

**FACULTY OF VOCATIONAL STUDIES**

**SYLLABUS**

**of**

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

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

**Session: 2022-2023**



**The Heritage Institution**

**KANYA MAHA VIDYALAYA JALANDHAR**

**(Autonomous)**

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION: 2022-23**  
**FUNDAMENTALS OF RETAILING AND RETAIL FORMATS**  
**COURSE CODE: MVRL- 1321**

**After successful completion of this course, students will be able to:**

**CO1:** Define retailing.

**CO2:** Understand the ways that retailers use marketing tools and techniques to interact with their customers.

**CO3:** Apply a broad theoretical and technical knowledge of retail management to understand opportunities and challenges for creating excellent retailing experience.

**CO4:** Provide in-depth specialist and professional advice related to market selection and location analysis.

**CO5:** Critically analyze and summarize market information to assess the retailing environment and formulate effective retail strategies.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –I)**  
**SESSION: 2022-23**  
**ACCOUNTING FOR RETAIL MANAGERS**  
**COURSE CODE: MVRL- 1322**

**After successful completion of this course, students will be able to:**

**CO1:** Develop an awareness and understanding of the accounting process and fundamental accounting principles that underline the development of financial statements.

**CO2:** Interpret and analyze financial statements, combine financial analysis with other information to assess the financial performance and position of a business.

**CO3:** Analyze the role management accounting system has in organizations and make the best use of the knowledge of contemporary management accounting techniques.

**CO4:** Express the role of cost accounting in the modern economic environment.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION: 2022-23**  
**FOUNDATIONS OF MANAGEMENT**  
**COURSE CODE: MVRL- 1323**

**After successful completion of this course, students will be able to:**

**CO1:** Define management and explain how management differs according to levels.

**CO2:** Specify how the managerial tasks of planning, organizing, directing and controlling can be Executed in different circumstances.

**CO3:** Evaluate leadership styles to anticipate the consequences of each leadership style.

**CO4:** Discuss and communicate the management evolution and how it will affect future Managers.

**CO5:** Gain knowledge and understanding of the principles and practices of Management.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**

**Session: 2022-2023**

**ECONOMICS OF RETAIL**

**Course Code: MVRL-1324**

**After successful completion of this course, students will be able to:**

CO1: Identify the factors that affect demand and supply.

CO2: Appreciate the role of markets and institutions in facilitating development of retail industry.

CO3: Apply the knowledge and skills acquired to study the main forces sustaining and limiting economic development.

CO4: Understand how economics affect the business strategy of retail industry.

CO5: Understand the contribution of retail industry in today's economy.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION: 2022-23**  
**IT APPLICATIONS IN RETAIL**  
**COURSE CODE: MVRL- 1325**

**After successful completion of this course, students will be able to:**

- CO1:** Understand the fundamentals of computing devices and reinforce computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet & networking.
- CO2:** Learn hands-on use of Microsoft Office applications, Word, Excel, Access and PowerPoint.
- CO3:** Utilize the Internet Web resources and evaluate on-line e-retailing system.
- CO4:** Solve common retailing problems using appropriate Information Technology applications and systems.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION: 2022-23**  
**FUNDAMENTALS OF E-RETAILING**  
**COURSE CODE: MVRL- 1326**

**After successful completion of this course, students will be able to:**

- CO1:** Define online pricing.
- CO2:** Determine the different methods and factors of online pricing.
- CO3:** Understand the concept of price discrimination in E-retailing.
- CO4:** Understand the promotional strategies of E-retail business.
- CO5:** Evaluate E-Payment security and challenges

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION: 2022-23**  
**LAB ON E- RETAILING**  
**COURSE CODE: MVRP-1327**

**After successful completion of this course, students will be able to:**

**CO1:** Demonstrate an understanding of retailing in E-commerce by:

- a. Analyzing branding and pricing strategies,
- b. Using and determining the effectiveness of market research
- c. Assessing the effects of disintermediation.

