

FACULTY OF VOCATIONAL STUDIES

SYLLABUS

of

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

(Under Credit Based Continuous Evaluation Grading System)

Session: 2023-2024



The Heritage Institution

KANYA MAHA VIDYALAYA JALANDHAR

(Autonomous)

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEAR DEGREE PROGRAMME
Programme: BACHELOR OF VOCATION (RETAIL MANAGEMENT)
Credit Based Continuous Evaluation Grading System (CBCEGS)
(Session 2023-2024)

| Semester-I | | | | | | | | | |
|---------------------------------------|---|--------------------|-----------------------------|----------------|--------------|-----------|----------|-----------|------------------------------------|
| Course Code | Course Title | Course Type | Hours Per Week L-T-P | Credits | Marks | | | | Examination time (in Hours) |
| | | | | | Total | Th | P | CA | |
| BVRL-1421/ BVRL-1031/ BVRL-1431 | Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History and Culture | C | 4-0-0 | 4 | 100 | 80 | - | 20 | 3 |
| BVRL-1102 | Communication Skills in English | C | 4-0-0 | 4 | 100 | 80 | - | 20 | 3 |
| BVRL-1323 | Fundamentals of Management | S | 2-0-0 | 2 | 50 | 40 | - | 10 | 3 |
| BVRL-1324 | Basics of Retail Management | S | 4-0-0 | 4 | 100 | 80 | - | 20 | 3 |
| BVRL-1126 | Computer Applications in Retail | S | 4-0-0 | 4 | 100 | 80 | - | 20 | 3 |
| BVRM-1125 | Computer Fundamentals | S | 2-0-4 | 4 | 100 | 50 | 30 | 20 | 3+3 |
| BVRP-1327 | Lab on Retail Selling Skills | S | 0-0-8 | 4 | 100 | - | 80 | 20 | - |
| AECD-1161 | *Drug Abuse: Problem, Management and Prevention (Compulsory) | AC | 2-0-0 | 2 | 50 | 35 | - | 15 | 3 |
| SECF-I492 | *Foundation Course | AC | 2-0-0 | 2 | 50 | 40 | - | 10 | 1 |
| TOTAL CREDITS | | | | 30 | | | | | |

C-Compulsory

S-Skill Enhancement

AC-Audit Course

¹Special Course In lieu of Punjabi (Compulsory).

²Special Course In lieu of Punjabi (Compulsory) for those students who are not domicile of Punjab.

*Grades points or grade of this course will not be included in the SGPA/CGPA of Semester/ Programme.

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| Semester-II | | | | | | | | | |
|---------------------------------------|---|--------------------|-----------------------------|----------------|--------------|-----------|----------|-----------|------------------------------------|
| Course Code | Course Title | Course Type | Hours Per Week L-T-P | Credits | Marks | | | | Examination time (in Hours) |
| | | | | | Total | Th | P | CA | |
| BVRL-2421/ BVRL-2031/ BVRL-2431 | Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History and Culture | C | 4-0-0 | 4 | 100 | 80 | - | 20 | 3 |
| BVRM-2102 | Communication Skills in English | C | 3-0-2 | 4 | 100 | 50 | 30 | 20 | 3+3 |
| BVRL-2323 | Retail Shopper Behaviour | S | 4-0-0 | 4 | 100 | 80 | - | 20 | 3 |
| BVRL-2324 | Human Resource in Retail Operations | S | 4-0-0 | 4 | 100 | 80 | - | 10 | 3 |
| BVRL-2325 | Managerial Economics | C | 2-0-0 | 2 | 50 | 40 | - | 10 | 3 |
| BVRM-2126 | Computer Fundamentals–II (Advance Excel) | S | 2-0-4 | 4 | 100 | 50 | 30 | 20 | 3+3 |
| BVRI-2327 | Summer Internship and Viva Voce | S | 0-0-12 | 6 | 150 | - | 150 | - | 3 |
| SECM-2502 | *Moral Education | AC | 2-0-0 | 2 | 50 | 40 | - | 10 | - |
| TOTAL CREDITS | | | | 30 | | | | | |

C-Compulsory

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AC-Audit Course

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²Special Course in lieu of Punjabi (Compulsory) for those students who are not domicile of Punjab.

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Programme: BACHELOR OF VOCATION (RETAIL MANAGEMENT)
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(Session 2023-2024)

| Semester-III | | | | | | | | | |
|----------------------|---|--------------------|-----------------------------|----------------|--------------|-----------|----------|-----------|------------------------------------|
| Course Code | Course Title | Course Type | Hours Per Week L-T-P | Credits | Marks | | | | Examination time (in Hours) |
| | | | | | Total | Th | P | CA | |
| BVRL-3321 | Principles of Accounting | S | 4-0-0 | 4 | 50 | 40 | - | 10 | 3 |
| BVRL-3322 | E-Commerce | C | 4-0-0 | 4 | 50 | 40 | - | 10 | 3 |
| BVRL-3323 | Store Layout and Design | S | 4-0-0 | 4 | 50 | 40 | - | 10 | 3 |
| BVRL-3324 | Retail Logistics Management | C | 4-0-0 | 4 | 50 | 40 | - | 10 | 3 |
| BVRL-3325 | Health and Safety Management Issues in Retail | C | 2-0-0 | 2 | 50 | 40 | - | 10 | 3 |
| BVRM-3126 | Computer Applications-Tally and Internet | S | 3-0-2 | 4 | 75 | 40 | 20 | 15 | 3+3 |
| BVRP-3327 | Store Operations-I | S | 0-0-12 | 6 | 100 | - | 80 | 20 | - |
| SECP-3512 | *Personality Development | AC | 2-0-0 | 2 | 25 | 20 | - | 05 | 1 |
| TOTAL CREDITS | | | | 30 | | | | | |

C-Compulsory

S-Skill Enhancement

AC-Audit Course

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SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEAR DEGREE PROGRAMME
Programme: BACHELOR OF VOCATION (RETAIL MANAGEMENT)
Credit Based Continuous Evaluation Grading System (CBCEGS)
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| Semester-IV | | | | | | | | | |
|----------------------|--|--------------------|-----------------------------|----------------|--------------|-----------|----------|-----------|------------------------------------|
| Course Code | Course Title | Course Type | Hours Per Week L-T-P | Credits | Marks | | | | Examination time (in Hours) |
| | | | | | Total | Th | P | CA | |
| BVRL-4321 | Supply Chain Management | S | 4-0-0 | 4 | 50 | 40 | - | 10 | 3 |
| BVRL-4322 | Merchandising Management | S | 4-0-0 | 4 | 50 | 40 | - | 10 | 3 |
| BVRL-4323 | Entrepreneurship Development | C | 4-0-0 | 4 | 50 | 40 | - | 10 | 3 |
| BVRL-4324 | Business Ethics | C | 2-0-0 | 2 | 50 | 40 | - | 10 | 3 |
| BVRM-4325 | Lab on E-Retailing and Retail Information System | S | 3-0-2 | 4 | 100 | 50 | 30 | 20 | 3+3 |
| BVRP-4326 | Store Operations–II | S | 0-0-12 | 6 | 100 | - | 80 | 20 | 3 |
| AECE-4221 | *Environmental Studies (Compulsory) | AC | 3-0-2 | 4 | 100 | 60 | 20 | 20 | 3 |
| SECS-4522 | *Social Outreach | AC | 0-0-4 | 2 | 25 | - | 20 | 05 | 1 |
| TOTAL CREDITS | | | | 30 | | | | | |

C-Compulsory

S-Skill Enhancement

AC-Audit Course

***Grades points or grade of this course will not be included in the SGPA/CGPA of Semester/Programme**

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEAR DEGREE PROGRAMME
Programme: BACHELOR OF VOCATION (RETAIL MANAGEMENT)
Credit Based Continuous Evaluation Grading System (CBCEGS)
(Session 2023-2024)

| Semester-V | | | | | | | | | |
|----------------------|---|--------------------|-----------------------------|----------------|--------------|-----------|----------|-----------|------------------------------------|
| Course Code | Course Title | Course Type | Hours Per Week L-T-P | Credits | Marks | | | | Examination time (in Hours) |
| | | | | | Total | Th | P | CA | |
| BVRL-5321 | Personality and Soft Skills Development | S | 4-0-0 | 4 | 50 | 40 | - | 10 | 3 |
| BVRL-5322 | Project Management | C | 4-0-0 | 4 | 50 | 40 | - | 10 | 3 |
| BVRL-5323 | Advertising and Sales Management | C | 2-0-0 | 2 | 50 | 40 | - | 10 | 3 |
| BVRL-5324 | Customer Relationship Management | C | 4-0-0 | 4 | 50 | 40 | - | 10 | 3 |
| BVRL-5325 | Financial Management | S | 4-0-0 | 4 | 50 | 40 | - | 10 | 3 |
| BVRP-5326 | Fundamentals of Visual Merchandising-I | S | 0-0-8 | 4 | 75 | - | 60 | 15 | 3 |
| BVRD-5327 | Capstone Project | S | 0-0-12 | 6 | 100 | - | 80 | 20 | - |
| SECI-5541 | *Innovation, Entrepreneurship and Creative Thinking | AC | 2-0-0 | 2 | 25 | 20 | - | 05 | 1 |
| TOTAL CREDITS | | | | 30 | | | | | |

