FACULTY OF VOCATIONAL STUDIES

SYLLABUS

of

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

(Under Credit Based Continuous Evaluation Grading System)

SESSION: 2022-23

The Heritage Institution

KANYA MAHA VIDYALAYA JALANDHAR

(Autonomous)

COURSE OUTCOMES

CO1: ਆਤਮ ਅਨਾਤਮ' ਪੁਸਤਕ ਦੇ ਕਵਿਤਾ ਭਾਗ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਵਿਤਾ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਤਾਂ ਕਿ ਉਹ ਆਧੁਨਿਕ ਦੌਰ ਵਿਚ ਚੱਲਰਹੀਆਂ ਕਾਵਿ ਧਾਰਾਵਾਂ ਅਤੇ ਕਵੀਆਂ ਬਾਰੇ ਗਿਆਨ ਹਾਸਿਲ ਕਰ ਸਕਣ। ਇਸ ਦਾ ਹੋਰ ਮਨੋਰਥ ਕਵਿਤਾਦੀ ਵਿਆਖਿਆ, ਵਿਸ਼ਲੇਸ਼ਣ ਤੇ ਮੁਲੰਕਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਤੋਂ ਜਾਣੂ ਕਰਾਉਣਾ ਵੀ ਹੈ ਤਾਂ ਕਿ ਉਹ
ਸਮਕਾਲੀ ਸਮਾਜ ਦੀਆਂ ਸਮੱਸਿਆਵਾਂ ਨੂੰ ਸਮਝ ਸਕਣ ਅਤੇ ਆਲੋਚਨਾਤਮਕ ਦ੍ਰਿਸ਼ਟੀ ਬਣਾ ਸਕਣ।

CO2:ਗਿਆਨ ਮਾਲਾ(ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ)ਪੁਸਤਕ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਿਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੜ੍ਹਨ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਮੁੱਲਵਾਨ ਗਿਆਨ ਦੇਣਾ ਹੈ।

CO3:ਪੈਰ੍ਹਾ ਰਚਨਾ ਅਤੇ ਪੈਰ੍ਹਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉਤਰ ਦੇਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

CO4: ਧੁਨੀ ਵਿਉਂਤ ਪੜ੍ਹਨ ਨਾਲ ਵਿਦਿਆਰਥੀ ਧੁਨੀਆਂ ਦੀ ਉਚਾਰਨ ਪ੍ਰਣਾਲੀ ਤੋਂ ਵਾਕਫ਼ਹੋਣਗੇ।

Course outcomes

CO1: ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਸਿਖਾਉਣਦੀ ਪ੍ਰਕਿਰਿਆ ਵਿਚ ਪਾ ਕੇ ਇਕ ਹੋਰ ਭਾਸ਼ਾ ਸਿੱਖਣ ਦਾ ਮੌਕਾ ਪ੍ਰਦਾਨ ਕਰਨਾ ਹੈ।

CO2: ਇਸ ਵਿਚ ਵਿਦਿਆਰਥੀ ਨੂੰ ਬਾਰੀਕਬੀਨੀ ਨਾਲ ਭਾਸ਼ਾ ਦਾ ਅਧਿਐਨ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO3: ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ ਤੋਂ ਜਾਣੂ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO4: ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ ਬਾਰੇ ਦੱਸਣਾ ਹੈ।

CO5: ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦਾ ਸ਼ਬਦ ਘੇਰਾ ਵਿਸ਼ਾਲ ਕਰਨਾ ਹੈ।

CO6: ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਵਿਚ ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰ੍ਹਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ,ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੌ ਤੱਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ ਸਿਖਾਉਣਾ ਹੈ।

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
Session: 2022-2023
PUNJAB HISTORY AND CULTURE (FROM EARLIEST TIMES TO C. 320)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

Course Code: BVRL-1431

COURSE OUTCOMES:

After completing Semester I and course on Punjab History and Culture students of History will be able to identify and have a complete grasp on the sources & writings of Ancient Indian History of Punjab.
CO 1: Identify and describe the emergence of earliest civilizations in: Indus Valley Civilization and Aryan Societies.
CO 2: Identify and analyses the Buddhist, Jain and Hindu faith in the Punjab
CO 3: Analyses the emergence of Early Aryans and Later Vedic Period, their Society, Culture, Polity and Economy
CO 4: To make students understand the concepts of two faiths Jainism and Buddhism, its principles and their application and relevance in present times