**CO2:** Use tools and services of the internet in the development of a virtual e-commerce site.

**CO3:** Demonstrate an understanding of the importance of brand management online.

**CO4:** Develop an e-marketing plan.

**CO5:** Assess online pricing options and implications.

**CO6:** Explain the role of digital media in identifying, anticipating and satisfying consumer needs and wants.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION: 2022-23**  
**PROJECT ON VISUAL MERCHANDISING**  
**COURSE CODE: MVRD-1328**

**After successful completion of this course, students will be able to:**

**CO1:** Define the meaning of visual merchandising.

**CO2:** Learn different tools that are used for displaying jewellery and apparels at the retail stores.

**CO3:** Apply basic design principles and colour theories to displays and advertising.

**CO4:** Understand how to make display meaningful-Identify colour, size and other attributes of the product that match the display.

**CO5:** Understand and explain elements of planogram - Use of different props in a retail store

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)**

**Session: 2022-23**

**RETAIL MARKETING PRINCIPLES**

**Course Code: MVRL-2321**

**After successful completion of this course, students will be able to:**

**CO1:** Define the term marketing and explain its role and importance in an individual firm and the overall economy.

**CO2:** Identify and classify marketing segments and targets, demonstrating the use of marketing research techniques.

**CO3:** Explain the use of product mix and life cycle in a marketing strategy.

**CO4:** Define marketing channels and identify different marketing channels and develop distribution strategies.

**CO5:** Describe the role of advertising and public relations in marketing a product or service.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)**

**Session: 2022-23**

**RURAL RETAILING**

**Course Code: MVRL-2322**

**After successful completion of this course, students will be able to:**

**CO1:** Create awareness about the applicability of the concepts, techniques and processes of marketing in rural context.

**CO2:** Familiarize with the special problems related to sales in rural market.

**CO3:** Understand the working of rural marketing institutions.

**CO4:** Define the meaning and scope of rural market.

**CO5:** Understand the roadblocks of Indian rural markets.

**CO6:** Suggest the solutions for the problems of rural markets.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)**

**Session: 2022-23**

**RETAIL BRANDING STRATEGIES**

**Course Code: MVRL-2323**

**After successful completion of this course, students will be able to:**

**CO1:** Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.

**CO2:** Identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits, etc).

**CO3:** Learn about brand perception and understand how a brand is being perceived in the media.

**CO4:** Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)**

**Session: 2022-23**

**MALL MANAGEMENT**

**Course Code: MVRL-2324**

**After successful completion of this course, students will be able to:**

**CO1:** Comprehend the mall architecture and mall project handling.

**CO2:** Selecting the mall locations and identify the catchment areas.

**CO3:** Evaluate the maintenance needs, develop and execute maintenance plan for individual shopping malls.

**CO4:** Understand the strategic management of malls.

**CO5:** Understand infrastructure management and recognize different types of malls.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)**

**Session: 2022-23**

**RETAIL BUYING AND MERCHANDISE MANAGEMENT**

**Course Code: MVRL-2325**

**After successful completion of this course, students will be able to:**

**CO1:** Describe the planning and organizing required supporting buy and pricing decisions

**CO2:** Understand buying and merchandising process, techniques for buying, buying for various types of stores, buyer-vendor relationships

**CO3:** Identifying the duties, responsibilities, and tasks needed to be a competent buyer.

**CO4:** Plan and manage the merchandise assortment, including inventory management and merchandise flow.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)**

**Session: 2022-23**

**LAB ON RETAIL BUSINESS SKILLS**

**Course Code: MVRP-2326**

**After successful completion of this course, students will be able to:**

**CO1:** Understand the different business skills situation (self- service, self- selection and full personal service)

**CO2:** Greet customers in an appropriate manner

**CO3:** Use active listening skills to identify specific customer needs identify various means of opening a sale

**CO4:** Demonstrate thorough product knowledge while retailing i.e. benefits in use, functions, materials, origins, features