C-Compulsory

S-Skill Enhancement

AC-Audit Course

***Grades points or grade of this course will not be included in the SGPA/CGPA of Semester/Programme**

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEAR DEGREE PROGRAMME
Programme: BACHELOR OF VOCATION (RETAIL MANAGEMENT)
Credit Based Continuous Evaluation Grading System (CBCEGS)
(Session 2023-2024)

| Semester-VI | | | | | | | | | |
|----------------------|---|-------------|----------------------|-----------|-------|----|-----|----|-----------------------------|
| Course Code | Course Title | Course Type | Hours Per Week L-T-P | Credits | Marks | | | | Examination time (in Hours) |
| | | | | | Total | Th | P | CA | |
| BVRL-6321 | Retail Operations Management | C | 4-0-0 | 4 | 50 | 40 | - | 10 | 3 |
| BVRL-6322 | Marketing Management | S | 4-0-0 | 4 | 50 | 40 | - | 10 | 3 |
| BVRL-6323 | Production and Operations Management | S | 4-0-0 | 4 | 50 | 40 | - | 10 | 3 |
| BVRL-6324 | Business Laws | C | 4-0-0 | 4 | 50 | 40 | | 10 | 3 |
| BVRL-6325 | Elements of Salesmanship | C | 4-0-0 | 4 | 50 | 40 | - | 10 | 3 |
| BVRP-6326 | Fundamentals of Visual Merchandising-II | S | 0-0-8 | 4 | 75 | - | 60 | 15 | 3 |
| BVRI-6327 | Summer Internship and Viva Voce | S | 0-0-12 | 6 | 100 | - | 100 | - | 3 |
| TOTAL CREDITS | | | | 30 | | | | | |

C-Compulsory

S-Skill Enhancement

AC-Audit Course

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BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2023-24
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: 2023-24
FUNDAMENTALS OF MANAGEMENT
COURSE CODE: BVRL-1323
JOB ROLE: RETAIL SALES ASSOCIATE- RAS/Q0104 (NSQF LEVEL-4)

Time: 3 Hours
2 Hours/week
L-T-P
2-0-0

Max. Marks: 50
Theory Marks: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 08 marks.

| Unit –I |
|--|
| Management: Meaning and definition, nature, purpose, scope, importance and functions, Management as art, science and profession, management as a social system, principles of management, scientific management, Evolution of Management Thought. |
| Unit-II |
| Planning: Meaning, significance, types of plans, nature, elements: objectives, policies, rules, procedures, methods, programs, strategy, decision making. Organizing: Meaning, nature and purpose of organization forms of organization: line, functional and line and staff, formal and informal organization. |
| Unit-III |
| Staffing: Meaning, nature and functions of HRM, manpower management, factors affecting staffing, recruitment, selection, training and development, performance Appraisal: need and process. Directing: Elements of Direction, Motivation: meaning, nature, importance, types, and theories of motivation: Mc. Gregor's, Maslow and Herzberg. Leadership: meaning, nature, styles. |
| Unit-IV |
| Coordination: Principles and techniques, difference between coordination and cooperation. Controlling: Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques |

SUGGESTED READINGS:

1. Robbins, S.P., & Coulter, M.K., Management, Pearson Education Inc., New Delhi.
2. Gupta, Meenakshi, Principles of Management, Phi Learning Pvt. Ltd., New Delhi.
3. Koontz, h., Weihrich, h., & Aryasri, A.R., Essentials of Management, Tata McGraw Hill, New Delhi.
4. Prasad L. M., Principles and Practices of Management, Sultan Chand and Sons.

Note: Latest edition of text books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2023-24
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 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.

CO3: Outline the concept of Merchandise Planning, Retail Communication Mix, Retail Human Resources Management and CRM.

CO4: 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: 2023-24
BASICS OF RETAIL MANAGEMENT
COURSE CODE: BVRL-1324
JOB ROLE: RETAIL SALES ASSOCIATE- RAS/Q0104 (NSQF LEVEL-4)

Time: 3 Hours
4 Hours/week
L-T-P
4-0-0

Max. Marks: 100
Theory Marks: 80
CA: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 16 marks.

| Unit-I |
|---|
| Introduction to Retailing, Importance of retailing in economy, Scope of Retailing, Evolution of Retail Environment, The Wheel of Retailing-The Accordion Theory, Functions of Retailers – Benefits of Retailing – Benefits to Customers– Benefits to Manufacturers and Wholesalers, Emerging Trends in Retailing, Career options in retailing, Retail Structure in India. |
| Unit-II |
| Retail Strategic Planning and Operation Management, Retail Financial Strategy, Target Market Selection and Retail Location, Store Design and Layout, Visual Merchandising and Displays. |
| Unit-III |
| Merchandise Planning, Buying and Handling, Merchandise Pricing, Retail Communication Mix, Promotional Strategy, Retail Human Resources Management, Customer Service, The GAPs Model, Customer Relationship Management. |
| Unit-IV |
| Retail Selling Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial, Close Handling Objections, Closing, Confirmations & Invitations. Retail Management Information Systems, Legal and Ethical Issues in Retailing. |

SUGGESTED READINGS:

1. Michael Levy, Barton Weitz, Ajay Pandit, Retailing Management, Tata McGraw Hill.
2. Piyush Kumar Sinha and Dwarika Prasad Uniyal, Managing Retailing, Oxford Dictionary Press
3. K.V.S. Madaan, Fundamental of Retailing, Tata MC Graw Hill
4. Bajaj C, Tuli R., Shrivastava N.V., Retail Management, Oxford Dictionary Press.

Note: Latest edition of text books to be used.

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

SESSION: 2023-24

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

CO2: Investigate emerging approaches to EPOS and understand Electronic payments methods and achieve hands-on experience with productivity/application software to enhance managing retail through technology.

CO3: Understand concepts such as ERP, Knowledge management, Data warehousing and Data Mining

CO4: 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: 2023-24
COMPUTER APPLICATIONS IN RETAIL
COURSE CODE: BVRL-1126
JOB ROLE: RETAIL SALES ASSOCIATE- RAS/Q0104 (NSQF LEVEL-4)

Time: 3 Hours
4 Hours/week
L-T-P
4-0-0

Max. Marks: 100
Theory Marks: 80
CA: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 16 marks.

| Unit-I |
|--|
| Introduction to Information Technology, Evolution of IT Management, basics of information system, Types of information System, Internet based Business Systems, Electronic Point of Sales-Hardware, Software and Automatic Identification and Data Capture (AIDC), Value Chain Reconstruction for E-Business |
| Unit-II |
| IT Management Challenges and Issues, Database Management System, network and telecommunications, Electronic Point of Sales (EPOS), Approaches to EPOS, modern electronic payment methods, Smart Cards, EPOS Products and Suppliers, Managing Retail through Technology. |
| Unit-III |
| Enterprise Resource Planning (ERP), information systems for supply chain management, Knowledge Management, Data Warehousing, Data Mining. |
| Unit-IV |
| Customers Relationship Management applications, e-tailing, Emerging retail technology and retail IT products and vendors, E-Business, E-Business Expectations and Customer Satisfaction. |

SUGGESTED READINGS:

1. Information Technology for Retail, Girdhar Joshi, Oxford Printing Press
2. Henry C. Lucas. Jr., Information Technology-Strategic Decision Making for Managers, John Wiley and Sons Private Limited, Singapore
3. Swapana Pradhan, Retailing Management, Tata McGraw Hill Publishing Company
4. Information Technology in Retailing by Ajeet Khurana, Tata McGraw Hill Education Pvt. Limited, New Delhi.

Note: Latest edition of text books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –I)
SESSION: 2023-24
LAB ON RETAIL SELLING SKILLS
COURSE CODE: BVRP-1327
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) and using active listening skills to identify specific customer needs identify various means of opening a sale

CO2: Demonstrate thorough product knowledge while selling i.e. benefits in use, functions, materials, origins, features

CO3: Explain functions/features/benefits of a product appropriate to the needs of a particular consumer (through information gained by active listening)

CO4: Construct an Offer Analysis Sheet for products which they are required to sell and conduct a sale requiring personal selling from opening through to the closing stage.

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

SESSION: 2023-24

LAB ON RETAIL SELLING SKILLS

COURSE CODE: BVRP-1327

JOB ROLE: RETAIL SALES ASSOCIATE- RAS/Q0104 (NSQF LEVEL-4)

Time: 3 Hours

Max.Marks:100

8 Hours/week

Practical Marks: 80

L-T-P

CA: 20

0-0-8

Week 1- 3 (THEORY)

Personal Selling Skills: objectives of Personal Selling, Identifying the potential Customers, Receiving & Greeting, Ascertaining the needs and Arousing Interest.

Process of Personal Selling, Handling Objections, Closing the Sale, Customer Follow up, Negotiation Strategies.