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
Session: 2022-2023
COMMUNICATION SKILLS IN ENGLISH
Course Code: BVRL-1102

COURSE OUTCOMES

At the end of this course, the students will develop the following Skills:

CO 1: Reading skills that will facilitate them to become an efficient reader

CO 2: The ability to realise not only language productivity but also the pleasure of being able to articulate well

CO 3: The power to analyse, interpret and infer the ideas in the text

CO 4: The ability to have a comprehensive understanding of the ideas in the text and enhance their critical thinking

CO 5: Writing skills of students which will make them proficient enough to express ideas in clear and grammatically correct English

CO 6: Ability to plan, organise and present ideas coherently on a given topic

CO 7: The skill to use an appropriate style and format in writing letters (formal and informal)

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2022-23
FUNDAMENTALS OF MANAGEMENT
COURSE CODE: BVRL-1323
JOB ROLE: RETAIL SALES ASSOCIATE- RAS/Q0104 (NSQF LEVEL-4)

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

CO1: Define management and explain how management plays significant functions to achieve organisational goals.

CO2: Describe and attain some elementary level of skills in the main management processes: planning, organizing, staffing, deciding, controlling and budgeting and describe the types of plans and common planning tools.

CO3: Understand the process and complexities associated with management of human resources in the organizations and explain the components of direction- leadership, supervision, motivation and communication.

CO4: Discuss and identify the principles and techniques for co-ordination in an organising and explain what control means in a business setting and why it is needed.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2022-23
BASICS OF RETAIL MANAGEMENT
COURSE CODE: BVRL-1324
JOB ROLE: RETAIL SALES ASSOCIATE- RAS/Q0104 (NSQF LEVEL-4)

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

CO1: Understand the concept of Introduction to Retailing, Importance of retailing in economy, Scope of Retailing, Evolution of Retail Environment.
CO2: Understand the ways that retailers use marketing tools and techniques to interact with their customers.
CO3: Understand the retail sector and the range of retail occupations. Business of retailing: retailer; retail outlet; distinguishing between products and services, Strategic Planning, Store Design and Layout.
CO4: Outline the concept of Merchandise Planning, Retail Communication Mix, Retail Human Resources Management and CRM.
CO5: Describe the different types of retail Selling Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial, Close Handling Objections, Closing, and Confirmations & Invitations. Retail Management Information Systems, Legal and Ethical Issues in Retailing

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –I)
SESSION: 2022-23
COMPUTER FUNDAMENTALS-I
COURSE CODE: BVRL-1125
JOB ROLE: RETAIL SALES ASSOCIATE- RAS/Q0104 (NSQF LEVEL-4)

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

CO1: Basic features of word and work effectively with features that affect the page layout of your document.

CO2: Format the overall appearance of a page through page borders and colors, watermarks, headers and footers, and page layout.

CO3:Use Word features to help identify and correct problems with spelling, grammar, readability, accessibility, editing table, working with graphics and mail merge.

CO4: Create slide presentations that include text, graphics, animation, and transitions, and create the PowerPoint presentation.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –I)
SESSION: 2022-23
COMPUTER APPLICATIONS IN RETAIL
COURSE CODE: BVRL-1126
JOB ROLE: RETAIL SALES ASSOCIATE- RAS/Q0104 (NSQF LEVEL-4)

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

CO1: Gain familiarity with the concepts and terminology used in the development,implementation and operation of business computer applications.

CO2: Explore various methods where information technology can be used to support existing businesses and strategies.

CO3: Investigate emerging approaches to EPOS and understand Electronic payments methods.

CO4: Achieve hands-on experience with productivity/application software to enhance managing retail through technology.

CO5: Understand concepts such as ERP, Knowledge management, Data warehousing and Data Mining

CO6: Understand emerging retail technology and concepts such as E- Business , e tailing and Customer Relationship Management applications

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –I)
SESSION: 2022-23
LAB ON COMPUTER FUNDAMENTALS (MS-OFFICE)
COURSE CODE: BVRP-1127
JOB ROLE: RETAIL SALES ASSOCIATE- RAS/Q0104 (NSQF LEVEL-4)

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

CO1: Basic features of word and work effectively with features that affect the page layout of your document.

