FACULTY OF VOCATIONAL STUDIES

SYLLABUS

of

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

(Under Credit Based Continuous Evaluation Grading System)

SESSION: 2020 -2021

The Heritage Institution

KANYA MAHA VIDYALAYA JALANDHAR

(Autonomous)

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE-YEAR DEGREE PROGRAMME
BACHELOR OF VOCATION (RETAIL MANAGEMENT) SEMESTER –I
Session: 2020-2021
Job Role: Sales Manager RAS/Q0104 (NSQF LEVEL-4)

Bachelor of Vocation (Retail Management) Semester-I								
Course Code	**Course Title**	**Course Type**	**Credits**	**Marks**				**Examination time (in Hours)**
				Total	**Ext.**		**CA**	
					L	**P**		
BVRL-1421/ BVRL-1031/ BVRL-1431	Punjabi (Compulsory) [1]Basic Punjabi [2]Punjab History & Culture	C	2	50	40	-	10	3
BVRL-1102	Communication Skills in English -I	C	4	50	40	-	10	3
BVRL-1323	Fundamentals of Management	S	4	50	40	-	10	3
BVRL-1324	Basics of Retail Management	S	4	50	40	-	10	3
BVRL-1125	Computer Fundamentals-I	C	2	50	40	-	10	3
BVRL-1126	Computer Applications in Retail	S	4	50	40	-	10	3
BVRP-1127	Lab on Computer Fundamentals-I (MS Office)	S	2	50	-	40	10	3
BVRP-1328	Lab on Retail Selling Skills	S	4	75	-	60	15	-
AECD-1161	*Drug Abuse: Problem, Management and Prevention (Compulsory)	AC	2	50	40	-	10	3
SECF-I492	*Foundation Programme	AC	2	25	20	-	05	1
	Total		**30**	**425**				

C-Compulsory
S-Skill Enhancement
AC- Audit Course
[1]Special Course in lieu of Punjabi (Compulsory).
[2]Special Course in lieu of Punjabi (Compulsory) for those students who are not domicile of Punjab.
***Grades points or grades of these courses will not be included in the SGPA/CGPA of Semester/Programme.**

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE-YEAR DEGREE PROGRAMME

BACHELOR OF VOCATION (RETAIL MANAGEMENT) SEMESTER -II

Session: 2020-21

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

Bachelor of Vocation (Retail Management) Semester-II								
Course Code	**Course Title**	**Course Type**	**Credits**	**Marks**				**Examination time (in Hours)**
				Total	**Ext.**		**CA**	
					L	**P**		
BVRL-2421/ BVRL-2031/ BVRL-2431	Punjabi(Compulsory) [1]Basic Punjabi [2]Punjab History & Culture	C	2	**50**	40	-	10	3
BVRM-2102	Communication Skills in English	C	4	**50**	25	15	10	3+3
BVRL-2323	Retail Shopper Behaviour	S	4	**50**	40	-	10	3
BVRL-2324	HR in Retail Operations	S	4	**50**	40	-	10	3
BVRL-2325	Managerial Economics	C	2	**50**	40	-	10	3
BVRM-2126	Computer Fundamentals –II (Advance Excel)	S	4	**75**	40	20	15	3+3
BVRI-2327	Training Project	S	6	**100**	-	100	-	3
AECD-2161	[3]Drug Abuse: Problem, Management and Prevention (Compulsory)	AC	2	**50**	40	-	10	3
SECM-2502	[3]Moral Education	AC	2	**25**	20	-	05	1
	Total		**30**	**425**				

C-Compulsory

S- Skill Enhancement

AC- Audit Course

[1] Special Course in lieu of Punjabi (Compulsory).

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

[3]Grades points or grades of these courses will not be included in the SGPA/CGPA of Semester/Programme.

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE-YEAR DEGREE PROGRAMME BACHELOR OF VOCATION (RETAIL MANAGEMENT) SEMESTER-III
Session: 2020-2021
Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

Bachelor of Vocation (Retail Management) Semester-III								
Course Code	**Course Title**	**Course Type**	**Credits**	**Marks**				**Examination time (in Hours)**
				Total	**Ext.**		**CA**	
					L	**P**		
BVRL-3321	Principles of Accounting	S	4	50	40	-	10	3
BVRL-3322	E-Commerce	C	4	50	40	-	10	3
BVRL-3323	Store Layout and Design	S	4	50	40	-	10	3
BVRL-3324	Retail Logistics Management	C	4	50	40	-	10	3
BVRL-3325	Health and Safety Management Issues in Retail	C	2	50	40	-	10	3
BVRM-3126	Computer Applications-Tally and Internet	S	4	75	40	20	15	3+3
BVRP-3327	Store Operations-I	S	6	100	-	80	20	3
SECG-3532	*Gender Sensitization	AC	2	25	20	-	05	1
	Total		**30**	**425**				

C-Compulsory
S- Skill Enhancement
AC-Audit Course
***Grades points or grades of these courses will not be included in the SGPA/CGPA of Semester/Programme**

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE-YEAR DEGREE PROGRAMME
BACHELOR OF VOCATION (RETAIL MANAGEMENT) SEMESTER -IV
Session: 2020-21
Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

Bachelor of Vocation (Retail Management) Semester-IV								
Course Code	**Course Title**	**Course Type**	**Credits**	**Marks**				**Examination time (in Hours)**
				Total	**Ext.**		**CA**	
					L	**P**		
BVRL-4321	Supply Chain Management	S	4	**50**	40	-	10	3
BVRL-4322	Merchandising Management	S	4	**50**	40	-	10	3
BVRL-4323	Entrepreneurship Development	C	4	**50**	40	-	10	3
BVRL-4324	Business Ethics	C	4	**50**	40	-	10	3
BVRM-4325	Lab on E-Retailing and Retail Information System	S	4	**100**	50	30	20	3+3
BVRP-4326	Store Operations–II	S	6	**100**	-	80	20	3
AECE-3221	[3]Environmental Studies	AC	4	**100**	60	20	20	3
SECS-4522	[3]Social Outreach	AC	2	**25**	20	-	05	1
	Total		**30**	**400**				

