

FACULTY OF VOCATIONAL STUDIES

Bachelor of Vocation (Retail Management)

(Semester: I-VI)

(Under Credit Based Continuous Evaluation Grading System)

SESSION: 2020-21



The Heritage Institution

KANYAMAHAVIDYALAYAJALANDHAR

(Autonomous)

PROGRAMME OUTCOMES

The B.Voc. Programme in Retail Management is for duration of three years consisting of six 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 Certificate/Diploma/Advanced Diploma/Degree in both Skills and General education components of the Curriculum. All the candidates continuing to diploma courses or further will be treated at par from the second semester onwards. Students may exit after six months with certificate (NSQF Level 4) or may continue for diploma or advance diploma level courses & 3year degree. The B.Voc. Programme in Retail Management provides an overview of retailing from marketing and managerial perspective, examines the central role of retail in industrialized societies, and studies the impact of key market/retail trends upon this sector in the local and global contexts.

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.

PROGRAMME SPECIFIC OUTCOMES

On successful completion of B. Voc Programme in Retail Management, students will be able to:

PSO1: Define retailing, describe the different types of retailers and outline some of the characteristics of successful retail managers, including entrepreneurs/small business owners and department store managers.

PSO2: List and explain essential retail management concepts, such as buyers and vendors; customer service; customer loyalty, and consumer behavior; retail planning process and electronic retailing; retail strategy, pricing strategy, assortment planning, branding strategy, global growth strategy/niche marketing and market personalization/entrepreneurship development and information system and supply chain management.

PSO3: Evaluate current retailing trends based on consumer, legal and competitive environments.

PSO4: Identify the key stakeholder and the roles/responsibilities of retail towards these stakeholders.

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: Outline the customer's relationship management process, describe how retailers collect customers' data and explain how that data is use to gain strategic advantage, support communication programme and develop customer loyalty.

PSO8: Identify various retail opportunities and evaluate the strategies associated with each type of opportunity.

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.

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

Session: 2020-21

BASIC PUNJABI
(In lieu of Compulsory Punjabi)
Course Code- BVRL-1031

Course outcomes

CO1: w[ZYbh gzikph gVQkT[D dk wB'oE ftfdnkoEhnK B{z gzikph GkPk B{z f;ykT[D dh gqfefonk ftu gk e/ fJe j'o GkPk f;ZyD dK w"ek gqdkB eoBk j?.

CO2: fJ; ftu ftfdnkoEh B{z pkohephBh Bkb GkPk dk nfXn?B eotkfJnk ikt/rk.

CO3: ftfdnkoEhnK B{z gzikph Ppd ouBk s'A ikD{ eotkfJnk ikt/rk.

CO4: w[ZYbh gzikph gVQkT[D dk wB'oE ftfdnkoEhnK B{z fBZs tos'A dh gzikph Ppdktbh pko/ dZ;Dk j?.

CO5: w[ZYbh gzikph gVQkT[D dk wB'oE ftfdnkoEhnK dk Ppd x/ok ftPkb eoBk j?.

CO6: ftfdnkoEhnK B{z gzikph ftu j|s/ d/ ;Zs fdBK d/ BK, pkoQK wjhfbnK d/ BK, oZ[sK d/ BK, fJe s'A ;" sZe frDsh PpdK ftu f;ykT[Dk j?.

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

Session: 2020-21

**Punjabi (Compulsory)
Course Code- BVRL-1421**

COURSE OUTCOMES

CO1: nksw nBksw' g[[[;se d/ eftsk Gkr Bz{ gVQkT[D dk wB'oE
ftfdnkoEhnK nzdo eftsk gqsh fdbu;gh, ;{M Bz{ g?dk eoBk j? sK fe
T[j nkX[fBe d"o ftu uZb ojhnK ekft XkokoK ns/ ethnK pko/ frnkB
jkf;b eo ;eD. fJ; dk j'o wB'oE eftsk dh ftnkfynk, ftPb/PD s/
w[bzeD dh gqfefonk s'A ikD{ eokT[Dk th j? sK fe T[j ;wekbh ;wki
dhnK ;wZf;nktK Bz{ ;wM ;eD ns/ nkb'uBkswe fdqPNh pDk ;eD.