CO2: Format the overall appearance of a page through page borders and colors, watermarks, headers and footers, and page layout.

CO3: Use Word features to help identify and correct problems with spelling, grammar, readability, accessibility, editing table, working with graphics and mail merge.

CO4: Create slide presentations that include text, graphics, animation, and transitions, and create the PowerPoint presentation.

LAB ON RETAIL SELLING SKILLS
COURSE CODE: BVRP-1328
JOB ROLE: RETAIL SALES ASSOCIATE- RAS/Q0104 (NSQF LEVEL-4)

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

CO1: Distinguish between the three selling situations (self- service, self- selection and fullpersonal service)
CO2: Greet customers in an appropriate manner
CO3: Use active listening skills to identify specific customer needs identify various means ofopening a sale
CO4: Demonstrate thorough product knowledge while selling i.e. benefits in use, functions,materials, origins, features
CO5: Explain functions/features/benefits of a product appropriate to the needs of a particularconsumer (through information gained by active listening)
CO6: Construct an Offer Analysis Sheet for products which they are required to sell
CO7: Conduct a sale requiring personal selling from opening through to the closing stage.

COURSE OUTCOMES

CO1: ਆਤਮ ਅਨਾਤਮ ਪੁਸਤਕ ਦੇ ਕਹਾਣੀ ਭਾਗ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਿਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂਅੰਦਰ ਕਹਾਣੀ ਨੂੰ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਕਹਾਣੀ ਜਗਤ ਨਾਲ ਜੋੜਨਾ ਹੈ।

CO2: ਗਿਆਨ ਮਾਲਾ ਪੁਸਤਕ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਿਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੜ੍ਹਨਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ।

CO3: ਸੰਖੇਪ ਰਚਨਾ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਸਮੇਂ ਅਤੇ ਮਿਹਨਤ ਦੀ ਬੱਚਤ ਕਰਨ ਬਾਰੇਦੱਸਣਾ ਹੈ।

CO4: ਪੈਰ੍ਹਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ ਦੇਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

CO5: ਸ਼ਬਦ ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ ਪੜ੍ਹਨ ਨਾਲ ਵਿਦਿਆਰਥੀ ਇਸਦੇ ਮੁੱਢਲੇ ਸੰਕਲਪਾਂ ਨੂੰ ਆਧਾਰਬਣਾ ਕੇ ਇਹਨਾਂ ਸੰਕਲਪਾਂ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ ।

CO6: ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀਦਾ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ ̱ ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾਹੈ।

CO7: ਮੁਹਾਵਰਿਆਂ ਦੀ ਵਰਤੋਂ ਨਾਲ ਗੱਲਬਾਤ ਵਿਚ ਪਰਪੱਕਤਾ ਆਉਂਦੀ ਹੈ।ਇਹ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਗੱਲਬਾਤ ਵਿਚ ਨਿਖਾਰ ਲਿਆਉਣ ਦਾ ਕੰਮ ਕਰਨਗੇ।

Course outcomes

CO1: ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਸਿਖਾਉਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਵਿਚ ਪਾ ਕੇ ਇਕ ਹੋਰ ਭਾਸ਼ਾ ਸਿੱਖਣ ਦੇ ਮੌਕੇ ਪ੍ਰਦਾਨ ਕਰਨਾ ਹੈ।ਇਸ ਵਿਚ ਵਿਦਿਆਰਥੀ ਨੂੰ ਬਾਰੀਕਬੀਨੀ ਨਾਲ ਭਾਸ਼ਾ ਦਾ ਅਧਿਐਨ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO2: ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ ਤੋਂ ਜਾਣੂ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO3: ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਦਾ ਅਤੇਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

CO4: ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦਾ ਸ਼ਬਦ ਘੇਰਾ ਵਿਸ਼ਾਲ ਕਰਨਾ ਹੈ।

CO5: ਵਿਦਿਆਰਥੀ ਵਾਕ ਦੀ ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਇਸਦੀ ਬਣਤਰ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ ਅਤੇ ਭਾਸ਼ਾ ਤੇ ਪਕੜ ਮਜਬੂਤਹੋਵੇਗੀ।