PRACTICAL TRAINING IN LAB

Week 4th

Basic Hygiene

- Tips on Basic Hygiene
- Basic HealthCare
- How Hygiene Affects Customers
- Cleanliness of mind & Body

Week 5th

Basic Grooming

- Dress Code
- Decent Dressing
- Hair Styling
- Maintaining Neat & Pleasant Look

Week 6th

Manners & Etiquettes

- Body Language
- Face & Body Expressions
- Self-Presentation
- Voice Modulations

Week 7th

Basic Communication Skills

- Use of Words
- Use of Signs
- Communicating First Time with the Customers
- Use of Hands

Week 8th

- Customer Dealing
- How to Build Patience
- Developing Listening Skills
- Humor in Conversation
- Understanding the Customer Needs
- Anger Control

Week 9th

Conversational Skills Development on Phone

- How to Make calls
- Answering the Calls
- Representing the company
- Following the Company's Procedure

Week 10th

Stress Management

- Handling Complaints
- Handling Stress
- Keeping Calm in Stress
- Overcoming Anxiety

Week 11th

Self- Introspection

- Knowing Self
- SWOT Analysis
- Discovering own Personality

Week 12th

Refreshing Knowledge

- Building General Awareness
- New Development in Retail
- Enhancing Reasoning Abilities

Week 13th

Role Playing

- Admiring the Ideal
- Role play
- Real Life Clippings on Retail

Week 14th

Developing Relationships

- Memory Skills
- Feedback from Customers
- Giving Personal Attention

Note: Students are required to prepare practical file. Evaluation will be as follows:

- a. Evaluation by internal examiner: 30 Marks
- b. Practical File Evaluation and Viva Voce examination by internal examiner: 50 Marks

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)
SESSION: 2023-24
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:** Identify different retail occupations and the related skills, attributes and behavior.
- CO2:** Demonstrate products to customers, shopper decision making process.
- CO3:** Identify the Shopper needs and motives & help customers to choose right products.
- CO4:** Help in maximizing product sales and participate in product promotion, CRM.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**SESSION: 2023-24****RETAIL SHOPPER BEHAVIOUR****COURSE CODE: BVRL-2323****JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-5)****Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Max. Marks: 100****Theory Marks: 80****CA: 20****Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 16 marks.

| Unit-I |
|--|
| Introduction to Shopper behaviour, Nature, Types of Shopper, Importance of understanding shopper behaviour, Buying participants and their role. Concepts and techniques for understanding the retail dynamics of customer, buying decision process for products. |
| Unit-II |
| Shopper decision making process, Need/problem recognition stages in retail buying decision process such as information search alternatives evaluation, brand choice/post purchase dissonance, brand loyalty and motivation research concepts. Model of retail consumer behaviour personal, social and cultural influence on customer, understanding customer needs and motives. |
| Unit-III |
| Influence of social class on shopper behaviour groups, types of group & influence of group opinion leadership, word of mouth communication. Shopper needs and motives: - Importance, meaning and types. Motivation theories, perception, importance & meaning, elements of perception. |
| Unit-IV |
| Shopper attitudes: - Meaning & Elements, attitude development process. Attitude measurement. Customer Services in Retail, CRM. |

SUGGESTED READINGS:

1. Retail Marketing by A. Siva Kumar.
2. Retail Marketing by Gary Akchurest.
3. Cases in Retail management by R.K. Srivastava.
4. Patronage Behavior & Retail Management by William R. Darden.

Note: Latest edition of text books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)
SESSION: 2023-24
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 resource and their effective management in organisations and discuss how to strategically plan for the human resources needed to meet organizational goals and objectives.
- CO2:** Contribute to the development, implementation and evaluation of employee recruitment, selection, and retention plans and define the process of job analysis and discuss its importance as a foundation for human resource management practice.
- CO3:** Develop, implement, and evaluate employee orientation, training, and development programs and describe the steps required to develop and evaluate an employee training program.
- CO4:** Identify and explain the issues involved in establishing compensation systems and understand the importance of labour participation in management.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**SESSION: 2023-24****HUMAN RESOURCE IN RETAIL OPERATIONS****COURSE CODE: BVRL-2324****JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-5)****Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Max. Marks: 100****Theory Marks: 80****CA: 20****Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A- D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 16 marks.

| Unit-I |
|--|
| Introduction to Human Resource in retail operations, Importance, Scope, functions, Objectives. Evolution of the concept of Human Resource in Retail Operations, Long Run and Short Run Objectives of HR in Retail. |
| Unit-II |
| Planning for Human Resource, Organizational charts, Design for Retailer's specific needs. Recruitment & selection, job analysis, Process of job analysis, Job specification, Methods of job analysis. |
| Unit-III |
| Placement, Induction & Internal mobility of human resource. Training of employees, Need for training, objectives and methods of training, evaluation, Commitment and Motivation of human resource. |
| Unit-IV |
| Compensation management & grievance redressal, Compensation planning, wage systems, factors influencing wage system, Employee turnover, Labour participation in management. Recent Trends and Challenges in HRM |

SUGGESTED READINGS:

1. Human Resource and Personnel Management by K. Aswathappa.
2. Human Resource in Indian Organisation by R.S Dwivedi.
3. Retail Management by S.L Gupta.
4. Retailing Management, Michael Levy and Barton Weitz, McGraw Hill, Irwin

Note: Latest edition of text books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)
SESSION: 2023-24
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: Create, edit and print the worksheets.

CO2: Effective use of formulas in worksheets and Indicate the names and functions of the excel interface components.

CO3: Work with pivot table and Create Scenarios and report

CO4: Work with web and external data.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)
SESSION: 2023-24
COMPUTER FUNDAMENTALS-II (ADVANCE EXCEL)
COURSE CODE: BVRM-2126
JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-5)

Time: 3 Hours
4 Hours/week
L-T-P
2-0-4

Max. Marks: 100
Theory Marks: 50
Practical Marks: 30
CA: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 10 marks.

| Unit-I |
|---|
| MS–EXCEL Introduction to Worksheet/Spreadsheets, creating a simple Worksheet, Computations in a Worksheet, Printing the Worksheet, Graphs, Data Sorting, Filling, Filtering. Applying Formulas. |
| Unit-II |
| ADVANCED EXCEL Functions and Formulas: Formulas with Multiple Operators, Inserting and Editing a Function, Auto Calculate and Manual Calculation, Defining Names, Using and Managing Defined Names, Displaying and Tracing Formulas, Understanding Formula Errors, Using Logical Functions (IF), Using Financial Functions (PMT), Using Database Functions (DSUM), Using Lookup Functions (VLOOKUP), User Defined and Compatibility Functions, Date & Time Functions, Math & Trig Functions, Statistical Functions, Text Functions, Logical Functions. Working with Data Ranges: Sorting by One Column, sorting by Colors or Icons, Sorting by Multiple Columns, Sorting by a Custom List, Filtering Data. |

| |
|---|
| Unit-III |
| <p>Working with PivotTables: Creating a PivotTable, Specifying PivotTable Data, changing a PivotTable's Calculation, Filtering and Sorting a PivotTable, working with PivotTable Layout, Grouping PivotTable Items, updating a PivotTable, formatting a PivotTable, creating a PivotChart, Using Slicers, Sharing Slicers between Pivot Tables.</p> <p>Analyzing and Organizing Data: Creating Scenarios, creating a Scenario Report, Working with Data Tables.</p> |
| Unit-IV |
| <p>Working with Web and External Data: Inserting a Hyperlink, Importing Data from an Access Database or Text File, Importing Data from the Web and Other Sources, Working with Existing Data Connections.</p> <p>Customizing Excel: Customizing the Ribbon, Customizing the Quick Access Toolbar, Using and Customizing AutoCorrect, Changing Excel's Default Options, creating a Custom AutoFill List, and Creating a Custom Number Format.</p> |

Note: 20 marks will be for (practical, theory) to be conducted by Internal Examiner. Students are required to prepare practical file.

SUGGESTED READINGS:

1. Windows Based Computer Courses, Rachhpal Singh & Gurvinder Singh.
2. Information Technology, Hardeep Singh & Anshuman Sharma.
3. Office Complete, BPB Publications.

Note: Latest edition of books to be used.

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

SESSION: 2023-24

SUMMER INTERNSHIP AND VIVA VOCE

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, deal with the customer and handle the cash.

CO2: Understand the selection of right store layout and design according to the nature of merchandise.

CO3: Understand the working of the retail store.

CO4: Understand the importance of visual merchandising.

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

SESSION: 2023-24

SUMMER INTERNSHIP AND VIVA VOCE

COURSE CODE: BVRI-2327

JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-5)

Time: 4-6 Weeks

12 Hours/week

L-T-P

0-0-12

Max. Marks: 150

Project Report & Presentation: 150

All the students will submit their Training Reports (in duplicate) within a period of one month in the department; this period shall be counted from the last date of completion of their training. The supervisor in the organization under whose guidance the training is carried out will be required to grade the student's report.

Each student will be attached with one internal faculty guide; with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate (out of 50 marks) on the basis of the assessment report provided by the organization where the Training has been completed and his/her own assessment about the work done by the student.

The evaluation of the remaining 100 marks shall be made by internal examiner appointed by the university who shall evaluate the report for 80 marks on the basis of presentation and the assessment report received from the organization where student has undergone. 20 marks will be allotted to theory paper.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)
SESSION: 2023-24
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:** Develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to users.
- CO3:** Use the fundamental accounting equation to analyze the effect of business transactions and learn basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.
- CO4:** Prepare the financial statement of sole proprietorship and companies.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)**SESSION: 2023-24****PRINCIPLES OF ACCOUNTING****COURSE CODE: BVRL-3321****JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-6)****Time: 3 Hours****Max Marks: 50****4 Hours/week****Theory Marks: 40****L-T-P****CA: 10****4-0-0****Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 08 marks.

| UNIT-I |
|--|
| Theory base of Accounting. Accounting v/s book keeping, terms used in accounting, users of accounting information and limitations of financial accounting. Bases of accounting – cash basis and accrual basis. |
| UNIT-II |
| Fundamental accounting assumptions: full disclosure, materiality, prudence. Accounting principles: accounting entity, money measurement, accounting period, going concern, consistency, and accrual cost concept, matching concept and dual aspect, Accounting standards and IFRS (International Financial Reporting Standards): concept and objectives. Brief review of accounting standards in India, accounting policies, accounting as a measurement discipline, valuation principles, accounting estimates. |
| UNIT-III |
| Accounting equation: Analysis of transactions using accounting equation. Rules of debit and credit for assets, liabilities, capital, revenue and expenses. Books of original entry: format and recording - journal. Cash book: simple cash book, cash book with discount column and cash book with bank and discount columns, petty cash book. Other books: purchases book, sales book, purchases returns book, sales returns book and journal proper, bank reconciliation statement, trial balance. |
| UNIT-IV |
| Depreciation: meaning, need & importance of depreciation, methods of charging depreciation. |
| Preparation of final accounts: preparation of trading and profit & loss account and balance sheet of sole proprietary business introduction to company final accounts: important provisions of the Companies Act, 2013 in respect of preparation of final accounts of a company. |

SUGGESTED READINGS:

1. Modern Accountancy: Hanif and Mukherjee Part I & II (Tata McGraw Hill).
2. Financial Accounting: Hanif and Mukherjee, McGraw Hill Education
3. Financial Accounting: P.C. Tulsian (Pearson Education).
4. An Introduction to Accountancy: S N Maheshwari S K Maheshwari (Vikas Publishing House).