C-Compulsory
S- Skill Enhancement
AC- Audit Course
[3]Grades points or grades of these courses will not be included in the SGPA/CGPA of Semester/Programme

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE-YEAR DEGREE PROGRAMME BACHELOR OF VOCATION (RETAIL MANAGEMENT) SEMESTER-V
Session: 2020-2021
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

Bachelor of Vocation (Retail Management) Semester-V								
Course Code	**Course Title**	**Course Type**	**Credits**	**Marks**				**Examination time (in Hours)**
				Total	**Ext.**		**CA**	
					L	**P**		
BVRL-5321	Personality and Soft Skills Development	S	4	50	40	-	10	3
BVRL-5322	Project Management	C	4	50	40	-	10	3
BVRL-5323	Advertising and Sales Management	C	4	50	40	-	10	3
BVRL-5324	Customer Relationship Management	S	4	50	40	-	10	3
BVRL-5325	Business Laws	C	4	50	40	-	10	3
BVRP-5326	Fundamentals of Visual Merchandising-I	S	4	75	-	60	15	3
BVRD-5327	Capstone Project	S	6	100	-	80	20	-
	Total		**30**	**425**				

C-Compulsory
S- Skill Enhancement

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE-YEAR DEGREE PROGRAMME
BACHELOR OF VOCATION (RETAIL MANAGEMENT) SEMESTER -VI
Session: 2020-2021
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

Bachelor of Vocation (Retail Management) Semester-VI								
Course Code	**Course Title**	**Course Type**	**Credits**	**Marks**				**Examination time (in Hours)**
				Total	**Ext.**		**CA**	
					L	**P**		
BVRL-6321	Retail Operations Management	S	2	**50**	40	-	10	3
BVRL-6322	Marketing Management	S	2	**50**	40	-	10	3
BVRL-6323	Productions and Operations Management	C	4	**50**	40	-	10	3
BVRL-6324	Financial Management	S	4	**50**	40	-	10	3
BVRL-6325	Elements of Salesmanship	C	4	**50**	40	-	10	3
BVRP-6326	Fundamentals of Visual Merchandising-II	S	4	**75**	-	60	15	3
BVRI-6327	Training Project	S	6	**100**	-	100	-	3
	Total		**30**	**425**				

C-Compulsory
S- Skill Enhancement

Session 2020-21

BACHELOR OF VOCATION (RETAIL MANAGEMENT)/ BACHELOR OF VOCATION (MANAGEMENT & SECRETARIAL PRACTICES)/ BACHELOR OF VOCATION (ANIMATION)/ BACHELOR OF VOCATION (TEXTILE DESIGN & APPAREL TECHNOLOGY)/ BACHELOR OF VOCATION (NUTRITION EXERCISE & HEALTH))/ BACHELOR OF VOCATION (BEAUTY &WELLNESS)/ BACHELOR OF VOCATION (PHOTOGRAPHY &JOURNALISM)

Semester I

Punjabi (Compulsory)

COURSE CODE- BVRL/BVML/BVAL/BVTL/BVNL/BVBL/BVPL-1421

COURSE OUTCOMES

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

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

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

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

Session 2020-21

BACHELOR OF VOCATION (RETAIL MANAGEMENT)/ BACHELOR OF VOCATION (MANAGEMENT & SECRETARIAL PRACTICES)/ BACHELOR OF VOCATION (ANIMATION)/ BACHELOR OF VOCATION (TEXTILE DESIGN & APPAREL TECHNOLOGY)/ BACHELOR OF VOCATION (NUTRITION EXERCISE & HEALTH))/ BACHELOR OF VOCATION (BEAUTY &WELLNESS)/ BACHELOR OF VOCATION (PHOTOGRAPHY &JOURNALISM)

Semester I

Punjabi (Compulsory)

COURSE CODE- BVRL/BVML/BVAL/BVTL/BVNL/BVBL/BVPL-1421

;wK L 3 xzN/ **Maximum Marks : 50**

Theory : 40

CA : 10

gkm eqw ns/ gkm g[;seK

:{fBN-I

nksw nBksw (eftsk Gkr),(;zgH ;[fjzdo pho ns/ tfonkw f;zx ;zX{) r[o{ BkBe d/t :{Bhtof;Nh, nzfwqs;o.

gq'Hg{oB fz;zx,gq'Hw'jB f;zx,nzfwqsk gqhsw,irsko,;[oihs gkso(eth gkmeqw dk fjZ;k jB)

(ਸਾਰ,ftPk t;s{) 08 nze

:{fBN-II

frnkB wkbk (ftfrnkBe s/ ;wki ftfrnkBe b/yK dk ;zrqfj),(;zgkH vkH ;fszdo f;zx, gq'H wfjzdo f;zx pBt?s), r[o{ BkBe d/t :{Bhtof;Nh,nzfwqs;o.

b/y L Go{D jZfsnk d/ d/P ftu, tksktoDh gqd{PD ns/ wB[Zy, J/vI L fJe rzGho ;zeN.

(ਸਾਰ,ftPk t;s{) 08 nze

:{fBN-III

(ੳ) g?oQk ouBk

(ਅ) g?oQk gVQ e/ gqPBK d/ T[so. 08 nze

:{fBN-IV

(T) gzikph X[Bh ftT[As L gfoGkPk,T[ukoB nzr

(n) ;to, ftnziB

08 nze

Session 2020-21

Bachelor of Vocation (Retail Management)/ Bachelor of Vocation (Management & Secretarial Practices)/ Bachelor of Vocation (Animation)/ Bachelor of Vocation (Textile Design & Apparel Technology)/ Bachelor of Vocation (Nutrition Exercise & Health))/ Bachelor of Vocation (Beauty &Wellness)/ Bachelor of Vocation (Photography &Journalism)