**CO5:** Explain functions/features/benefits of a product appropriate to the needs of a particular consumer (through information gained by active listening)

**CO6:** Construct an Offer Analysis Sheet for products which they are required to sell.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)**  
**Session: 2022-23**  
**SUMMER INTERNSHIP AND VIVA VOCE**  
**Course Code: MVRD-2327**

**After successful completion of this course, students will be able to:**

**CO1:** Explain the basic terminologies of Retail.

**CO2:** Deal with the customer.

**CO3:** handle the cash.

**CO4:** Understand the selection of right store layout and design according to the nature of merchandise.

**CO5:** Understand the working of retail store.

**CO6:** Understand the importance of visual merchandising.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**

**Session: 2022-23**

**RETAIL MARKETING RESEARCH**

**Course Code: MVRL-3321**

**After successful completion of this course students will be able to:**

**CO1:** Understand the concept of Marketing Research in Retail Industry.

**CO2:** Synthesize the need for business research, its conduct and application to retail business decisions.

**CO3:** Understand the ways that retailers use marketing tools and techniques to interact with their customers.

**CO4:** Create and conduct a small survey, applying a wide range of survey, scale, and questionnaire techniques.

**CO5:** Recommend the best sampling technique for different situations.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**  
**Session: 2022-23**  
**BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**  
**Course Code: MVRL-3322**

**After successful completion of this course, students will be able to:**

- CO1:** Understand the concept and need for business ethics.
- CO2:** Demonstrate an understanding of the ethical, social and economic environments.
- CO3:** Successfully practice the various approaches to Business Ethics.
- CO4:** Incorporate the concept of Business Ethics and Corporate Social Responsibility (CSR) into Business decisions.
- CO5:** Identify the key ethical elements with respect to suppliers and competitors.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**

**Session: 2022-23**

**INTERNATIONAL RETAILING**

**Course Code: MVRL-3323**

**After successful completion of this course, students will be able to:**

**CO1:** Understand the concept of International retailing.

**CO2:** Evaluate the strategic sourcing, procurement and cross docking.

**CO3:** Understand the development & implementation of merchandise plans.

**CO4:** Understand the global marketing mix in retail context.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**

**Session: 2022-23**

**RETAIL PERSONNEL MANAGEMENT**

**Course Code: MVRL-3324**

**After successful completion of this course, students will be able to:**

**CO1:** Understand the aspects of retail personnel management.

**CO2:** Manage human resource affairs of a retail organization.

**CO3:** Work efficiently in competitive environment.

**CO4:** Get a clear understanding about various HR plans and implementation strategies.

**CO5:** Evaluate the Methods of Job Evaluation.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**

**Session: 2022-23**

**LAB ON IT SOLUTIONS IN RETAIL**

**Course Code: MVRP-3325**

**After successful completion of this course, students will be able to:**

**CO1:** Understand the role of IT in Retailing.

**CO2:** Get the clear information about different software used by Retailers.

**CO3:** Analyse the strategies of different entrepreneurs in E-Retailing.

**CO4:** Learn recent IT developments in Retail industry.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**

**Session: 2022-23**

**CASE STUDIES IN RETAIL MANAGEMENT**

**Course Code: MVRD-3326**

**After successful completion of this course, students will be able to:**

**CO1:** Critically review written case studies and provide feasible action recommendations.

**CO2:** Apply a structured problem-solving process to real business situations in the retail industry.

**CO3:** Assess profitability and overall success of the retail industry through the analysis of cases.

**CO4:** Summarize the steps performed in the analysis of a given case in the form of a presentation to a Group of peers.