Note: Latest edition of text books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)
SESSION: 2023-24
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: Understand the concept of EDI and its applications.

CO3: Identify the major electronic payment issues and options.

CO4: Discuss security issues and explain procedures used to protect against security threats.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)
SESSION: 2023-24
E-COMMERCE
COURSE CODE: BVRL-3322
JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-6)

Time: 3 Hours
4 Hours/week
L-T-P
4-0-0

Max Marks: 50
Theory Marks: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 08 marks.

| UNIT-I |
|---|
| Introduction to E-Commerce: Meaning and concept of E-Commerce; History of E-Commerce; Traditional Commerce and E-Commerce; Different types of E-Commerce – B2B, B2C, C2C, B2E, G2C; Need and Role of E-Commerce; Advantage and Disadvantage of E-Commerce – organization, Consumer, Society; E-Business and E-Commerce; Value Chain in E-Business. |
| UNIT-II |
| Electronic Data Inter-change: Introduction, Concepts of EDI and Limitation, Applications of EDI, Disadvantages of EDI, EDI model. E services: Categories of e-services, Web-enabled services, match making services, Information-selling on the web, e entertainment, Auctions and other specialized services. |
| UNIT-III |
| Electronic Payment System: Transaction through Internet, Requirements of E-Payment System, Post Paid Payment System, Credit Card Solutions, Cyber Cash Internal Cheques, Instant Paid Payment System, Debit Card, Prepaid Payment System, Electronic Cash, Digi Cash, Net Cash, Cyber Cash, Smart Cards. E-Marketing: Concept of E- Marketing, 4Ps of E-Marketing, Traditional Marketing v/s E-Marketing, Advantages of E-Marketing, Status of E-Marketing in India. |
| UNIT-IV |
| E-Security: Areas of Internet Security, Security Threats, Security Breach Avoidance, Defection and Recovery, Confidentiality and Integrity, Electronic Signature, Access Control, Authentication Precaution for Secure E-Commerce. Business Models in E-Commerce |

SUGGESTED READINGS:

1. E-Commerce- An Indian Perspective: P.T. Joseph, S.J., PHI.
2. E-Commerce Business. Technology. Society, Kenneth C. Laudon, Carol Guerico Traver, Pearson Education.
3. E-Commerce: Schneider, Thomson Publication.
4. Electronic Commerce: Greenstein, Merylin, Tata McGraw Hill.
5. Doing Business on the Internet E-COMMERCE (Electronic Commerce for Business)
S. Jaiswal, Galgotia Publications.

Note: Latest edition of text books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)
SESSION: 2023-24
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 visual merchandising elements and merchandise presentation methods.

CO3: Evaluate and use visual communication and sensory marketing techniques.

CO4: Understand the importance and psychology behind an effective store layout and product placement.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)
SESSION: 2023-24
STORE LAYOUT AND DESIGN
COURSE CODE: BVRL-3323
JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-6)

Time: 3Hours
4 Hours/week
L-T-P
4-0-0

Max Marks: 50
Theory Marks: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 08 marks.

| UNIT-I |
|--|
| Store operations: Importance of store operations, responsibility of store operations, store maintenance; merchandising handling and controlling; purchasing store supplies and equipment; store security. |
| UNIT-II |
| Store organization: meaning and importance; principles of effective store organization and management; formal organizational structure, informal organization – objectives policies and procedures. Energy Management and Renovation in store. |
| UNIT-III |
| Store location: selecting a city, types of location within a city; trading area analysis, catchment area analysis; site evaluation, terms of occupancy. |
| UNIT-IV |
| Store design and engineering: store design and retailing strategy, store design and facilities planning, store layout and departmentalizing, department space requirement, departmental locations, internal layout of departments. |

SUGGESTED READINGS:

1. William R. Green, Store Design: A complete guide to Designing Successful Retail Stores, Zippy Books
2. Bajaj, Tuli & Srivastava, Retail Management, Oxford University Press, New Delhi.
3. David Gilbert, Retail Marketing Management, Pearson Education.
4. Ebster & Garaus, Store Design and Visual Merchandising, Business Expert Press.
5. Swapna Pradhan, Retailing Management By, Tata Mc Graw Hill, New Delhi.

Note: Latest edition of text books to be used.

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

SESSION: 2023-24

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: Understand of the evolution and work of retail logistics.

CO2: Develop an understanding of the role of logistics in a market-oriented society.

CO3: Examine the integrated logistics management and its models and understand emerging concepts such as third party logistics and fourth party logistics.

CO4: Analyze the retail logistics network and its global operations.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)**SESSION: 2023-24****RETAIL LOGISTICS MANAGEMENT****COURSE CODE: BVRL-3324****JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-6)****Time: 3Hours****4 Hours/week****L-T-P****4-0-0****Max Marks: 50****Theory Marks: 40****CA: 10****Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth may be attempted from any section. Each question will carry 08 marks.

| UNIT-I |
|---|
| Logistics: Definition, History and Evolution, Objectives, the work of logistics, logistics interference with marketing, retail logistics, emerging concept in logistics. Logistics Information System |
| UNIT-II |
| Logistics Management: Definition, achievement of competitive advantage through logistics Framework, role of logistics management, difference between logistics and supply chain management. |
| UNIT-III |
| Integrated Logistics Management: Evolution of concept, model and process. Role of IT in logistics, Logistic Service firms and third-party logistics. Fourth Party Logistics, Stages of Fourth Party Logistics |
| UNIT-IV |
| Retail logistics network, Design for global operation, information management for global logistics. Distribution channels in Global Logistics Network |

SUGGESTED READINGS:

1. Donald J. Bowersox and David J. Closs, Logistical Management, Tata Mc Graw Hill Publishing Co., New Delhi
2. Satish C. Aliawadi and Rakesh Singh, Logistics Management, Prentice Hall of India Pvt. Ltd., New Delhi
3. K. Shridhara Bhat, Logistics Management, Himalaya Publishing House, New Delhi.

Note: Latest edition of text books to be used

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

SESSION: 2023-24

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 and design a system, process, or plan to meet occupational safety and health needs.

CO2: Identify various hazards that affect human resource safety and company policies regarding health management issues.

CO3: Identify and solve occupational safety and health problems and understand legal procedures to deal with them.

CO4: Learn investigation procedure and reporting of health and safety issues and understand guidelines regarding formation of health and safety committee.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)**SESSION: 2023-24****HEALTH AND SAFETY MANAGEMENT ISSUES IN RETAIL****COURSE CODE: BVRL-3325****JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-6)****Time:3 Hours****2 Hours/week****L-T-P****2-0-0****Max Marks: 50****Theory Marks: 40****CA: 10****Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 08 marks.

| UNIT-I |
|--|
| Introduction to Health and safety management System, safe work procedure, Lifting and Handling Techniques Types of Health Issues in Retail, Types of Health Insurance Plans and its Benefits. |
| UNIT-II |
| Health Programmes in Retail stores. Industrial Hygiene in Retail, Company Policies regarding Health Management Issues. Types of hazards and risks in various retail sectors; Departmental Store, Supermarket, Specialty Store, FreshFood Store. |
| UNIT-III |
| Safety Inspection process, Checklist and report. Hazard identification and risk control procedure. Company procedures, legal requirements and methods to deal with emergencies and accidents. |
| UNIT-IV |
| Procedure for evacuation including alarm raise, exits and assembly points. Emergency response techniques. Investigation procedure and report. Guidelines for forming a health and safety committee |

SUGGESTED READINGS:

1. Safety Matters-A guide to Health and Safety at work, Adrian Flynn and John Shaw.
2. Health and Safety, Environment and Quality Audits by Stephen Asbury.
3. Materials and Purchasing Management, Chunawala & Patel, Himalaya Publishing House.
4. Essentials of Storekeeping and Purchasing, M.M. Verma, Sultan Chand & Sons, New Delhi.

Note: Latest edition of text books to be used

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)
SESSION: 2023-24

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: Understand the evolution of cybercrime.

CO4: Learn about the working of various security tools for protecting data.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)**SESSION: 2023-24****COMPUTER APPLICATIONS-TALLY AND INTERNET****COURSE CODE: BVRM-3126****JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-6)****Time: 3 Hours****4 Hours/week****L-T-P****3-0-2****Max. Marks: 75****Theory Marks: 40****Practical Marks: 20****CA: 15****Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth may be attempted from any section. Each question will carry 08 marks.

| UNIT-I |
|---|
| Introduction: Fundamentals of Accounting: Meaning, nature and importance, Tally ERP 9, Installing and activating Tally ERP 9, Types of Accounting, Vouchers in Tally ERP 9, Voucher entry, Tally Vault and security controls, Ledger Creation |
| UNIT-II |
| Inventory in TallyERP 9: Creating Stock Groups, Creating Stock Items, GST in Tally ERP 9: Activation of GST, Computation of GST |
| UNIT-III |
| Evolution of Cyber Crimes: Nature of Cyber Crime, Online Services and Cyber Crime, Vulnerabilities of New Technologies, Cyber Crime in different areas. Types of Cyber Crimes: Computer Integrity Crime –Hacking, Cracking; Computer-Assisted Crimes - Virtual Robberies, Scams and Thefts, Cyber Frauds; Computer Content Crime-Violence, Offensive Communications, Defamation, Harassment and E-mail abuse, Spam. Legal Safeguards for Cyber Crimes. |
| UNIT-IV |
| Security management tools: PC tools, Norton Utilities, Virus, worms, threats, virus detection, prevention and cure utilities, Firewalls, Proxy servers. |

Note: Students are required to prepare practical file.