Semester I

BASIC PUNJABI

COURSE CODE- BVRL/BVML/BVAL/BVTL/BVNL/BVBL/BVPL-1031

Course outcomes

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

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

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

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

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

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

Session 2020-21

Bachelor of Vocation (Retail Management)/ Bachelor of Vocation (Management & Secretarial Practices)/ Bachelor of Vocation (Animation)/ Bachelor of Vocation (Textile Design & Apparel Technology)/ Bachelor of Vocation (Nutrition Exercise & Health))/ Bachelor of Vocation (Beauty &Wellness)/ Bachelor of Vocation (Photography &Journalism)

Semester I

BASIC PUNJABI

COURSE CODE- BVRL/BVML/BVAL/BVTL/BVNL/BVBL/BVPL-1031

smW: 3 GMty **Maximum Marks : 50**

Theory : 40

CA : 10

gkm eqw

:{fBN-I

g?Ash nZyoh, nZyo eqw, g?o fpzdh tkb/ toD ns/ g?o ftu g?D tkb/ toD ns/ wksoktK (wZ[Ybh ikD gSkD) brk\o (fpzdh, fNZgh, nZXe) L gSkD ns/ tos'A .

08nze

:{fBN-II

gzikph Ppd pDso L wZ[Ybh ikD gSkD (;kXkoB Ppd, ;z:[es Ppd, fwPos Ppd,w{b Ppd, nr/so ns/ fgS/so)

08nze

:{fBN-III

fBZs tos'A dh gzikph Ppdktbh L pkIko, tgko, foPs/Bks/, y/sh ns/ j'o XzfdnK nkfd Bkb ;zpzXs.

08 nze

:{fBN-IV

j|s/ d/ ;Zs fdBK d/ BK, pkoQK wjhfBnK d/ BK, oZ[sK d/ BK, fJZe s'A ;" sZe frDsh PpdK ftu .

08nze

nze tzv ns/ gohfyne bJh jdkfJsK

1H gqPB gZso d/ uko ;?ePB j'Dr/.;?ePB A-D sZe d/ gqPB :{fBN I-IV ftu'A g[ZS/ ikDr/. jo ;?ePB ftu d' gqPB g[ZS/ ikDr/.

2H ftfdnkoEh B/ eZ[b gzi gqPB eoB/ jB. jo ;?ePB ftu'A fJe gqPB bkIwh j?. gzitK gqPB fe;/ th ;?ePB ftu'A ehsk ik ;edk j?.

3H jo/e gqPB d/ 08 nze jB.

4H g/go ;?ZN eoB tkbk i/eo ukj/ sK gqPBK dh tzv nZr'A tZX s'A tZX uko T[g gqPBK ftu eo ;edk j?.

Bachelor of Vocation (Retail Management)/ Bachelor of Vocation (Management and Secretarial Practices)/ Bachelor of Vocation(Animation)/ Bachelor of Vocation (Textile Designing and Apparel Technology)/ Bachelor of Vocation (Nutrition Exercise and Health), Bachelor of Vocation (Beauty and Wellness)/Bachelor of Vocation (Photography and Journalism)

(Semester-I)
Session 2020-21
Course Title: Punjab History and Culture (From Earliest Times to C. 320)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

Course Code: BVRL-1431/BVML-1431/BVAL-1431/BVTL-1431/BVNL-1431/BVBL-1431/BVPL-1431

COURSE OUTCOMES:

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

CO 1: Identify and describe the emergence of earliest civilizations in: Indus Valley Civilization and Aryan Societies.

CO 2: Identify and analyses the Buddhist, Jain and Hindu faith in the Punjab

CO 3: Analyses the emergence of Early Aryans and Later Vedic Period, their Society, Culture, Polity and Economy

CO 4: To make students understand the concepts of two faiths Jainism and Buddhism, its principles and their application and relevance in present times

Bachelor of Vocation (Retail Management)/ Bachelor of Vocation (Management and Secretarial Practices)/ Bachelor of Vocation(Animation)/ Bachelor of Vocation (Textile Designing and Apparel Technology)/ Bachelor of Vocation (Nutrition Exercise and Health), Bachelor of Vocation (Beauty and Wellness)/Bachelor of Vocation (Photography and Journalism)

(SEMESTER-I)
Session 2020-21
Course Title: Punjab History and Culture (From Earliest Times to C. 320)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)
Course Code: BVRL-1431/BVML-1431/BVAL-1431/BVTL-1431/BVNL-1431/BVBL-1431/BVPL-1431

Examination Time: 3 Hours **Max. Marks: 50**
Credits L-T-P: 2-0-0 **Theory: 40**
Contact Hours: 2Hrs/Week **CA: 10**

Instructions for the Paper Setter:

1. Question paper shall consist of four Units
2. Examiner shall set 8 questions in all by selecting **Two Questions** of equal marks from each Unit.
3. Candidates shall attempt **5 questions** in **600** words, by at least selecting **One Question** from each Unit and the **5th question** may be attempted from any of the **four Units**.
4. Each question will carry 8 marks

Unit-I

1. Physical features of the Punjab
2. Sources of the ancient history of Punjab

Unit-II

3. Harappan Civilization: social, economic and religious life of the Indus Valley People.
4. The Indo-Aryans: Original home

Unit-III

5. Social, Religious and Economic life during Early Vedic Age.
6. Social, Religious and Economic life during Later Vedic Age.

UNIT-IV

7. Teachings of Buddhism
8. Teachings of Jainism

Suggested Readings

1. L. M Joshi (ed.), *History and Culture of the Punjab*, Art-I, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed.), *History of Punjab*, Vol.I, Patiala 1977.
3. BudhaParkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma, *Life in Northern India*, Delhi. 1966.
5. Chopra, P.N., Puri, B.N., & Das, M.N.(1974). *A Social, Cultural & Economic History of India,* Vol. I, New Delhi: Macmillan India.