CO6: ਪੈਰ੍ਹਾ ਰਚਨਾ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰਉਜਾਗਰ ਕਰਨਾ ਹੈ।

CO7: ਸੰਖੇਪ ਰਚਨਾ ਕਰਨ ਨਾਲ ਵਿਦਿਆਰਥੀ ਆਪਣੀ ਗੱਲ ਨੂੰ ਸੰਖੇਪ ਵਿਚ ਕਹਿਣ ਦੀ ਜਾਚ ਸਿੱਖਣਗੇ ਅਤੇ ਇਹਦਿਮਾਗੀ ਕਸਰਤ ਵਿਚ ਸਹਾਈ ਹੋਵੇਗੀ।

CO8: ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ ਲਿਖਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਸ ਕਲਾ ਵਿਚ ਨਿਪੁੰਨ ਕਰਨਾਹੈ।

CO9: ਮੁਹਾਵਰਿਆਂ ਦੀ ਵਰਤੋਂ ਨਾਲ ਗੱਲਬਾਤ ਵਿਚ ਪਰਪੱਕਤਾ ਆਉਂਦੀ ਹੈ।ਇਹ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਗੱਲਬਾਤ ਵਿਚ ਨਿਖਾਰ ਲਿਆਉਣ ਦਾ ਕੰਮ ਕਰਨਗੇ।

PUNJAB HISTORY AND CULTURE (C. 320 TO 1000 B.C.)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

Course Code: BVRL-2431

COURSE OUTCOMES:

After completing Semester II and course on Ancient History of Punjab, students of History will be able to identify and have a complete grasp on the sources & writings of Ancient History of Punjab

CO 1: Analyse the emergence of Mauryan, Gupta empires during the classical age in India

CO 2: To understand the various factors leading to rise and fall of empires and emergence of new dynasties and their Culture, society, administration , polity and religion specifically of Kushans and Vardhanas in the Punjab

CO 3: Students will be adept in constructing original historical argument based on primary source material research

CO 4: To have an insight on the existing Literature of this period and understand the past developments in the light of present scenario.

CO 5: To enable students to have thorough insight into the various forms/styles of Architecture and synthesis of Indo - Muslim Art and Architecture in Punjab

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)
SESSION 2022-2023
COMMUNICATION SKILLS IN ENGLISH
Course Code: BVRM-2102

COURSE OUTCOMES

At the end of this course, the students will develop the following skills:

CO 1: Enhancement of listening skills with the help of listening exercises based on conversation, news and TV reports

CO 2: Improvement of speaking skills enabling them to converse in a specific situation

CO 3: Acquisition of knowledge of phonetics which will help them in learning about correct pronunciation as well as effective speaking

CO 4: The capability to present themselves well in a job interview

CO 5: The ability of Note-Taking to be able to distinguish the main points from the supporting details and the irrelevant information from the relevant one

CO 6: Speaking skills of the students enabling them to take active part in group discussion and present their own ideas

CO 7: The capability of narrating events and incidents in a logical sequence

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)
Session: 2022-2023
RETAIL SHOPPER BEHAVIOUR
Course Code: BVRL-2323
Job Role: Retail Team Leader- RAS/Q0105 (NSQF level-5)

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

CO1: Describe the characteristics of the local retail environment, and its importance
for the economy.
CO2: Identify different retail occupations and the related skills, attributes and behavior.
CO3: Demonstrate products to customers.
CO4: Help customers to choose right products.
CO5: Help in maximizing product sales and participate in product promotion.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)
Session: 2022-2023
HUMAN RESOURCE IN RETAIL OPERATIONS
Course Code: BVRL-2324
Job Role: Retail Team Leader- RAS/Q0105 (NSQF level-5)

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

CO1: Explain the importance of human resources and their effective management in organizations.
CO2: Discuss how to strategically plan for the human resources needed to meet organizational goals and objectives.
CO3: Contribute to the development, implementation and evaluation of employee recruitment, selection, and retention plans.
CO4: Develop, implement, and evaluate employee orientation, training, and development programs.
CO5: Define the process of job analysis and discuss its importance as a foundation for human resource management practice.
CO6: Describe the steps required to develop and evaluate an employee training program.
CO7: Identify and explain the issues involved in establishing compensation systems.
CO8: Understand the importance of labour participation in management.