Evaluation will be as follows:

Practical File Evaluation and Viva Voce examination by internal examiner: 20 Marks

SUGGESTED READINGS:

1. Mastering tally ERP 9- Basic accounts, Invoice and Inventory: Ashok K. Nadhani, BPB Publications.
2. Implementing Tally9- A Comprehensive Guide: A.K. Nadhani, K.K. Nadhani, BPB Publications.
3. Computer Networking: James F. Kurose, Keith W. Ross, Pearson Education
4. Internet and its applications: P. Rizwan Ahmed, Margham Publications.

Note: Latest edition of text books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)
SESSION: 2023-24
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 and design a store layout.
- CO3:** Describe the activities involved in general store maintenance.
- CO4:** Explain strategies to reduce inventory shrinkage.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)
SESSION: 2023-24
STORE OPERATIONS-I
COURSE CODE: BVRP-3327
JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-6)

Time: 3 Hours
6 Hours/Week
L-T-P
0-0-12

Max. Marks: 100
Practical Marks: 80
CA: 20

PRACTICAL TRAINING

To develop necessary skills for planning, monitoring and controlling merchandise in a retail store, practical training will be provided to students regarding:

1. Planning and Managing Retail Operations
2. Types of Store Operations and functions of a store manager
3. Measuring Productivity & Operating Efficiency
4. Control techniques for successful operations and measurement of performance
5. Stock taking
6. Store layout
7. Planning and Execution of Retail Operations
8. Franchising

Store visits have to be organized for the students to make them familiar with day-to-day operations of a store.

Note: 80 marks will be for (practical theory) to be conducted by Internal Examiner.
Students are required to prepare practical file.

SUGGESTED READINGS:

1. Swapna Pradhan, Retailing Management, Tata McGraw Hill Publishing Company, New Delhi
2. Barry Berman, Joel R. Evans, Retail Management, Pearson Education
3. A. J. Lamba, The Art of Retailing, Tata McGraw Hill Publishing Co. Ltd. New Delhi

Note: Latest edition of text books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –IV)
SESSION: 2023-24
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:** To develop an understanding of basic concepts and role of supply chain management in business
- CO2:** Understand the process of integrated supply chain management.
- CO3:** Understand the Strategic role of purchasing in the supply chain management.
- CO4:** Understanding Supply Chain Organization structure and planning in India

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –IV)
SESSION: 2023-24
SUPPLY CHAIN MANAGEMENT
COURSE CODE: BVRL-4321
JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-6)

Time: 3 Hours**4 Hours/week****L-T-P****4-0-0****Max Marks: 50****Theory Marks: 40****CA: 10**

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth may be attempted from any section. Each question will carry 08 marks.

| UNIT-I |
|---|
| Supply Chain Management: Introduction and Development, Nature and Importance of Supply Chain-value chain- components of supply chain- the need for supply chain understanding the supply chain management – Participants in supply chain. Bull Whip Effect, Cross Docking |
| UNIT-II |
| Integrated SCM: Concept, Span and Process of integrated management SCM. Managing Relationships in SCM: Role of relationship marketing in SCM; managing relationships with suppliers, service providers and customers, supplier- retailer collaboration and alliances. |
| UNIT-III |
| Supply Chain and Information Management: Importance of information management, IT and business management systems-MR, DRP, ERP, EIP and CPFR. Purchasing Process: Strategic role of purchasing in the supply chain and total customer satisfaction; purchasing cycle; supplier selection and evaluation. |
| UNIT-IV |
| Retail Supply Chain Management in India: Supply Chain Organization Structure and Planning in different retail sectors- food and grocery, consumer durables; supply chain infrastructure in India. |

SUGGESTED READINGS:

1. Chopra, Sunil and Peter Meindl, Supply Chain Management: strategy, planning and operation, Pearson Education, New Delhi.
2. Sahay, B.S., Supply Chain Management for global competitiveness, Macmillan, New Delhi.
3. Bowersox, Donald J. and David J. Closs, logistical management: the integrated supply chain-process, TMH.

Note: Latest edition of books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)
SESSION: 2023-24
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 merchandising functions, hierarchy and strategies.

CO2: Determining factors affecting visual merchandising.

CO3: Use basic Merchandising Plans and manage inventory.

CO4: Understand merchandise forecasting and budgeting.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)
SESSION: 2023-24
MERCHANDISING MANAGEMENT
COURSE CODE: BVRL-4322
JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-6)

Time: 3 Hours
4 Hours/week
L-T-P
4-0-0

Max Marks: 50
Theory Marks: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 08 marks.

| UNIT-I |
|---|
| Merchandise Management: Meaning, Concept, factors affecting merchandising function, merchandise manager, functions, merchandise hierarchy, merchandise mix, components of merchandise management, merchandise strategies. |
| UNIT-II |
| Merchandise Buying: Types of buying, sources of supply, identifying and contracting evaluating sources, branding strategies, category management. Visual Merchandising: Types of display, Display Planning, Characteristics of effective display, selling power of display, methods of display- window display and interior display. |
| UNIT-III |
| Implementing Merchandising Plans (IMP): sequential steps for IMP; logistics with goals; inventory management. Point-of-Sale System : Introduction of POS, Components of POS, Management of Service and Quality in Merchandise Planning |
| UNIT-IV |
| Financial Merchandise Management (FMM): Overview, Cost and Retail methods of accounting for FMM. Merchandise Forecasting and Budgeting, Unit Control System (UCS) Financial Inventory Control. |

SUGGESTED READINGS:

1. Swapna Pradhan, "Retailing Management- text and cases", Tata Mc. Graw Hill.
2. Gopal, W, "Retail Management" ICFAI.
3. S.L. Gupta "Retail Management".
4. Mitra S.N. "Retail Management", Pointer Publications Jaipur.

Note: Latest edition of text books to be used

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)
SESSION: 2023-24
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: Role played by Govt. in conducting Entrepreneurship Development Programmes.

CO3: Starting a new enterprise, various formalities in setting a new enterprise, Tax and Legal considerations, Licensing and Registration Procedures, Assessment of the Market for the Proposed Project.

CO4: Know about Project formulation, Project Planning and project implementation

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)**SESSION: 2023-24****ENTREPRENEURSHIP DEVELOPMENT****COURSE CODE: BVRL-4323****JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-6)****Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Max Marks: 50****Theory Marks: 40****CA: 10****Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A- D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 08 marks.

| UNIT-I |
|---|
| Concept of Entrepreneur: Meaning, functions, need, types and role played in economic development. Concept of Entrepreneurship: Meaning of Entrepreneurship, factors affecting the growth of Entrepreneurship. Entrepreneurial motivation and leadership. Barriers to Entrepreneurship, Entrepreneurial Traits. |
| UNIT-II |
| Entrepreneurship Development Programme: Role played by Govt. in conducting Entrepreneurship Development Programmes. Various institutions for conducting Entrepreneurship Development Programmes. Problems in conducting Entrepreneurship Development Programmes. Environmental factors affecting development of Entrepreneurship. Various growth strategies for entrepreneurs. |
| UNIT-III |
| Starting a new enterprise, various formalities in setting a new enterprise, Tax and Legal considerations, Licensing and Registration Procedures, Assessment of the Market for the Proposed Project, various obstacles in starting a new enterprise. |
| UNIT-IV |
| Preparation of a Project report, Project formulation, Project design, Project Planning, Project implementation. Financial Analysis of Project: Ratio analysis, Investment analysis, Break Even analysis. Government plans and policies regarding growth of entrepreneurship in India. |

SUGGESTED READINGS:

1. Vasant Desai, "Dynamics of Entrepreneurial Development and Management", Himalaya Publishing House, Mumbai.
2. Parsad L.M., "Principles and Practice of Management", Sultan Chand & Sons, New Delhi. Hall, B. Pricke; and Royce L. Brahamson, "Small Business Management".
3. Kenneth R., Van Voorthis, "Entrepreneurship and Small Business Management".

Note: Latest edition of text books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)
SESSION: 2023-24
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. Explain and illustrate the CSR concept in India.

CO2: Understand the origin and development of corporate governance and analyze the corporate Governance Mechanism.

CO3: Determine the role of ethics at workplace. Define importance of ethical training to employee.

CO4: Recognize and resolve ethical issues in business and determine the role of ethical culture and relationships

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)
SESSION: 2023-24
BUSINESS ETHICS
COURSE CODE: BVRL-4324
JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-6)

Time: 3 Hours
2 Hours/week
L-T-P
2-0-0

Max Marks: 50
Theory Marks: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 08 marks.

| UNIT-I |
|--|
| Ethics: Meaning, Definition, Importance, nature. Arguments in favour and against business ethics. CSR: Concept, Importance, Social responsibility of business towards different stakeholders. Arguments for and against CSR. CSR in India. |
| UNIT-II |
| Corporate Governance. Origin and Development of Corporate governance, Theories underlying Corporate Governance: Stake holder's theory and Stewardship theory, Agency theory, Separation of ownership and control, corporate Governance Mechanism: Anglo American Model, German Model, Japanese Model, Indian Model, OECD. |
| UNIT-III |
| Managing Ethics in The Workplace: (a) Managing ethics programs in workplace. (b)Developing code of ethics. (c)Developing Code of conduct.(d)Ethics Training. |
| UNIT-IV |
| Ethical Theories: Ethical Dilemmas, Sources and Their Resolutions. Individual Factors: Moral Philosophies, Organizational Factors: The Role of Ethical Culture and Relationships. Relationship between Ethics and corporate excellence. |

SUGGESTED READINGS:

1. Bhatt, K. and Sumitha, A., "Business Ethics and Corporate Social Responsibility", 2nd Edition, Himalaya Publication.
2. Murthy, "Business Ethics and Corporate Governance", Himalaya Publication.
3. V. Balachandran and V. Chandrasekaran, "Corporate Governance and Social Responsibility", PHI Learning Private Limited, New Delhi.
4. Ghosh, B.N, "Business ethics and corporate governance", 1st edition Rex Book Store, Manila, Phillippines.