BACHELOR O FARTS (JOURNALISM & MASS COMMUNICATIO N)/ BACHELOR OF SCIENCE (FASHION DESIGNING)/ BACHELO R O FSCIENC E (HOMESCIENC E) / BACHELOR O FCOMPUTER APPLICATIO NS / BACHELO R O FSCIENC E (INFORMATION TECHNOLOGY)/ BACHELO R O F SCIENCE (BIO-TECHNOLOGY)/ BACHELOR O F SCIENCE (HONOURS) AGRICULTURE/ BACHELOR O FSCIENCE(HONOURS) MATHS/ BACHELOR O FSCIENC E(HONOURS) PHYSICS/BACHELOR O F VOCATION (RETAIL MANAGEMEN T) / BACHELO R O F VOCATION (MANAGEMEN T & SECRETARIAL PRAC TIC ES)/ BACHELO R O F VOCATIO N (ANIMATION)/ BACHELO R O F VOCATIO N (TEXTILE DESIGN & APPAREL TEC HNO LOGY)/ BACHELO R O F VOCATIO N (NUTRITIO N EXERC ISE & HEALTH)/ BACHELOR O F VOCATIO N (BEAUTY AND W ELLNESS)/ BACHELOR O F VOCATIO N (PHO TOGRAPHY & JOURNALISM) BACHELOR OF VOCATION (ARTIFICIAL INTELLIGENCE AND DATA SCIENCE)/ BACHELOR OF VOCATION (HOSPITALITY AND TOURISM) (Semester I)

Session 2020-21

COMMUNICATION SKILLS IN ENGLISH

(Theory)

Course Code: BJML/BFDL/BHSL/BCAL/BITL/ BBTL/BACL/BOML/BOPL/BVRL/BVML/BVAL/BVTL/BVNL/BVBL/BVPL/ BVAI/BVHL-1102

COURSE OUTCOMES

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

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

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

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

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

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

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

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

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)/ BACHELOR OF SCIENCE (FASHION DESIGNING)/ BACHELOR OF SCIENCE (HOMESCIENCE) / BACHELOR OF COMPUTER APPLICATIONS / BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)/ BACHELOR OF SCIENCE (BIO-TECHNOLOGY)/ BACHELOR OF SCIENCE (HONOURS) AGRICULTURE/ BACHELOR OF SCIENCE(HONOURS) MATHS/ BACHELOR OF SCIENCE(HONOURS) PHYSICS/BACHELOR OF VOCATION (RETAIL MANAGEMENT) / BACHELOR OF VOCATION (MANAGEMENT & SECRETARIAL PRACTICES)/ BACHELOR OF VOCATION (ANIMATION)/ BACHELOR OF VOCATION (TEXTILE DESIGN & APPAREL TECHNOLOGY)/ BACHELOR OF VOCATION (NUTRITION EXERCISE & HEALTH)/ BACHELOR OF VOCATION (BEAUTY AND WELLNESS)/BACHELOR OF VOCATION (PHOTOGRAPHY & JOURNALISM) BACHELOR OF VOCATION (ARTIFICIAL INTELLIGENCE AND DATA SCIENCE)/ BACHELOR OF VOCATION (HOSPITALITY AND TOURISM) (Semester I)

Session 2020-21

COMMUNICATION SKILLS IN ENGLISH

(Theory)

Course Code: BJML/BFDL/BHSL/BCAL/BITL/ BBTL/BACL/BOML/BOPL/BVRL/BVML/BVAL/BVTL/BVNL/BVBL/BVPL/ BVAI/BVHL-1102 -1102

Examination Time: 3 Hrs **Theory: 40**
CA: 10

Instructions for the paper setter and distribution of marks:

The question paper will consist of four sections. The candidate will have to attempt five questions in all selecting one from each section and the fifth question from any of the four sections. Each question will carry 8 marks.

Section-A: Two questions of theoretical nature will be set from Unit I.

Section-B: Two comprehension passages will be given to the students based on Unit II.

Section-C: Two questions will be given from Unit III.

Section-D: Two questions will be set from Unit IV.

(8 x 5 = 40)

The syllabus is divided in four units as mentioned below:

Unit I

Reading Skills: Reading Tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings.

Unit II

Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/ expressions.

Activities:

- Comprehension questions in multiple choice format
- Short comprehension questions based on content and development of ideas

Unit III

Writing Skills: Guidelines for effective writing; writing styles for application, personal letter, official/ business letter.

Activities

- Formatting personal and business letters.
- Organizing the details in a sequential order

Unit IV

Resume, memo, notices etc.; outline and revision.

Activities:

- Converting a biographical note into a sequenced resume or vice-versa
- Ordering and sub-dividing the contents while making notes.
- Writing notices for circulation/ boards

Recommended Books:

1. *Oxford Guide to Effective Writing and Speaking* by John Seely.
2. *Business Communication*, by Sinha, K.K. Galgotia Publishers, 2003.
3. *Business Communication* by Sethi, A and Adhikari, B., McGraw Hill Education 2009.
4. *Communication Skills* by Raman, M. & S. Sharma, OUP, New Delhi, India (2011).
5. *English Grammar in Use: A Self Study Reference and Practice Book Intermediate Learners Book* by Raymond Murphy, Cambridge University Press.

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

Session: 2020-21

FUNDAMENTALS OF MANAGEMENT

Course Code: BVRL-1323

Job Role: Sales Manager RAS/Q0104 (NSQF LEVEL-4)

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

CO1: Define management and explain how management differs according to level and whether a manager is a line manager or a store manager.

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

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

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

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

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

Session: 2020-21

FUNDAMENTALS OF MANAGEMENT

Course Code: BVRL-1323

Job Role: Sales Manager RAS/Q0104 (NSQF LEVEL-4)

Time: 3Hours **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 8 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: 2020-2021

BASICS OF RETAIL MANAGEMENT

Course Code: BVRL-1324

Job Role: Sales Manager RAS/Q0104 (NSQF LEVEL-4)

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

CO1: Define retailing
CO2: Understand what marketing means to business executives.
CO3: Understand the ways that retailers use marketing tools and techniques to interact with their customers.
CO4: Understand the retail sector and the range of retail occupations.
CO5: Outline the business of retailing: retail; retailer; retail outlet; distinguishing between products and services.
CO6: Describe the different types of retail channels: shops; catalogues; online selling; flea markets; showrooms; television shopping; mobile kiosks; door-to-door trading; supermarkets; shopping complexes.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –I)
Session: 2020-2021
BASICS OF RETAIL MANAGEMENT
Course Code: BVRL-1324
Job Role: Sales Manager RAS/Q0104 (NSQF LEVEL-4)

Time: 3Hours **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 8 marks.

