powered Marketing: Changing Strategies in Digital World" and "Redefining Business and Marketing through Artificial Intelligence," and were published in the conference proceedings of the Business, Management and Economics Engineering (Scopus Indexed Journal).
- The Chairperson assured that faculty members will continue to undertake quality research and publish papers in UGC CARE-listed, Scopus-indexed, and peer-reviewed journals.
- The Chairperson assured Faculty members will regularly participate in national and international conferences, faculty development programmes, workshops, seminars, and webinars on emerging areas such as Artificial Intelligence in Retail, Omni channel retailing,

digital marketing, e-commerce, logistics and supply chain management, retail analytics, sustainability in retail, and other contemporary developments in the retail sector.

The house approved the Item: RM 12: 2026: 7

RM 12: 2026: 8

To discuss innovative methods of teaching and evaluation adopted in department and inputs required to upgrade the same 26-27. (**Annexure-H**)

The Chairperson highlighted the following achievements and key features of the Department:

- The department emphasizes ICT-enabled teaching and learning by effectively integrating projectors, smart teaching aids, digital resources, and e-content into the teaching process. This technology-driven approach creates an interactive learning environment and equips students with the digital competencies required by the modern retail industry.
- The department has well-equipped Retail Lab and Retail-IT Lab, where students receive practical training in retail operations, merchandising, billing systems, and other core retail functions, enabling them to bridge the gap between theory and practice.
- Seminars, extension lectures by eminent resource persons, workshops on IT Skills, Retail Software, Retail Selling Skills, Digital Marketing, and Emerging Retail Technologies, along with educational tours and industrial visits to leading retail organizations such as Marks & Spencer, Zudio, Pantaloons, Elante Mall, Shoppers Stop, Kapsons, and The Mall of Amritsar, are regular features of the department, providing valuable industry exposure and experiential learning.
- Students are encouraged to enhance their professional competencies through **Massive Open Online Courses (MOOCs)** and industry-recognized certification programmes offered by platforms such as Internshala and Great Learning. These certifications strengthen their technical knowledge, professional skills, and employability in the retail sector.
- The department actively facilitates paid internships and placement opportunities through strong industry linkages. It also promotes the "**Earn While Learn**" concept, encouraging students to establish and manage their own business ventures by effectively utilizing digital platforms, e-commerce tools, and digital marketing strategies, thereby developing entrepreneurial, managerial, and leadership skills.
- Faculty members continuously upgrade their academic and professional competencies by participating in Faculty Development Programmes (FDPs), workshops, refresher courses, online certification programmes, and professional training programmes
- Faculty members actively contribute to academic excellence by publishing research papers in reputed national and international journals and presenting their research at national and international conferences, seminars, and workshops. These scholarly activities promote innovation, research culture, and continuous knowledge enhancement within the department. Under the guidance of the faculty, students successfully run a venture named

“KMV Budding Entrepreneurs”, through which they organize retail stalls during college festivals and other significant events

The house approved the Item: RM 12: 2026: 8

RM 12: 2026: 9

To discuss the result analysis for the session 2025-26. **(Annexure-I)**

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 12: 2026: 9

(Chairperson)

Dr. Rashmi Sharma

Head, PG Department of Retail Management

Dr. Vikram (GNDU Nominee)	Dr. Tejinder Sharma (Outside Parent University Nominee)	Dr. Monika Bedi (Outside Parent University Nominee)
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Dr. Gopi Sharma
(Director, DDU Kaushal Kendra)

Dr. Rashmi Sharma
(Associate Professor & HoD)

Mr. Varun Nayyar Industry Expert, (Special Invitee)	Ms. Bharti Arora Alumna (Special Invitee)	Ms. Chetna (Assistant Professor)
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