BACHELOR OF VOCATION) **(SEMESTER -II)**
Session: 2022-2023
MANAGERIAL ECONOMICS

Job Role: Retail Team Leader- RAS/Q0105 (NSQF LEVEL-5)

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

CO1: Understand the basic concepts of managerial economics.

CO2: Apply economic principles to management decisions.

CO3: Understand the basic concepts of demand, supply and equilibrium and their determinants.

CO4: Define and measure elasticity, apply the concepts of price, cross and income elasticity and analyze how elasticity revenue.

CO5: Understand cost function and the difference between short-run and long-run cost function.

CO6: Establish the linkage between production function and cost function.

CO7: Analyze the demand and supply conditions and assess the position of a company.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)
Session: 2022-2023
COMPUTER FUNDAMENTALS-II (ADVANCE EXCEL)
Course Code: BVRM-2126
Job Role: Retail Team Leader- RAS/Q0105 (NSQF LEVEL-5)

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

CO1: Learn effective use of formulas in worksheets.
CO2: Indicate the names and functions ofthe excel interface components.
CO3: Learn how to use different excel functions**.**
CO4: Format data and cells.
CO5: Construct formulas, including the use ofbuilt-in functions, and relative and absolute references.
CO6: Create and modify charts.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)
Session: 2022-2023
TRAINING PROJECT
Course Code: BVRD-2327
Job Role: Retail Team Leader- RAS/Q0105 (NSQF LEVEL-5)

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 the retail store.

CO6: Understand the importance of visual merchandising.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)
Session: 2022-2023
PRINCIPLES OF ACCOUNTING
Course Code: BVRL-3321
Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

CO1: Develop and understand the nature and purpose of financial statements in relationship to decision making.

CO2: Use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements.

CO3: Learn basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.

CO4: Develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to users.

CO5: Prepare the financial statement of sole proprietorship and companies.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)
Session: 2022-2023
E-COMMERCE
Course Code: BVRL-3322
Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

CO1: Understand foundations and importance of E-commerce.

CO2: Analyze the impact of E-commerce technologies on business models.
CO3: Understand the concept of EDI and its applications.
CO4: Describe internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.
CO5: Identify the major electronic payment issues and options.
CO6: Discuss security issues and explain procedures used to protect against security threats.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)
Session: 2022-2023
STORE LAYOUT AND DESIGN
Course Code: BVRL-3323
Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

CO1: Evaluate the elements of store layout and space planning.

CO2: Analyze and apply storefront and interior presentation techniques.

CO3: Analyze and apply visual merchandising elements and merchandise presentation methods.

CO4: Evaluate and use visual communication and sensory marketing techniques.

CO5: Understand the importance and psychology behind an effective store layout and product placement.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)
Session: 2022-2023
RETAIL LOGISTICS MANAGEMENT
Course Code: BVRL-3324
Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

CO1: Develop an understanding of the role of logistics in a market-oriented society.
CO2: Analyze and discuss key contemporary issues and problems in logistics management.
CO3: Examine the integrated logistics management and its models.
CO4: Analyze the retail logistics network and its global operations.
CO5: Examine the details of planning and control processes in logistics management.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)
Session: 2022-2023
HEALTH AND SAFETY MANAGEMENT ISSUES IN RETAIL
Course Code: BVRL-3325
Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

CO1: Learn techniques, skills, and modern scientific and technical tools necessary for professional practice of occupational safety and health.
CO2: Design a system, process, or program to meet occupational safety and health needs.
CO3: Identify and solve occupational safety and health problems.
CO4: Understand professional and ethical responsibility in occupational safety and health.
CO5: Understand guidelines regarding formation of health and safety committee.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)
Session: 2022-2023
COMPUTER APPLICATIONS-TALLY AND INTERNET
Course Code: BVRM-3126
Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

CO1: Generate Accounting Vouchers and create Ledgers in Tally ERP 9.
CO2: Understand Inventory management in Tally ERP 9.
CO3: Learn basic concepts and practical application of GST.
CO4: Have an understanding of the concept of computer networking and communication.
CO5: Learn about the working of various security tools for protecting data.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)

Session: 2022-2023
STORE OPERATIONS-I
Course Code: BVRP-3327
Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

CO1: Develop skills regarding planning, controlling merchandise in a retail store.