CO2:frnkB wkbk(ftfrnkBe s/ ;wki ftfrnkBe b/yK dk ;zrqfj)g[[[;se
B{z f;b/p; ftu PkfwB eo e/ ftfdnkoEhnK nzdo gVQD dh o[uh Bz{ g?dk
eoBk j? ns/ w[ZbtKB frnkB d/Dk j?.

CO3:g?oQk ouBk ns/ g?oQk gVQ e/ gqPBK d/ T[so d/D dk wB'oE
ftfdnkoEhnK dh p[ZXh B{z shyD eofdnK T[BK dh fbyD gqfsGk B{z
T[iKro eoBk j?.

CO4:X[Bh ftT[As gVQD Bkb ftfdn koEh X[BhnK dh T[ukoB gqDkbh s'A
tke| j'Dr/.

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

Session: 2020-21

Punjab History and Culture (From Earliest Times to C. 320)

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: 2020-21

COMMUNICATION SKILLS IN ENGLISH-I

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: 2020-21

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 differs according to level and whether a manager is a line manager or a store manager.

CO2: Briefly describe and contrast four models of management; rational goal, scientific, human relations, open systems.

CO3: Describe and attain some elementary level of skills in the main management processes: planning, organizing, staffing, deciding, controlling and budgeting.

CO4: Outline the notion of a management function and be able to name, briefly describe and appreciate the role of the four main management functions: marketing, production (including quality and other technical services), finance and personnel.

CO5: Discuss and identify the implications of wider management issues such as managing technology, managing diversity, globalization and ethics.

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

Session: 2020-21

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: Define retailing

CO2: Understand what marketing means to business executives.

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

CO4: Understand the retail sector and the range of retail occupations.

CO5: Outline the business of retailing: retail; retailer; retail outlet; distinguishing between products and services.

CO6: Describe the different types of retail channels: shops; catalogues; online selling; flea markets; showrooms; television shopping; mobile kiosks; door-to-door trading; supermarkets; shopping complexes.

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

Session: 2020-21

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: 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 technology in shaping new processes, strategies and business models in retail.

CO4: Achieve hands-on experience with productivity/application software to enhance business activities.

CO5: Accomplish projects utilizing business theories, teamwork, internet resources and computer technology.

CO6: Work with simple design and development tasks for retailing.

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

Session: 2020-21

COMPUTER APPLICATIONS IN RETAIL

Course Code: BVRL-1126

Job Role: Retail Sales Associate- RAS/Q0104 (NSQ 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 technology in shaping new processes, strategies and business models in retail.

CO4: Achieve hands-on experience with productivity/application software to enhance business activities.

CO5: Accomplish projects utilizing business theories, teamwork, internet resources and computer technology.

CO6: Work with simple design and development tasks for retailing.

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

Session: 2020-21

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:** 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 technology in shaping new processes, strategies and business models in retail.
- CO4:** Achieve hands-on experience with productivity/application software to enhance business activities.
- CO5:** Accomplish projects utilizing business theories, teamwork, internet resources and computer technology.
- CO6:** Work with simple design and development tasks for retailing.

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

Session: 2020-21

LABOR 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 full personal service)

CO2: Greet customers in an appropriate manner

CO3: Use active listening skills to identify specific customer needs and identify various means of ~~pr~~ing 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 particular consumer (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.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)
Session: 2020-21

BASIC PUNJABI
(In lieu of Compulsory Punjabi)
Course code-BVRL-2031

Course outcomes

CO1: w[ZYbh gzikph gVQkT[D dk wB'oE ftfdnkoEhnK B{z gzikph GkPk B{z f;ykT[D dh gqfefonk ftu gk e/ fJe j'o GkPk f;ZyD d/ w"e/ gqdkB eoBk j?.fJ; ftu ftfdnkoEh B{z pkohephBh Bkb GkPk dk nfXn?B eotkfJnk ikt/rk.

CO2: ftfdnkoEhnK B{z gzikph Ppd ouBk s'A ikD{ eotkfJnk ikt/rk.

CO3: Ppd Pq/DhnK Bz{ gVQkT[D dk wB'oE ftfdnkoEhnK nzdo gzikph GkPk dh nwhoh dk ns/ pkohehnK Bz{ ;wMD bJh tZyo/ - tZyo/ f;XKsK dk ftek; eoBk j?/.