Unit-I
Introduction to Retailing, Importance of retailing in economy, Scope of Retailing, Evolution of Retail Environment, The Wheel of Retailing-The Accordian Theory, Functions of Retailers – Benefits of Retailing – Benefits to Customers– Benefits to Manufactures 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 2020-2021

COMPUTER FUNDAMENTALS-I

Course Code: BVRL-1125

Job Role: Sales Manager RAS/Q0104 (NSQF LEVEL-4)

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

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

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

CO3: Investigate emerging technology in shaping new processes, strategies and business models in retail.

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

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

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

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

Session 2020-2021

COMPUTER FUNDAMENTALS-I

Course Code: BVRL-1125

Job Role: Sales Manager RAS/Q0104 (NSQF LEVEL-4)

Time: 3Hours **Max.Marks:50**
2Hours/week **Theory Marks: 40**
L-T-P **CA: 10**
2-0-0

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 8 marks.

Unit-I
MS WORD Introduction to Word, Introduction to Parts of a Word Window - Title bar, Menu bar, Tool bar, the Ruler, Status area, Creating new document, Opening an existing document, To insert a second document into an open document, Editing a document, Deleting text, replacing text, moving and copying text, Page setup, Margins and gutters, Changing fonts and front size, To make text bold, italic or underline, Line spacing, Centering, right alignment and left alignment, Page breaks, Headers and footers, Putting page numbers in headersandfooters.Savingdocuments-namingworddocument,savingindifferent formats, saving on different disks
Unit-II
MS WORD Spell checker, Printing. Tables - Creating a table using the table menu, entering and editing text in tables, selecting in tables (adding rows, changing row heights, deleting rows, inserting columns, changing columns and cell width). Borders and shading, Templates and wizards, Working the graphics, drawing objects, Using frames, position objects, Mail merge.
Unit-III
MS–POWER POINT Introduction to MS Power Point, Power Point Elements – Templates, Wizards, Views and Colour Schemes, Exploring Power Point Menu - Opening and Closing Menus, Working with Dialog Boxes. Adding text, adding title, moving text area, resizing text boxes, adding art. Starting a new slide, starting a Slide show, Saving Presentation, Printing Slides, Different Views.

Unit-IV
MS–POWER POINT Formatting text formatting - Changing format with a new layout, using a pick look wizard to change format, Alignment of Text, working with text spacing. Enhancing text Formatting - Using Bullets, changing text font and size, selecting text style, effect and colour, picking up and applying styles, Creation of Graphs, displaying slide show and adding multi–media.

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 text books to be used.

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

Session: 2020-2021

COMPUTER APPLICATIONS IN RETAIL

Course Code: BVRL-1126

Job Role: Sales Manager RAS/Q0104 (NSQF LEVEL-4)

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

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

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

CO3: Investigate emerging technology in shaping new processes, strategies and business models in retail.

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

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

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

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –I)
Session: 2020-2021 COMPUTER
APPLICATIONS IN RETAIL
Course Code: BVRL-1126
Job Role: Sales Manager RAS/Q0104 (NSQF LEVEL-4)

Time: 3Hours **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 8 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 forE-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 technologyand 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: 2020-2021

LAB ON COMPUTER FUNDAMENTALS (MS-OFFICE)

Course Code: BVRP-1127

Job Role: Sales Manager RAS/Q0104 (NSQF LEVEL-4)

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

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

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

CO3: Investigate emerging technology in shaping new processes, strategies and business models in retail.

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

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

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

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –I)
Session: 2020-2021
LAB ON COMPUTER FUNDAMENTALS-I (MS-OFFICE)
Course Code: BVRP-1127
Job Role: Sales Manager RAS/Q0104 (NSQF LEVEL-4)

Time: 3Hours **Max. Marks: 50**
2Hours/week **Practical Marks: 40**
CA: 10
0-0-2

MS WORD:

- Creating new documents
- Opening an existing document
- Editing document
- Page setup
- Adding Margins
- Changing Font style, size
- Text alignment
- Header and footer
- Working with Tables
- Borders and Shading
- Mail Merge

MS POWERPOINT:

- Working with Power Point elements
  -Templates, Wizards, views, colour schemes
- Exploring Power Point menu
- Working with dialogue boxes
- Adding text boxes, Art
- Starting a new slideshow, saving and printing presentation
- Text formatting
- Applying styles
- Adding multimedia

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

a. Evaluation by internal examiner: 10Marks
b. Practical File Evaluation and Viva Voce examination by external examiner: 30Marks

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

Session: 2020-2021

LAB ON RETAIL SELLING SKILLS

Course Code: BVRP-1328

Job Role: Sales Manager RAS/Q0104 (NSQF LEVEL-4)

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

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

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –I)
Session: 2020-2021
LAB ON RETAIL SELLING SKILLS
Course Code: BVRP-1328
Job Role: Sales Manager RAS/Q0104 (NSQF LEVEL-4)

Time: 3Hours **Max.Marks:75**
8 Hours/week **Practical Marks: 60**
L-T-P **CA: 15**
0-0-4

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 fromCustomers
- Giving Personal Attention

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

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

Session 2020-21

BACHELOR OF VOCATION (RETAIL MANAGEMENT)/ BACHELOR OF VOCATION (MANAGEMENT & SECRETARIAL PRACTICES)/ BACHELOR OF VOCATION (ANIMATION)/ BACHELOR OF VOCATION (TEXTILE DESIGN & APPAREL TECHNOLOGY)/ BACHELOR OF VOCATION (NUTRITION EXERCISE & HEALTH))/ BACHELOR OF VOCATION (BEAUTY &WELLNESS)/ BACHELOR OF VOCATION (PHOTOGRAPHY &JOURNALISM)

Semester II

Punjabi (Compulsory)