CO2: Learn controlling techniques for the operations of retail store.

CO3: Learn how to design a store layout.

CO4: Describe the activities involved in general store maintenance.

CO5: Explain strategies to reduce inventory shrinkage.

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

CO1: Analyze the manufacturing operations of a firm.

CO2: Apply sales and operations planning.

CO3: Evaluate the logistics and purchasing concepts to improve supply chain operations.

CO4: Apply quality management tools for process improvement.

CO5: Understand the Strategic role of purchasing in the supply chain management.

CO6: Understand the process of integrated management.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)
Session: 2022-2023
MERCHANDISING MANAGEMENT
Course Code: BVRL-4322
Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

CO1: Understand the different strategies to handle the merchandise.

CO2: Determine the various strategies of branding and category management.

CO3: Understand merchandise forecasting and budgeting.

CO4: Use basic buying management methods to meet the needs of a simulated retail market.

CO5: Evaluate relevant data in order to determine a suitable assortment of merchandise.

CO6: Work effectively and productively as a team member in order to negotiate and achieve a desired outcome.

CO7: Understand the concept of display planning and characteristics of effective display.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)
Session: 2022-2023
ENTREPRENEURSHIP DEVELOPMENT
Course Code: BVRL-4323
Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

CO1: Understand the concept of entrepreneur.
CO2: Know about Project formulation, Project Planning and project implementation.
CO3: Recognize distinct entrepreneurial traits.
CO4: Understand the systematic process to select and screen a business idea.
CO5: Write a business plan.
CO6: Design strategies for successful implementation of business ideas.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)
Session: 2022-2023
BUSINESS ETHICS
Course Code: BVRL-4324
Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

CO1: Understand the concept of business ethics.

CO2: Define, explain and illustrate the theoretical foundations of business ethics.

CO3: Understand the origin and development of corporate governance.

CO4: Determine the role of ethical culture and relationships.

CO5: Recognize and resolve ethical issues in business.

CO6: Analyze the corporate Governance Mechanism.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)
Session: 2022-2023
LAB ON E-RETAILING AND RETAIL INFORMATION SYSTEM
Course Code: BVRM-4325
Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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.

BACHELOR OF VOCATION (RETAILMANAGEMENT) (SEMESTER –IV)
Session: 2022-2023
STORE OPERATIONS-II
Course Code: BVRP-4326
Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

CO1: Understand the concept of store operations.

CO2: Analyze the functions of a store manager.

CO3: Evaluate the planning and execution of retail operations.

CO4: Know control techniques for successful operations and measurement of performance.

CO5: Analyze the types of store operations.

Bachelor of Vocation
(Retail Management)(Semester-IV)
Session 2022-23

ENVIRONMENTAL STUDIES

Course Code: AECE-4221

COURSE OUTCOMES:

- CO1. Reflect upon the concept and need of environmental education.
- CO2. Define major eco-systems and their conservation.
- CO3. Understand the role of different agencies in the protection of environment.
- CO4. Develop desirable attitude, values and respect for protection of environment.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –V)
Session: 2022-2023
PERSONALITY AND SOFT SKILLS DEVELOPMENT
Course Code: BVRL-5321
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

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

CO1: Understand the concept of Personality and factors affecting personality.
CO2: Learn about basic personality traits and ways of understanding personality at work place.
CO3: Find out personality disorders and learn different ways to change personality.
CO4: Understand the concept of soft skills, business etiquette skills and tele marketing skills.
CO5: Learn customer service excellence, ways to become successful service person.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –V)
Session: 2022-2023
PROJECT MANAGEMENT
Course Code: BVRL-5322
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

After successful completion of this course students will able to:

CO1: Understand the objectives of project management.
CO2: Adapt projects in response to issues that arise internally and externally.
CO3: Understand the feasibility analysis in project management and network analysis tools for cost and time estimation.

CO4: Implement general business concepts, practices and tools to facilitate project success.
CO5: Know about tax consideration in project preparation and various legal aspects.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –V)
Session: 2022-2023
ADVERTISING AND SALES MANAGEMENT
Course Code: BVRL-5323
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

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

CO1: Understand the role and importance of advertising.
CO2: Understand the concept of media planning and control, promotional tools and distribution channels.
CO3: Learn the importance of sales management in order to improve sales of organization.
CO4: Learn the functions and responsibilities of sales manager.
CO5: Evaluate the performance of salesperson, sales forecasting planning and control.

