

FACULTY OF VOCATIONAL STUDIES

Master of Vocation (Retail Management)

(Semester: I-IV)

(Under Credit Based Continuous Evaluation Grading System)

Session: 2020-21



The Heritage Institution KANYA MAHA VIDYALAYA JALANDHAR

(Autonomous)

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)

MASTER OF VOCATION (RETAIL MANAGEMENT)

PROGRAMME OUTCOMES

The M.Voc. Programme Retail Management is for duration of two years consisting of four semesters and is a judicious mix of skills relating to professional education and general education on credit-based system. The successful students will be awarded PG Diploma/Degree in both Skills and General education components of the curriculum. Students may exit after one year with P.G. Diploma (NSQF Level 8) or may continue for M.Voc. Degree (NSQF Level 9)

- The course aims at providing a comprehensive view of retailing, an analysis of the retail environment and exposure to issues and developments in the industry. The course curriculum is a unique blend of general management and retail management subjects.
- The main objective of the curriculum is providing insights on retail operations. This will enable the students to become good retail planners and decision makers and help focus on change and adaption to change.
- The course intends to provide the learner with an overview of the retail industry, concepts and processes and an opportunity to understand the areas of accountability for a Retail Manager. The learner will also be able to determine a level of interest in pursuing a career in retail management.

PROGRAMME SPECIFIC OUTCOMES

PSO1. Make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

PSO2. Have adequate knowledge and skills so that they are work ready at the exit point of the program.

PSO3. Discuss the purpose, context, concepts, and processes of retailing and the retail environment and the responsibilities of the retail operations function.

PSO4. Evaluate current retailing trends based on consumer, legal and competitive environments.

PSO5. Evaluate the implementation of marketing strategy through the retail mix including product and merchandise mix, pricing, location and store- design, promotions, and store management to improve the total customer experience and retailer market competitiveness.

PSO6. Describe how retailers build a sustainable competitive advantage through human resource management and identify related issues, challenges, and trends, including employee motivation, evaluation, and compensation.

PSO7. Develop a general understanding of retail management concepts related to sales and marketing of services and/or products.

PSO8. Explain the basic terms and concepts of accounting, and the content of financial statements and be able to understand and interpret the information they contain.

PSO9. Distinguish and characterize the factors and management tools that retailers consider and use when developing their merchandise mix.

PSO10. Interpret retail problems and be capable of critically evaluating and applying appropriate retail management models and theories to generate strategic and tactical solutions.

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

Session: 2020-21

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: 2020-21

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: 2020-21

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: 2020-21

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: 2020-21

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: 2020-21

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: 2020-21

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: 2020-21

PROJECT ON VISUAL MERCHANDISING

Course Code: MVRP-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 jewelry and apparels at the retail stores.

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

CO4: Understand how to make display Meaningful-Identify color, 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: 2020-21

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: 2020-21

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: 2020-21

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: 2020-21

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: 2020-21

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 merchandiseflow.

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

Session: 2020-21

LAB ON RETAIL BUSINESS SKILLS(PRACTICAL)

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 asale

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: 2020-21

SUMMER INTERNSHIP AND VIVA VOCE

Course Code: MVRI-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: 2020-21

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: 2020-21
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: 2020-21

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: 2020-21

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: 2020-21

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: Analyze the strategies of different entrepreneurs in E-Retailing.

CO4: Learn recent IT developments in Retail industry.

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

Session: 2020-21

CASE STUDIES IN RETAIL MANAGEMENT

Course Code: MVRP-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: 2020-21

MINOR RESEARCH PROJECT

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: 2020-21

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: 2020-21
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: 2020-21

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: 2020-21

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: 2020-21

DIGITAL MARKETING (THEORY & PRACTICAL)

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: 2020-21

RETAIL BANKING PRACTICAL (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: 2020-21
SUMMER INTERNSHIP AND VIVA VOCE (PRACTICAL)
Course Code: MVRI- 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.