COURSE CODE- BVRL/BVML/BVAL/BVTL/BVNL/BVBL/BVPL-2421

COURSE OUTCOMES

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

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

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

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

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

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

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

Session 2020-21

BACHELOR OF VOCATION (RETAIL MANAGEMENT)/ BACHELOR OF VOCATION (MANAGEMENT & SECRETARIAL PRACTICES)/ BACHELOR OF VOCATION (ANIMATION)/ BACHELOR OF VOCATION (TEXTILE DESIGN & APPAREL TECHNOLOGY)/ BACHELOR OF VOCATION (NUTRITION EXERCISE & HEALTH))/ BACHELOR OF VOCATION (BEAUTY &WELLNESS)/ BACHELOR OF VOCATION (PHOTOGRAPHY &JOURNALISM)

Semester II

Punjabi (Compulsory)

COURSE CODE- BVRL/BVML/BVAL/BVTL/BVNL/BVBL/BVPL-2421

;wK L 3 xzN/ **Maximum Marks : 50**

Theory : 40
CA : 10

gkm eqw ns/ gkm g[;seK

:{fBN-I

nksw nBksw (ejkDh Gkr),(;zgH ;[fjzdo pho ns/ tfonkw f;zx ;zX{) r[o{ BkBe d/t :{Bhtof;Nh, nzfwqs;o.
gmkD dh Xh,T[ikV,wkVk pzdk,x'NDk,dbdb(ejkDhnK gkmeqw dk fjZ;k jB)
(ਵਿਸ਼ਾ-ਿਸਤੂ,
;ko) 08 nze

:{fBN-II

frnkB wkbk(ftfrnkBe s/ ;wki ftfrnkBe b/yK dk ;zrqfj)(;zgH vkH ;fszdo f;zx, g'qH wfjzdo f;zx pBt?s), r[o{ BkBe d/t :{Bhtof;Nh,nzfwqs;o, 2007
b/y L;kfjs s/ b'e ;kfjs, nZyK, ezfgT{No ns/ fJzNoB?ZN. (gkmeqw dk fjZ;k jB)
(ਵਿਸ਼ਾ-ਿਸਤੂ,
;ko) 08 nze

:{fBN-III

(T) Ppd Pq/DhnK L BKt,gVBKt,fefonk,ftP/PD
(n) Ppd Pq/DhnK L fefonk ftP/PD,;zpzXe,:'ie,ft;fwe
08 nze

:{fBN-IV

(ੳ) ;zy/g ouBk
(ਅ) w[jkto/ **08 nze**

nze tzv ns/ gohfyne bJh jdkfJsK
gqPB gZso d/ uko ;?ePB j'Dr/.;?ePB A-D sZe d/ gqPB :{fBN I-IV ftu'A g[ZS/ ikDr/. jo ;?ePB ftu d' gqPB g[ZS/ ikDr/.
ftfdnkoEh B/ e[Zb gzi gqPB eoB/ jB. jo ;?ePB ftu'A fJe gqPB bkIwh j?. gzitK gqPB fe;/ th ;?ePB ftu'A ehsk ik ;edk j?.
3H jo/e gqPB d/ 08 nze jB.
4H g/go ;?ZN eoB tkbk i/eo ukj/ sK gqPBK dh tzv nZr'A tZX s'A tZX uko T[g gqPBK ftu eo ;edk j?.

Session 2020-21

Bachelor of Vocation (Retail Management)/ Bachelor of Vocation (Management & Secretarial Practices)/ Bachelor of Vocation (Animation)/ Bachelor of Vocation (Textile Design & Apparel Technology)/ Bachelor of Vocation (Nutrition Exercise & Health))/ Bachelor of Vocation (Beauty &Wellness)/ Bachelor of Vocation (Photography &Journalism)

Semester II

BASIC PUNJABI

COURSE CODE- BVRL/BVML/BVAL/BVTL/BVNL/BVBL/BVPL-2031

Course outcomes

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

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

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

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

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

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

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

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

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

Session 2020-21

Bachelor of Vocation(Retail Management)/Bachelor of Vocation(Management & Secretarial Practices)/ Bachelor of Vocation (Animation)/Bachelor of Vocation(Textile Design & Apparel Technology)/Bachelor of Vocation (Nutrition Exercise &Health))/Bachelor of Vocation (Beauty &Wellness)/ Bachelor of Vocation (Photography &Journalism)

Semester II

BASIC PUNJABI(In lieu of Compulsory Punjabi)

COURSE CODE-BVRL/BVML/BVAL/BVTL/BVNL/BVBL/BVPL-2031

;wK 3 xzN/ **Maximum Marks : 50**

Theory : 40

CA : 10

gkmeqw

:{fBN-I

Ppd P/qDhnK L gSkD ns/ tos'A (BKt, gVBKt, fefonk, ftP/PD, fefonk ftP/PD, ;pzXe, :'ie ns/ ft;fwe)

08 nze

:{fBN-II

gzikph tkepDso L w[ZYbh ikD gSkD

(T) ;kXkoBtke, ;z:[estke ns/ fwPostke (gSkD ns/ tos'A)

(n) fpnkBhnktke, gqPBtkuetke ns/ j[ewhtke (gSkD ns/ tos'A)

08 nze

:{fBN-III

g?oQkouBk

;zy/g ouBk

08 nze

:{fBN-IV

fuZmhgZso (xo/b{ ns/ d|soh)

w[jkto/ **08 nze**

nzetzv ns/ gohfynebJhjdkfJsK

gqPBgZso d/ uko ;?ePBj'Dr/.;?ePBA-DsZe d/ gqPB :{fBNI-IV ftu'A g[ZS/ ikDr/. jo ;?ePBftu d' gqPB g[ZS/ ikDr/.

ftfdnkoEh B/ eZ[b gzigqPBeoB/ jB. jo ;?ePBftu'AfJegqPBbkIwh j?. gzitKgqPBfe;/ th ;?ePBftu'Aehskik ;edk j?.

3H jo/e gqPB d/ 08 nzejB.