BACHELOR OF VOCATION (RETAILMANAGEMENT) (SEMESTER –V)
Session: 2022-2023
CUSTOMER RELATIONSHIP MANAGEMENT
Course Code: BVRL-5324
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

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

CO1: Understand the concept of customer relationship management.
CO2: Analyze the relevance of customer satisfaction by understanding the customer needs.
CO3: Understand the concept of service quality and its dimensions.
CO4: Evaluate the relationship between organization and its customer by using various techniques and methods.
CO5: Learn about the use of E-CRM in business.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER–V)
Session: 2022-2023
BUSINESS LAWS
Course Code: BVRL-5325
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

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

CO1: Demonstrate an understanding of the legal environment of business.

CO2: Apply basic legal knowledge to business transactions.
CO3: Communicate effectively using standard business and legal terminology.
CO4: Appreciate the relevance of business laws to individuals and businesses.
CO5: Identify the fundamental legal principles behind contractual agreements.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –V)
Session: 2022-2023
FUNDAMENTALS OF VISUAL MERCHANDISING-I
Course Code: BVRP-5326
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

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

CO1: Understand the various store displays and design.
CO2: Learn different tools and materials of the trade.
CO3: Analyze the store planning and layout.
CO4: Learn about store renovation including budgets.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –V)
Session: 2022-2023
CAPSTONE PROJECT
Course Code: BVRD-5327
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

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

CO1: Learn how to make a Business Plan.
CO2: Understand the concept of Revenue Model.
CO3: Analyze the different requirements for startup.
CO4: Take initiative to implement their business plan in real to become a successful entrepreneur.

BACHELOR OF VOCATION (RETAILMANAGEMENT) (SEMESTER –VI)
Session: 2022-2023
RETAIL OPERATIONS MANAGEMENT
Course Code: BVRL-6321
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

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

CO1: Understand the concept &components ofretail operations.
CO2: Learn integrated supply chain planning & innovations in supply chain management.
CO3: Know the process, planning & implementation of loyalty programmes.
CO4: Learn the components & steps involved in category management.
CO5: Studythe roles, objectives & significance of retail operations.

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

CO1: Understand the basic concept of marketing.
CO2: Learn about role of marketing in developing economy.
CO3: Understand the benefits and basis of market segmentation.
CO4: Learn the process of new product development and consumer adoption process.
CO5: Understand emerging trends and issues in marketing.

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BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –VI)
Session: 2022-2023
PRODUCTION AND OPERATIONS MANAGEMENT
Course Code: BVRL-6323
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

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

CO1: Explain the major concepts in the functional areas of accounting, marketing, finance, and management.
CO2: Know about various production scheduling techniques.
CO3: Evaluate the contemporary issues in production and operations management.
CO4: Use specialized knowledge in operations management to solve business processes.
CO5: Apply knowledge of approaches to operational performance improvement.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –VI)
Session: 2022-2023
FINANCIAL MANAGEMENT
Course Code: BVRL-6324
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

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

CO1: Appreciate the relevance of finance in business, sources of long termand short-term funds.
CO2: Understand the concept ofcost ofcapitaland its components.
CO3: Determine the process and techniques of capital budgeting.
CO4: Learn how to form a dividend policy in the companies.
CO5: Evaluate the receivables, inventoryand cash management.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –VI)
Session: 2022-2023
ELEMENTS OF SALESMANSHIP
Course Code: BVRL-6325
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

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

CO1: Understand the concept of salesmanship.
CO2: Learn different opportunities and growth in the Sales Field.
CO3: Analyze the buying motives and profile of different customers.
CO4: Evaluate the different problems faced by a salesman during sales presentation.
CO5: Understand the role and importance of Salesmanship.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –VI)
Session: 2022-2023
FUNDAMENTALS OF VISUAL MERCHANDISING-II
Course Code: BVRP-6326
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

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.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –VI)
Session: 2022-2023
TRAINING PROJECT
Course Code: BVRD-6327
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

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

CO1: Develop and improve presentation and managerial skills.
CO2: Learn different aspects of retailing like catalogue management, category management, store management, inventory management, etc.
CO3: Implement the acquired professional traits in outlets.