CO4: w[ZYbh gzikph gVQkT[D dk wB'oE ftfdnkoEhnK dk Ppd x/ok ftPkb eoBk j?.

CO5: ftfdnkoEh tke dh gfoGkPk ns/ fJ;dh pDso s'A ikD{ j'Dr/ ns/ GkPk s/ geV wip{s j't/rh.

CO6: g?oQk ouBk dk wB'oE ftfdnkoEhnK dh p[ZXh B{z shyD eofdnK T[BK dh fbyD gqfsGk B{z T[iKro eoBk j?.

CO7: ;zy/g ouBk eoB Bkb ftfdnkoEh nkgDh rZb B{z ;zy/g ftu efjD dh iku f;ZyDr/ ns/ fJj fdwkrh e;os ftu ;jkJh j't/rh.

CO8: xo/b{ ns/ d|soh fuZmh gZso fbyD dk wB'oE ftfdnkoEhnK B{z fJ; ebk ftu fBg[zB eoBk j?I

CO9: w[jktfonK dh tos'A Bkb rZbpks ftu gogZesk nkT[Adh j?.fJj ftfdnkoEhnK dh rZbpks ftu fByko fbnkT[D dk ezW eoBr/.

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

Session: 2020-21

Punjabi (Compulsory)

COURSE CODE- BVRL -2421

COURSE OUTCOMES

CO1: nksw nBksw g[[[;se d/ ejkDh Gkr B{z f;b/p; ftu PkfwB eo e/ ftfdnkoEhnK nzdo ejkDh Bz{ gVQD dh o[uh Bz{ g?dk eoBk j? ns/ ejkDh irs Bkb i'VDk j?.

CO2: frnkB wkbkg[[[;se B{z f;b/p; ftu PkfwB eo e/ ftfdnkoEhnK nzdo gVQD dh o[uh Bz{ g?dk eoBk j? .

CO3: ;zy/g ouBk dk wB'oE ftfdnkoEhnK B{z ;w/A ns/ fwjBs dh pZus eoB pko/dZ;Dk j?.

CO4: g?oQk gVQ e/ gqPBK d/ T[Zso d/D dk wB'oE ftfdnkoEhnK dh p[ZXh B{z shyD eofdnK T[BQK dh fbyD gqfsGk B{z T[iKro eoBk j?.

CO5: Ppd pDso ns/ Ppd ouBk gVQD Bkb ftfdnkoEh fJ;d/ w[ZYb/ ;zebgK B{z nkXko pDk e/ fJjBK ;zebgK s'A ikD{ j'Dr/ .

CO6: Ppd Pq/DhnK Bz{ gVQkT[D dk wB'oE ftfdnkoEhnK nzdo gzikph GkPk dh nwhoh dk ns/ pkohehnK Bz{ ;wMD bJh tZyo/ - tZyo/ f;XKsK dk ftek; eoBk j?.

CO7: w[jktfonK dh tos'A Bkb rZbpks ftu gogZesk nkT[Adh j?. fJj ftfdnkoEhnK dh rZbpks ftu fByko fbnkT[D dk ezW eoBr/.

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

Session: 2020-21

Punjab History and Culture (C. 320 to 1000 B.C.)

Course Code: BRRL-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: 2020-21

COMMUNICATION SKILLS IN ENGLISH- II

Course Code: BVRM-2102

Course Outcomes

After passing 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: 2020-21

RETAIL SHOPPER BEHAVIOUR

Course Code: BVRL-2323

Job Role: Retail Team Leader- RAS/Q0105 (NSQ 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: 2020-21
HUMAN RESOURCE IN RETAIL OPERATIONS
Course Code: BVRL-2324
Job Role: Retail Team Leader-RAS/Q0105 (NSQ 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 labor participation in management.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)
Session: 2020-21
MANAGERIAL ECONOMICS
COURSE CODE: BVRL-2325
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: 2020-21
COMPUTER FUNDAMENTALS-II (ADVANCE EXCEL)
Course Code: BVRM-2126
Job Role: Retail Team Leader-RAS/Q0105 (NSQ FLEVEL-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 of the Excel interface components.
- CO3:** Learn how to use different Excel functions.
- CO4:** Format data and cells.
- CO5:** Construct formulas, including the use of built-in functions, and relative and absolute references.
- CO6:** Create and modify charts.