4H g/go ;?ZN eoBtkbki/eoukj/ sKgqPBK dh tzvnZr'AtZXs'AtZXuko T[g gqPBK ftueo ;edk j?.

Bachelor of Vocation (Retail Management)/ Bachelor of Vocation (Management and Secretarial Practices)/ Bachelor of Vocation(Animation)/ Bachelor of Vocation (Textile Designing and Apparel Technology)/ Bachelor of Vocation (Nutrition Exercise and Health), Bachelor of Vocation (Beauty and Wellness)/ Bachelor of Vocation (Artificial Intelligence)/ /Bachelor of Vocation (Hospitality and Tourism)

(Semester-II)
Session 2020-21
Course Title: Punjab History and Culture (C. 320 to 1000 B.C.)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

Course Code:BVRL-2431/BVML-2431/BVAL-2431/BVTL-2431/BVNL-2431/BVBL-2431/BVPL-2431/BVAL-2431/BVHL-2431

COURSE OUTCOMES:

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

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

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

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

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

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

Bachelor of Vocation (Retail Management)/ Bachelor of Vocation (Management and Secretarial Practices)/ Bachelor of Vocation(Animation)/ Bachelor of Vocation (Textile Designing and Apparel Technology)/ Bachelor of Vocation (Nutrition Exercise and Health), Bachelor of Vocation (Beauty and Wellness)/ Bachelor of Vocation (Artificial Intelligence)/ /Bachelor of Vocation (Hospitality and Tourism)

(Semester-II)
Session 2020-21
Course Title:Punjab History and Culture(C. 320 to 1000 B.C.)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

Course Code:BVRL-2431/BVML-2431/BVAL-2431/BVTL-2431/BVNL-2431/BVBL-2431/BVPL-2431/BVAL-2431/BVHL-2431

Examination Time: 3 Hours **Max. Marks: 50**
Credits L-T-P: 2-0-0 **Theory: 40**
Contact Hours: 2Hrs/Week **CA: 10**

Instructions for the Paper Setter:

1. **Question paper shall consist of four Units**
2. **Examiner shall set 8 questions in all by selecting Two Questions of equal marks from each Unit.**
3. **Candidates shall attempt 5 questions in 600 words, by at least selecting One Question from each Unit and the 5th question may be attempted from any of the four Units.**
4. **Each question will carry 8 marks**

Unit-I

1. Alexander's Invasion's and Impact
2. Administration of Chandragupta Maurya and Ashoka.

Unit-II

3. The Kushans: Gandhar School of Art .
4. Gupta Empire: Golden period (Science , Art and Literature)

Unit-III

5. The Punjab under the Harshvardhana
6. Socio-cultural History of Punjab from 7th to 1000 A.D.

UNIT IV

7. Development of Languages and Education with Special reference to Taxila
8. Development to Art and Architecture

Suggested Readings

1. L. M Joshi (ed), *History and Culture of the Punjab*, Art-I, Punjabi University, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed.), *History of Punjab* ,Vol.I, Punjabi University, Patiala, 1977.
3. BudhaParkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma: *Life in Northern India*, Delhi. 1966.

BACHELOR O FARTS (JOURNALISM & MASS COMMUNICATIO N)/ BACHELOR OF SCIENCE (FASHION DESIGNING)/ BACHELO R O FSCIENC E(HO MESCIENC E) / BACHELOR O FCOMPUTER APPLICATIO NS / BACHELOR O FSCIENC E (INFO RMATION TECHNOLOGY)/ BACHELO R O F SCIENCE (BIO-TEC HNOLOGY)/ BACHELOR O F SCIENCE (HONOURS) AGRICULTURE/ BACHELOR O FSCIENCE(HONOURS) MATHS/ BACHELOR O FSCIENC E(HONOURS) PHYSICS/BACHELOR O F VOCATION (RETAIL MANAGEMEN T) / BACHELO R O F VOCATION (MANAGEMENT & SECRETARIAL PRACTICES)/ BACHELO R O F VOCATION (ANIMATION)/ BACHELO R O F VOCATION (TEXTILE DESIGN & APPAREL TEC HNO LOGY)/ BACHELO R O F VOCATIO N (NUTRITIO N EXERC ISE & HEALTH)/ BACHELOR O F VOCATIO N (BEAUTY AND W ELLNESS)/ BACHELOR O F VOCATIO N (PHO TOGRAPHY & JOURNALISM) BACHELOR OF VOCATION (ARTIFICIAL INTELLIGENCE AND DATA SCIENCE)/ BACHELOR OF VOCATION (HOSPITALITY AND TOURISM) (Semester II)

Session 2020-21

COMMUNICATION SKILLS IN ENGLISH

Course Code: BJMM/BFDM/BHSM/BCAM/BITM/ BBTM/BACM/BOMM/BOPM/BVRM/BVMM/BVAM/BVTM/BVNM/BVBM/BVPM/ BVAI/BVHM-2102

COURSE OUTCOMES

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

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

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

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

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

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

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

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

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)/ BACHELOR OF SCIENCE (FASHION DESIGNING)/ BACHELOR OF SCIENCE (HOMESCIENCE)/ BACHELOR OF COMPUTER APPLICATIONS/ BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)/ BACHELOR OF SCIENCE (BIO-TECHNOLOGY)/ BACHELOR OF SCIENCE (HONOURS) AGRICULTURE/ BACHELOR OF SCIENCE (HONOURS) MATHS/ BACHELOR OF SCIENCE (HONOURS) PHYSICS/BACHELOR OF VOCATION (RETAIL MANAGEMENT) / BACHELOR OF VOCATION (MANAGEMENT & SECRETARIAL PRACTICES)/ BACHELOR OF VOCATION (ANIMATION)/ BACHELOR OF VOCATION (TEXTILE DESIGN & APPAREL TECHNOLOGY)/ BACHELOR OF VOCATION (NUTRITION EXERCISE & HEALTH)/ BACHELOR OF VOCATION (BEAUTY AND WELLNESS)/BACHELOR OF VOCATION (PHOTOGRAPHY & JOURNALISM) BACHELOR OF VOCATION (ARTIFICIAL INTELLIGENCE AND DATA SCIENCE)/ BACHELOR OF VOCATION (HOSPITALITY AND TOURISM) (Semester I)