Note: Latest edition of text books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)
SESSION: 2023-24
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:** Understand E-Retailing and latest trends of e-retailing.
- CO2:** Determine the different methods e-commerce and security issues related to it.
- CO3:** Understand the concept of price discrimination in E-Retailing.
- CO4:** Understand the changing retail formats.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)**SESSION: 2023-24****LAB ON E-RETAILING AND RETAIL INFORMATION SYSTEM****COURSE CODE: BVRM-4325****JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-6)****Time: 3 Hours****4 Hours/week****L-T-P****3-0-2****Max. Marks: 100****Theory Marks: 50****Practical: 30****CA: 20****Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 10 marks.

| UNIT-I |
|--|
| Foundation of E-Retailing: Meaning, Definition, transition from traditional retailing to E- Retailing, demographics and targeting, adaptability. Advantages and shortcomings of E- Retailing, online brand management. E-Retailing: The current trends: Current trend analysis and measures, current status of online retailing. E- Retailing in India: Opportunities and Challenges. |
| UNIT-II |
| E-Commerce: Procedures and methods: Meaning and uses, M-Commerce, E-Commerce payment system, E-Payment security and challenges. Marketing Mix in the age of E-retailing: the roles of cyber intermediaries in E-Retailing, E- Retailing and supply chain management system. |
| UNIT-III |
| Online pricing and promotions: Factors affecting online pricing, different methods of online pricing, price discrimination in E-retailing, price strategies for information goods, dynamics of pricing for E-retailing, Promotional Strategies of E-retail business. |
| UNIT-IV |
| Globalization and changing retail formats: virtual Store-E-retailing international retailing-opportunities, market entry Formulas-new customized formats (customized stores, portable stores, merchandising depots. Retail theatre, service mails, and customer-made stores, interactive kiosk, shopping arcades”) |

Note: 15 marks will be for (practical, theory) to be conducted by internal Examiner. Students are required to prepare practical file.

SUGGESTED READINGS:

1. Kalakota, Ravi and Andrew B. Winston, Frontier of e-Commerce, Pearson Education, Mumbai.
2. Bajaj, Ramesh K. and Debjani Nag. E-Commerce – The cutting edge of Business, Tata McGraw Hill, New Delhi.
3. Fleming P, “Guide to Retail Management” Jaico publications.
4. Rayport, Jeffery F. and Bernard J. Jaworski, introduction to E-Commerce, Tata McGraw Hill

Note: Latest edition of books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –IV)
SESSION: 2023-24
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 and analyze the functions of a store manager.
- CO2:** Evaluate the planning and execution of retail operations.
- CO3:** Know control techniques for successful operations and measurement of performance.
- CO4:** Analyze the types of store operations.

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

SESSION: 2023-24

STORE OPERATIONS-II

COURSE CODE: BVRP-4326

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-6)

Time: 3 Hours

6 Hours/week

L-T-P

0-0-12

Max. Marks: 100

Practical: 80

CA: 20

PRACTICAL TRAINING

To develop necessary skills for planning, monitoring and controlling merchandise in a retail store, practical training will be provided to students regarding:

1. Planning and Managing Retail Operations
2. Types of Store Operations and functions of a store manager
3. Measuring Productivity & Operating Efficiency
4. Control techniques for successful operations and measurement of performance
5. Stock taking
6. Store layout
7. Planning and Execution of Retail Operations
8. Franchising

Store visits have to be organized for the students to make them familiar with day-to-day operations of a store.

Note: 80 marks will be for (practical, theory) to be conducted by Internal Examiner. Students are required to prepare practical file.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –V)
SESSION: 2023-24
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 and learn about basic personality traits and ways of understanding personality at work place.
- CO2:** Find out personality disorders and learn different ways to change personality.
- CO3:** Understand the concept of soft skills, business etiquette skills and tele-marketing skills.
- CO4:** Learn customer service excellence, ways to become successful service person.

1/2
BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –V)
SESSION: 2023-24
PERSONALITY AND SOFT SKILLS DEVELOPMENT
COURSE CODE: BVRL-5321
JOB ROLE: RETAIL STORE MANAGER RAS/Q0107 (NSQF LEVEL-7)

Time: 3 Hours
4 Hours/week
L-T-P
4-0-0

Max Marks: 50
Theory Marks: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 8 marks.

| Unit –I |
|---|
| Introduction to personality development- Concept of Personality-Meaning, factors effecting personality, Theories of development of personality- Freud’s Psychoanalytical theory, Carl Jung’s Model of personality, Maturity- Immaturity theory. Basic Personality Traits- Values, Beliefs, Interactions, Experiences, Environmental influences, Moral Values, The big five dimensions. |
| Unit-II |
| Understanding Personality- Determining types of personality, Personal Growth, Personality and career choice, Changing the personality- conditioning, attitude alteration, adaptation and controlling emotions at workplace. Personality disorders at Workplace-Paranoid, antisocial, borderline, narcissistic, avoidant dependent, obsessive- symptoms, causes and treatments. |
| Unit-III |
| Soft skills- Introduction: concept and significance, Effective communication: need, process and barriers in process of effective communication. Business etiquette skills: Business Writings, Time Management, Motivational Skills, Supervisory and Team Building Skills and Managing Meetings. |
| Unit-IV |
| Tele sales/ Telemarketing Skills Customer Service Excellence: Meaning-customer service, Ways to improve customer service, becoming a successful service person, Handling customer complaints, Putting it all into practice |

SUGGESTED READINGS:

1. Personality Development and Soft Skills, Barun K. Mitra, Oxford University Press
2. Soft Skills: Personality Development for Life Success, Prashant Sharma, BPB
3. Developing Communication Skills, Mohan, Krishna and Meera Bannerji, Macmillan.
4. Effective English Communication for you, Emerald Publishers, Chennai.

Note: Latest edition of text books to be used.

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

SESSION: 2023-24

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: Implement general business concepts, practices and tools to facilitate project success.

CO4: Know about tax consideration in project preparation and various legal aspects.

1/1
BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –V)
SESSION: 2023-24
PROJECT MANAGEMENT
COURSE CODE: BVRL-5322
JOB ROLE: RETAIL STORE MANAGER RAS/Q0107 (NSQF LEVEL-7)

Time: 3 Hours
4 Hours/week
L-T-P
4-0-0

Max Marks: 50
Theory Marks: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 08 marks.

| UNIT –I | |
|---|---|
| Introduction | Need for Project Management, The project life cycle, project identification process. Objectives and need of Project Planning, Relevance of social cost benefits analysis, identification of investment opportunities. Pre-feasibility study. |
| UNIT –II | |
| Project Preparation | Technical feasibility, estimation of costs, demand analysis and commercial viability, risk analysis, collaboration arrangements; financial planning; Estimation of fund requirements, sources of funds. Loan syndication for the projects. Tax considerations in project preparation and the legal aspects. |
| UNIT- III | |
| Project Performance Measurement and Evaluation | Performance Measurement, Productivity, Project Performance Evaluation, Benefits and Challenges of Performance Measurement and Evaluation, Business criterion of growth, liquidity and profitability, social cost benefit analysis in public and private sectors. |
| UNIT-IV | |
| Project Execution and Control | Introduction, Project Execution, Project Control Process, Purpose of Project Execution and Control. Cost and Time Management issues in Project planning and management. |

SUGGESTED READINGS:

1. Project Management - Choudhary – Tata McGraw Hill Pub.
2. Projects: Planning, Analysis, Selection, Financing, implementation and Review -Chandra, Prasanna.
3. Project Management, K. Nagrajan –New Age International

Note: Latest edition of text books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –V)
SESSION: 2023-24
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: Evaluate the performance of salesperson, sales forecasting planning and control.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –V)**SESSION: 2023-24****ADVERTISING AND SALES MANAGEMENT****COURSE CODE: BVRL-5323****JOB ROLE: RETAIL STORE MANAGER RAS/Q0107 (NSQF LEVEL-7)****Time: 3 Hours****2 Hours/week****L-T-P****2-0-0****Max Marks: 50****Theory Marks: 40****CA: 10****Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 08 marks.

| UNIT-I |
|---|
| Advertising- Meaning, role and importance of advertising. Advertising objectives (DAGMAR), AIDA (Attention, Interest, Desire and Action), Advertising budgets, advertising campaign, advertising themes and appeals, advertising effectiveness. |
| Organizational structure of advertising agency and its functions. |
| UNIT-II |
| Media planning and media research: Promotion and distribution decisions, Promotional tools, personal selling, publicity and sales promotion, distribution channel decisions. |
| Internet Advertising- Meaning, Components, Advantages, Limitations, Types of Internet Advertising |
| UNIT-III |
| Sales Management-nature, scope, importance. Qualities of good salesman, process of selling, Salesmanship. |
| Sales organization-need for sales organization and their structure, Sales Manager's functions and responsibilities, planning for major customers and sales budgets, sales territory |
| UNIT-IV |
| Development and sales training programme, motivating sales staff, incentives planning, Evaluating staff performances, sales forecasting: methods of sales forecasting, sales planning and control. |

SUGGESTED READINGS:

1. Philip Kotler, Marketing Management, Pearson Education, Fifteenth edition
2. C.L. Tyagi, Arun Kumar, Sales Management, Atlantic Publishers & Distributors
3. David A. Aaker, Rajeev Batra, John G. Myers, Advertising Management, Prentice Hall
4. Rajkumar S. and Rajagopalan V., Sales and Advertising Management, Sultan Chand & sons.