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

Session: 2020-21

TRAINING PROJECT

Course Code: BVRI-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 freight 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: 2020-21

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: 2020-21

E-COMMERCE

Course Code: BVRL-3322

Job Role: Retail Departmental Manager RAS/Q0106 (NSQ FLEVEL-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: 2020-21

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 store front 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: 2020-21
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: 2020-21
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: 2020-21

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 ERP9.

CO2: Understand Inventory management in Tally ERP9.

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: 2020-21

STORE OPERATIONS-I (PRACTICAL)

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.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)
Session: 2020-21
SUPPLY CHAIN MANAGEMENT
Course Code: BVRL-4321
Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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: 2020-21
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: 2020-21
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: 2020-21
BUSINESS ETHICS
Course Code: BVRL-4324
Job Role: Retail Departmental Manager RAS/Q0106 (NSQ FLEVEL-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: 2020-21
LAB ONE-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 (RETAIL MANAGEMENT) (SEMESTER-IV)
Session: 2020-21
STORE OPERATIONS-II (PRACTICAL)
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 – V)

Session: 2020-21

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 workplace.

CO3: Find out personality disorders and learn different ways to change personality.

CO4: Understand the concept of soft skills, business etiquette skills and telemarketing skills.

CO5: Learn customer service excellence, ways to become successful service person.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-V)

Session: 2020-21

PROJECT MANAGEMENT

Course Code: BVRL-5322

Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

After successful completion of this course students will be 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: 2020-21

ADVERTISING AND SALES MANAGEMENT

Course Code: BVRL-5323

Job Role: Retail Store Manager RAS/Q0107 (NSQ FLEVEL-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 sales person, sales forecasting planning and control.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-V)

Session: 2020-21

CUSTOMER RELATIONSHIP MANAGEMENT

Course Code: BVRL-5324

Job Role: Retail Store Manager RAS/Q0107 (NSQ FLEVEL-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: 2020-21

BUSINESS LAWS

Course Code: BVRL-5325

Job Role: Retail Store Manager RAS/Q0107 (NSQ FLEVEL-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: 2020-21

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: 2020-21

CAPSTONE PROJECT

Course Code: BVRD-5327

Job Role: Retail Store Manager RAS/Q0107 (NSQ FLEVEL-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 (RETAIL MANAGEMENT) (SEMESTER –VI)

Session: 2020-21

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 of retail 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: Study the roles, objectives & significance of retail operations.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-VI)
Session: 2020-21
MARKETING MANAGEMENT
Course Code: BVRL-6322
Job Role: Retail Store Manager RAS/Q0107 (NSQ FLEVEL-7)

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

- CO1:** Understand the basic concept of marketing.
- CO2:** Learn about the 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.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER – VI)
Session: 2020-21
PRODUCTION AND OPERATIONS MANAGEMENT
Course Code: BVRL-6323
Job Role: Retail Store Manager RAS/Q0107 (NSQ FLEVEL-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.

Session:2020-21
FINANCIALMANAGEMENT
Course Code:BVRL-6324
JobRole:RetailStoreManagerRAS/Q0107(NSQFLEVEL-7)

Aftersuccessfulcompletion ofthiscourse,studentswillbeableto:

- CO1:**Appreciatetherelevanceoffinanceinbusiness,sourcesoflongtermandshort-termfunds.
- CO2:**Understandtheconceptofcostofcapitalanditscomponents.
- CO3:**Determinetheprocessandtechniquesofcapitalbudgeting.
- CO4:**Learnhowtoformadividendpolicyinthecompanies.
- CO5:** Evaluatethereceivables,inventoryandcashmanagement.

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

Session: 2020-21

ELEMENTS OF SALESMANSHIP

Course Code: BVRI-6325

Job Role: Retail Store Manager RAS/Q0107 (NSQ FLEVEL-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: 2020-21
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 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.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER – VI)
Session: 2020-21
TRAINING PROJECT
Course Code: BVRI-6327
Job Role: Retail Store Manager RAS/Q0107 (NSQ FLEVEL-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.