**CO5:** Demonstrate the ability to provide analysis and recommendations in the form of a written Case report.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**  
**Session: 2022-23**  
**MINOR RESEARCH PROJECT AND VIVA VOCE**  
**Course Code: MVRD-3327**

**After successful completion of this course, students will be able to:**

**CO1:** Understand the significance of research and correctly choosing problem.

**CO2:** Apply the tools and techniques of hypothesis selection, sampling, data collection, etc.

**CO3:** Analyze and interpret the data through various statistical and mathematical tools

**CO4:** Delve into managerial implications and business significance of the issue under  
Investigation

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**

**Session: 2022-23**

**RETAIL BANKING SERVICES**

**Course Code: MVRL-4321**

**After successful completion of this course, students will be able to:**

**CO1:** Evaluate the applicability of retailing concepts.

**CO2:** Understand the process of using the debit & credit cards.

**CO3:** Assess the various retail products.

**CO4:** Understand the technology for retail banking.

**CO5:** Critically evaluate the recent trends in Retailing.

**CO6:** Know about the role and impact of customer relationship management.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**  
**Session: 2022-23**  
**BUSINESS ENVIRONMENT AND STRATEGIC MANAGEMENT**  
**Course Code: MVRL-4322**

**After successful completion of this course, students will be able to:**

**CO1:** Have a clear understanding of formulation, implementation and evaluation of strategies.

**CO2:** Gain knowledge about strategies and their relation with dynamic environment.

**CO3:** Have a clear understanding about the strategy to be followed by the organization to go ahead in the market.

**CO4:** Analyze the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives.

**CO5:** Critically assess the business environment of an organization using selected strategic tools

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**

**Session: 2022-23**

**ENTREPRENEURSHIP DEVELOPMENT IN RETAIL**

**Course Code: MVRL-4323**

**After successful completion of this course, students will be able to:**

**CO1:** Understand the key business models and innovation trends in retailing.

**CO2:** Have an appreciation of the opportunities and challenges around developing multi- sided platforms.

**CO3:** Learn how investors appraise retail and consumer start-ups.

**CO4:** Understand the importance of customer acquisition and the key role of analytics.

**CO5:** Understand the importance of retail business plan

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**

**Session: 2022-23**

**LEGAL ASPECTS OF RETAILING**

**Course Code: MVRL-4324**

**After successful completion of this course, students will be able to:**

- CO1:** Appreciate the existing legal complexities and need for new measures in the retailing sector.
- CO2:** Understand the existing legal framework under which the retailing activities must be conducted.
- CO3:** Understand the security issues and solutions in retailing.
- CO4:** Understand the installation and maintenance of portable first aid fire extinguisher.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**

**Session: 2022-23**

**DIGITAL MARKETING**

**Course Code: MVRM-4325**

**After successful completion of this course, students will be able to:**

**CO1:** Assess the impact of digital technology on the practice of marketing.

**CO2:** Analyze the use of different forms of digital marketing in the development of an online presence.

**CO3:** Develop a plan for marketing a product of business online.

**CO4:** Integrate social media tools into a marketing communications strategy.

**CO5:** Learn concepts such as Data Driven Marketing, Social Media Marketing, Analytics and Inbound Marketing.

**CO6:** Create digital marketing strategies – define goals, planning, analyzing, implementation and evaluation of plans.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**

**Session: 2022-23**

**RETAIL BANKING PRACTICAL**

**Course Code- MVRP-4326**

**After successful completion of this course, students will be able to:**

**CO1:** Apply retail banking concepts.

**CO2:** Perform the process of using the debit & credit cards.

**CO3:** Explain the functions of retail banking products and services

**CO4:** Learn the technology for retail banking.

**CO5:** Know about the role and impact of customer relationship management.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**

**Session: 2022-23**

**SUMMER INTERNSHIP AND VIVA VOCE**

**Course Code: MVRD- 4327**

**After successful completion of this course, students will be able to:**

**CO1:** Explain the basic terminologies of Retail.

**CO2:** Deal with the customer.

**CO3:** handle the cash.

**CO4:** Understand the selection of right store layout and design according to the nature of merchandise.

**CO5:** Understand the working of retail store.

**CO6:** Understand the importance of visual merchandising.