Note: Latest edition of text books to be used.

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

SESSION: 2023-24

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: Evaluate the relationship between organization and its customer by using various techniques and methods.

CO4: Learn about various emerging issues like Customer Recall Management, Customer Experience Management

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –V)**SESSION: 2023-24****CUSTOMER RELATIONSHIP MANAGEMENT****COURSE CODE: BVRL-5324****JOB ROLE: RETAIL STORE MANAGER RAS/Q0107 (NSQF LEVEL-7)****Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Max Marks: 50****Theory Marks: 40****CA: 10****Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 08 marks.

| Unit-I |
|---|
| Customer Relationship Management Fundamentals: Theoretical perspectives of relationship Evolution of relationship marketing, Stages of relationship, Issues of relationship, Purpose of relationship marketing, Approach towards marketing: A paradigm shift, Historical Perspectives CRM Definitions, Emergence of CRM practice, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation. |
| Unit-II |
| Customer Satisfaction: Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction Measuring Customer Satisfaction, Customer satisfaction and marketing programme evaluation Customer Satisfaction Practices, Cases of Customer Satisfaction. Service Quality: Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality, Service Quality measurement Scales. |
| Unit-III |
| Customer Relationship Management: Technology Dimensions, CRM: A changing Perspective, - e CRM in Business, features of e-CRM, Advantages of e-CRM, Technologies of e-CRM, Voice Portals, Web Phones, BOTs, Virtual Customer Representative, Customer Relationship Portals Functional Components of CRM, Database Management: Database Construction, Data Warehousing, architecture, Data Mining- Meaning, Significance, Characteristics, tools and techniques, , Call Center, Multimedia Contact Center, Important CRM softwares. |
| Unit-IV |
| Customer Relationship Management: Emerging Perspectives: Employee-Organization Relationship, Employee- Customer Linkage, Factors affecting employee's customer oriented behavior, Essentials of building employee relationship, Employee customer orientation, Service Failure, Service Recovery Management, Service Recovery Paradox, Customer Life time value, customer profitability, customer recall management, customer experience management, Rura CRM, customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry |

SUGGESTED READINGS:

1. V. Kumar, Werner Reinartz, Customer Relationship Management, Springer-Verlag Berlin Heidelberg
2. Alok Kumar Rai - Customer Relationship Management: Concepts and Cases –PHI Learning, 2ndEdition
3. Dyche- Customer Relationship Management handbook, Prentice Hall
4. Mukesh Chaturvedi, Abhinav Chaturvedi- Customer Relationship Management: An Indian Perspective, Excel Books, 1stEdition
5. Atul Parvatiyar, G. Shainesh- Customer Relationship Management: Emerging Concepts, Tools, andApplications- Tata McGraw-Hill Education

Note: Latest edition of text books to be used.

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

SESSION: 2023-24

FINANCIAL MANAGEMENT

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: Appreciate the relevance of finance in business, sources of long term and short-term funds.

CO2: Understand the concept of cost of capital and its components.

CO3: Determine the process and techniques of capital budgeting.

CO4: Learn how to form a dividend policy in the companies.

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BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER–V)**SESSION: 2023-24****FINANCIAL MANAGEMENT****COURSE CODE: BVRL-5325****JOB ROLE: RETAIL STORE MANAGER RAS/Q0107 (NSQF LEVEL-7)****Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Max Marks: 50****Theory Marks: 40****CA: 10****Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 08 marks.

| Unit-I |
|---|
| Finance function -Scope & importance, Objectives: Financial goals-profit vs. Wealth; time value of money-discounting and compounding; sources of long-term funds, factors affecting long term funds requirement. |
| Unit-II |
| Cost of capital -Concept, components, weighted average cost of capital, cost of equity share capital, retained earnings; operating and financial leverages. |
| Unit-III |
| Capital structure : Determinants of capital structure, capital structure theories. Capital budgeting –Process, Project Selection, estimation of project cash flows, capital Budgeting Techniques. |
| Unit-IV |
| Dividend policy : Forms of dividends theories, bonus shares. Receivables Management, Inventory Management and Cash Management. |

SUGGESTED READINGS:

1. I.M.Pandey, Financial Management, Vikas Publishing House Pvt. Ltd... 11th Edition, 2015
2. Khan and Jain, Financial Management, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2008
3. Prasanna Chandra: Financial Management- Theory and Practice, Tata McGraw-Hill Publishing Company Limited, New Delhi, 8th Edition, 2011.

Note: Latest edition of text books to be used.

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

SESSION: 2023-24

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: 2023-24

FUNDAMENTALS OF VISUAL MERCHANDISING-I

COURSE CODE: BVRP-5326

JOB ROLE: RETAIL STORE MANAGER RAS/Q0107 (NSQF LEVEL-7)

Examination Time: 3 Hours

4 Hours/week

L-T-P

0-0-8

Max. Marks: 75

Practical Marks: 60

CA: 15

Introduction to VM-1

- Store Displays and Design
- Mannequins
- Props & Signage
- Tools and Materials of the Trade
- Fixtures and Lighting
- Store Planning and Layout
- Store Renovation including Budgets

Detailed practical sessions and regular visits to various stores will be organized. Students will be trained to put up displays, etc.

Note: Students are required to prepare practical file.

Evaluation will be as follows:

- a. Evaluation by internal examiner: 20 Marks
- b. Practical File Evaluation and Viva Voce examination by internal examiner: 40 Marks

SUGGESTED READINGS:

1. David Gilbert, Retailing Marketing Management, Prentice Hall – Pearson Education
2. George H, Lucas Jr, Robert P. Bush, Larry G. Gresham, Retailing, All India Publishers and Distributors, Chennai
3. Swapna Pradhan, Retailing Management, Tata McGraw Hill Publishing Company, New Delhi

Note: Latest edition of text books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –V)
SESSION: 2023-24
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 (RETAIL MANAGEMENT) (SEMESTER –V)
SESSION: 2023-24
CAPSTONE PROJECT
COURSE CODE: BVRD-5327
JOB ROLE: RETAIL STORE MANAGER RAS/Q0107 (NSQF LEVEL-7)

Examination Time: 3 Hours
6 Hours/week
L-T-P
0-0-12

Max. Marks: 100
Practical: 80
CA: 20

Capstone is a project which summarizes the knowledge of students which they have gained practically in all the semesters. Students will make a real time project in which they will open their own retail outlet. For this purpose, students will pursue independent research on a problem of their choice and prepare a project under the guidance of an expert and will produce a substantial paper that will reflect a deep understanding of the topic.

Note: Students are required to prepare practical file.
Evaluation will be as follows:

- a. Evaluation by internal examiner: 30 Marks
- b. Practical File Evaluation and Viva Voce examination by internal examiner: 50 Marks

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

SESSION: 2023-24

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: Know the process category management.

CO3: Study the Role, objectives and significance of Retailing Information systems.

CO4: Understanding the store promotion and events-meaning and types, management of store promotions and events.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –VI)**SESSION: 2023-24****RETAIL OPERATIONS MANAGEMENT****COURSE CODE: BVRL-6321****JOB ROLE: RETAIL STORE MANAGER RAS/Q0107 (NSQF LEVEL-7)****Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Max. Marks: 50****Theory Marks: 40****CA: 10****Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A- D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 08 marks.

| Unit-I |
|---|
| Retail Operations – concept, elements and components. Retail supply management: definition & scope, integrated supply chain planning, innovations in supply chain management. CRM in retailing- process, planning and implementing loyalty programs. |
| Unit-II |
| Category Management- Meaning, definition, scope and importance, components and steps involved in category management. Brands-meaning, manufacturer's brands vs. private label brands. |
| Unit-III |
| Retailing Information systems , Retail market strategy, Strategic planning process. Retail Marketing Mix, Personal Selling in Retail process, Retail Promotion: Role, objectives and significance |
| Unit-IV |
| Store Management- Store layout and planning, floor space management, planogram, inventory planning: quick response inventory planning, managing displays, cashiering process, store promotion and events-meaning and types, management of store promotions and events. |

SUGGESTED READINGS:

1. Dr. Satender Singh, Retail Operations, Evince Publishing.
2. A. Siva Kumar: Retail Marketing, Excel Books India.
3. Swapna Pradhan: Retailing Management, Tata McGraw Hill Publishing Company, New Delhi
4. A.J. Lamba: The Art of Retailing, Tata McGraw-Hill Education Pvt. Ltd., 1st edition.

Note: Latest edition of books to be used.

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

SESSION: 2023-24

MARKETING MANAGEMENT

COURSE CODE: BVRL-6322

JOB ROLE: RETAIL STORE MANAGER RAS/Q0107 (NSQF LEVEL-7)

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

CO1: Understand the basic concept of marketing and learn about role of marketing in developing economy.

CO2: Understand the benefits and basis of market segmentation, Learn the process of new product development and consumer adoption process.

CO3: Understand the pricing decisions and policies.

CO4: Understand emerging trends and issues in marketing.

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BACHELOR OF VOCATION (RETAILMANAGEMENT) (SEMESTER –VI)**SESSION: 2023-24****MARKETING MANAGEMENT****COURSE CODE: BVRL-6322****JOB ROLE: RETAIL STORE MANAGER RAS/Q0107 (NSQF LEVEL-7)****Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Max. Marks: 50****Theory: 40****CA: 10****Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A- D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one \from each section. The fifth question may be attempted from any section. Each question will carry 08 marks.

| Unit-I |
|--|
| Introduction to marketing: Meaning, nature, scope and importance of marketing, marketing philosophies, Marketing concept and its evolution; Marketing mix; Role of Marketing in developing economy Understanding marketing environment: Company's Micro environment, Macro environment, Responding to the Marketing Environment, consumer and organization buyer behaviour, market measurement |
| Unit-II |
| Marketing research: market segmentation: meaning, benefits and bases of segmentation, targeting, positioning: meaning and importance, major bases of positioning a product. Product Decisions: Concept of a product, Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labelling; Product life- cycle–strategic implications; New product development and consumer adoption process. |
| Unit-III |
| Pricing decisions: determinants of price, pricing process, policies and strategies. Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions |
| Unit-IV |
| Promotion and distribution decisions: Communication process, promotion tools: Advertising, personal selling, publicity and sales promotion Emerging trends and issues in marketing: Consumerism, rural marketing, societal marketing, direct and online marketing, green marketing, retail marketing, customer relation marketing. |

SUGGESTED READINGS:

1. Kotler Philip, Marketing Management, Pearson Education, Fifteenth edition.
2. Ramaswamy, V.S. and Nama Kumari, S., "Marketing Management: Global Perspective, Indian Context", 4th Edition, MacMillan.
3. M. Govindarajan, Marketing Management- Concepts, Cases, Challenges and Trends, PHI Learning, 2nd Edition.
4. Saxena, Rajan, "Marketing Management", 4th Edition Tata McGraw-Hill, New Delhi.

Note: Latest edition of text books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –VI)
SESSION: 2023-24
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:** Know about various production scheduling techniques.
- CO2:** Evaluate the contemporary issues in production and operations management.
- CO3:** Use specialized knowledge in operations management to solve business processes.
- CO4:** Apply knowledge of approaches to operational performance improvement.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –VI)**SESSION: 2023-24****PRODUCTION AND OPERATIONS MANAGEMENT****COURSE CODE: BVRL-6323****JOB ROLE: RETAIL STORE MANAGER RAS/Q0107 (NSQF LEVEL-7)****Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Max. Marks: 50****Theory: 40****CA: 10****Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 08 marks.

| Unit-I |
|---|
| Introduction- Concept of Production & Operations Management, Product and Service Continuum. Types of Production Systems. Operations Strategy: Linkage with Corporate Strategy and capabilities, Product Development Process, Production Process- selection, design and analysis, Facility- location and layout, capacity planning. |
| Unit-II |
| Scheduling for manufacturing systems: Production Scheduling Techniques – Sequencing. Economic Batch Quantity, Network Analysis. Basics of job design, Work study and Work measurement. |
| Unit-III |
| Contemporary issues in Production and operations management- Essentials of Quality control and Total Quality Management, ERP, Supply Chain Management, Environmental Management, Value Engineering and Analysis. |
| Unit-IV |
| Environmental Management, Value Engineering and Analysis. Basics of ISO: its significance in today's competitive environment |

SUGGESTED READINGS:

1. Operations Research, P. Rama Murthy, New Age International Publishers
 2. Operations Management Theory & Practice, B. Mahadevan, Pearson Education
 3. Production and Operations Management: R. Panneerselvam, Prentice Hall India Learning Pvt. Limited Third Edition
 4. Techniques of Value Analysis and Engineering: Lawrence D. Miles
- Note: Latest edition of text books to be used.

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

SESSION: 2023-24

BUSINESS LAWS

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: 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: Identify the fundamental legal principles behind contractual agreements.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –VI)**SESSION: 2023-24****BUSINESS LAWS****COURSE CODE: BVRL-6324****JOB ROLE: RETAIL STORE MANAGER RAS/Q0107 (NSQF LEVEL-7)****Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Max. Marks: 50****Theory Marks: 40****CA: 10****Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 08 marks.

| Unit-I |
|---|
| Indian Contract Act (1872): Nature of contract, Classification, Offer and acceptance, Capacity of Parties to contract, Free consent; Consideration, Legality of object, Agreement declared void Performance of contract; Discharge of contract. |
| Unit-II |
| Sales of Goods Act (1930): Formation of contract of sale; Goods and their classification, Price; conditions and warranties, Transfer of property in goods; Performance of the contract of Sale. |
| Unit-III |
| Negotiable Instruments Act (1881): Definition of negotiable instruments, Features; Promissory note, bill of exchange, Cheque; Holder and holder in the due course; Crossing of a Cheque, types of crossing. Negotiation, Dishonour and discharge of negotiable instrument. |
| Unit-IV |
| The Consumer Protection Act (1986): Definition of consumer, Features, Grievance Redressal Machinery. |

SUGGESTED READINGS:

1. Kapoor, N.D. "Business Law", 3rd Edition, Sultan Chand & Sons, New Delhi.
2. Singh, Avtar, "The Principles of Mercantile Law", 7th Edition, Eastern Book Company, Lucknow.
3. K. R. Bulchandani, "Business Law", 6th edition, Himalaya Publishing House, Mumbai,
4. Tulsian P.C., "Business Law", 2nd edition, Tata McGraw Hill, New Delhi.

Note: Latest edition of text books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –VI)
SESSION: 2023-24
ELEMENTS OF SALESMANSHIP
COURSE CODE: BVRI-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: Evaluate the different problems faced by a salesman during sales presentation.

CO4: Understand the role and planning for sales presentation, setting objectives for sales planning, sales talk.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –VI)**SESSION: 2023-24****ELEMENTS OF SALESMANSHIP****COURSE CODE: BVRI-6325****JOB ROLE: RETAIL STORE MANAGER RAS/Q0107 (NSQF LEVEL-7)****Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Max. Marks: 50****Theory Marks: 40****CA: 10****Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 08 marks.

| Unit-I |
|--|
| Introduction: Concept of Salesmanship, Changing Roles and Functions of a Salesman. Importance of Personal Selling in the Context of Competitive Environment. Types of Selling. |
| Unit-II |
| Salesman Career: Career Counseling & Guidance, Types of Salesman, Retail, Wholesale, Specialized Salesman, Duties, Responsibilities, Opportunities and Growth in the Sales Field, Qualities, Physical, Mental, Psychological, Social and Cultural -Rewards in Selling: Financial and Non-Financial Incentives, Sources of Recruitment of Sales Force, Methods of Training Salesmen. |
| Unit-III |
| Buyer Behaviour: Introduction -Classification of Buyer-Industrial, Government and ultimate consumers. Buying Motives-Rational and Emotional Factors Influencing Purchase of a Product. Shopping Behaviour-Frequency, Place and Unit of Purchase. Analysis and Consumer Profile-Age, Sex, Income, Educational, Cultural and Linguistic Background, etc. Methods of Identifying Customer Perceptions Influencing Decision Regarding Purchase of Product -Finding out Customer's Needs, Problems and Potentialities. |
| Unit-IV |
| Sales Presentation: Introduction -Planning for Sales Presentation, Setting Objectives for Sales Planning, Sales Talk, Supporting evidence, etc. -Steps in Sales Presentation - Establishing Report, Introducing Product by Highlighting Benefits and Providing Information regarding Product Features and Benefits. |

SUGGESTED READINGS:

1. Kishore Chand Raut & Promod K Sahu, Salesmanship and Sales Management, 3rd edition Vikas Publishing House.
2. Paul Wisley Ivey, Elements of Retail Salesmanship, Hard Press.
3. Gupta S.L., Sales and Distribution, Excel Books, New Delhi.
4. Pradhan, Jakate and Mali, Elements of Salesmanship and Publicity, Kitab Mahal.

Note: Latest edition of text books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –VI)
SESSION: 2023-24
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.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –VI)
SESSION: 2023-24
FUNDAMENTALS OF VISUAL MERCHANDISING-II
COURSE CODE: BVRP-6326
JOB ROLE: RETAIL STORE MANAGER RAS/Q0107 (NSQF LEVEL-7)

Time: 3 Hours
4 Hours/week
L-T-P
0-0-8

Max. Marks: 75
Practical: 60
CA: 15

Introduction to VM-II

- Store Displays and design
- Mannequins
- Props & Signage
- Tools and Materials of the Trade
- Fixtures and Lighting
- Store Planning and Layout
- Store Renovation including budgets

Detailed practical sessions and regular visits to various stores will be organized. Students will be trained to put up displays etc.

SUGGESTED READINGS:

1. George H, Lucas Jr, Robert P. Bush, Larry G. Gresham, Retiling, All India Publishers and Distributors, Chennai
2. Swapna Pradhan, Retailing Management, Tata McGraw Hill Publishing Company, New Delhi.
3. David Gilbert, Retailing Marketing, Prentice Hall - Pearson Education

Note: Latest edition of text books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –VI)
SESSION: 2023-24
SUMMER INTERNSHIP AND VIVA VOCE
COURSE CODE: BVRI-6327
JOB ROLE: RETAIL STORE MANAGER RAS/Q0107 (NSQF LEVEL-7)

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

- CO1:** Explain the basic terminologies of retail, deal with the customer and handle the cash.
- CO2:** Understand the selection of right store layout and design according to the nature of merchandise.
- CO3:** Understand the working of the retail store.
- CO4:** Understand the importance of visual merchandising.

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

SESSION: 2023-24

SUMMER INTERNSHIP AND VIVA VOCE

COURSE CODE: BVRI-6327

JOB ROLE: RETAIL STORE MANAGER RAS/Q0107 (NSQF LEVEL-7)

Time: 4-6 Weeks

6 Hours/week

L-T-P

0-0-12

Max. Marks: 100

Project Report & Presentation: 100

All the students will submit their Training Reports (in duplicate) within a period of one month in the department; this period shall be counted from the last date of completion of their training. The supervisor in the organization under whose guidance the training is carried out will be required to grade the student's report.

Each student will be attached with one internal faculty guide; with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate (out of 40 marks) on the basis of the assessment report provided by the organization where the Training has been completed and his/her own assessment about the work done by the student.

The evaluation of the remaining 60 marks shall be made by internal examiner appointed by the university who shall evaluate the report for 50 marks on the basis of presentation and the assessment report received from the organization where student has undergone. 10 marks will be allotted to theory.