Session 2020-21

COMMUNICATION SKILLS IN ENGLISH

Course Code: BJMM/BFDM/BHSM/BCAM/BITM/ BBTM/BACM/BOMM/BOPM/BVRM/BVMM/BVAM/BVTM/BVNM/BVBM/BVPM/ BVAI/BVHM-2102

Time: 3 hours (Theory) **Max. Marks: 50**
3 hours (Practical) **Theory: 25**
Practical: 15
Continuous Assessment: 10

Instructions for the paper setters and distribution of marks:

The question paper will consist of four sections and distribution of marks will be as under:

Section-A: Two questions of theoretical nature will be set from Unit I of the syllabus and the candidates will have to attempt one carrying 5 marks.

Section-B: Two questions will be set from Unit II of the syllabus. Candidates will have to attempt one carrying 5 marks.

Section-C: Two questions will be set from Unit III of the syllabus. Candidates will have to attempt one carrying 5 marks.

Section-D: Two questions will be set from Unit IV of the syllabus. Candidates will have to attempt one carrying 5 marks.

Important Note:

The candidate will have to attempt five questions in all selecting one from each section of the question paper and the fifth question from any of the four sections.

(5 x 5 = 25)

Course Contents:

Unit I

Listening Skills: Barriers to listening; effective listening skills; feedback skills.
Activities: Listening exercises – Listening to conversation, News and TV reports

Unit II

Attending telephone calls; note taking and note making
Activities: Taking notes on a speech/lecture

Unit III

Speaking and Conversational Skills: Components of a meaningful and easy conversation, understanding the cue and making appropriate responses, forms of polite speech, asking and providing information on general topics

Activities: 1) Making conversation and taking turns

2) Oral description or explanation of a common object, situation or concept

Unit IV

The study of sounds of English, stress Situation based Conversation in English Essentials of Spoken English

Activities: Giving Interviews

Recommended Books:

1. *Oxford Guide to Effective Writing and Speaking* by John Seely.
2. *Business Communication* by Sethi, A and Adhikari, B., McGraw Hill Education 2009.
3. *Communication Skills* by Raman, M. & S. Sharma, OUP, New Delhi, India (2011).
4. *A Course in Phonetics and Spoken English* by J. Sethi and P.V. Dhamija, Phi Learning.

PRACTICAL / ORAL TESTING

Time: 3 hours **Marks: 15**

Course Contents:

1. Oral Presentation with/without audio visual aids
2. Group Discussion
3. Listening to any recorded or live material and asking oral questions for listening comprehension

Questions:

1. Oral Presentation will be of 5 to 7 minutes duration. (Topic can be given in advance or it can be of student's own choice). Use of audio-visual aids is desirable.
2. Group discussion comprising 8 to 10 students on a familiar topic. Time for each group will be 15 to 20 minutes.

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

RETAIL SHOPPER BEHAVIOUR

COURSE CODE: BVRL-2323

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

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

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

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

RETAIL SHOPPER BEHAVIOUR
COURSE CODE: BVRL-2323

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

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 8 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 2019-20

HUMAN RESOURCE IN RETAIL OPERATIONS

COURSE CODE: BVRL-2324

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

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

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

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –II)
SESSION 2020-21

HUMAN RESOURCE IN RETAIL OPERATIONS
COURSE CODE: BVRL-2324

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

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 8 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.

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 2020-2021

MANAGERIAL ECONOMICS
COURSE CODE: BVRL-2325

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

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

CO1: Understand the basic concepts of managerial economics.
CO2: Apply economic principles to management decisions.
CO3: Understand the basic concepts of demand, supply and equilibrium and their determinants.
CO4: Define and measure elasticity, apply the concepts of price, cross and income elasticity and analyze how elasticity revenue.
CO5: Understand cost function and the difference between short-run and long-run cost function.
CO6: Establish the linkage between production function and cost function.
CO7: Analyze the demand and supply conditions and assess the position of a company.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)
SESSION 2020-2021

MANAGERIAL ECONOMICS
COURSE CODE: BVRL-2325

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

Time:3 Hours **Max. Marks: 50**
4Hours/week **Theory Marks:40**
L-T-P **CA:10**
2-0-0

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 8 marks.

Unit-I
Introduction to Managerial Economics: Introduction, concept, scope, significance of managerial economics. Distinction between Economics and Managerial Economics, Role of Managerial Economics & major Economic problems & tools of managerial economics, Functions of Managerial Economist.
Unit-II
Demand and Supply: Introduction, concept of demand, Law of demand, change in demand & Quantity demanded, concept of supply, law of supply, demand & supply equilibrium. Elasticity of Demand and Supply: Price elasticity of demand, measurement, factors influencing price elasticity of demand. Income elasticity of demand, cross elasticity of demand, elasticity of supply, factors determining elasticity of supply.
Unit-III
Production & Cost function: Production function, short run production, long run production, producer's equilibrium, types of production function. Concept of Cost, type of cost in long run and short run.
Unit-IV
Market dynamic: elements of competition, perfect competition, monopoly & price discrimination, imperfect competition & duopoly. Role of Government in an economy: Introduction, Requirement of Government intervention in an economy, role of Govt. in different economic systems and policies.

SUGGESTED READINGS:

1. P.L. Mehta, Managerial Economics, S. Chand and Sons Company Ltd., New Delhi
2. Managerial Economics by O.P Chopra
3. H. L. Ahuja Advanced Economic Analysis, S. Chand & Co. Ltd, New Delhi
4. Managerial Economics by Prof (Dr.) Jaswinder Singh

Note: Latest edition of text books to be used.

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

COMPUTER FUNDAMENTALS-II (ADVANCE EXCEL)

COURSE CODE: BVRM-2126

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

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

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

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

COMPUTER FUNDAMENTALS-II (ADVANCE EXCEL)

COURSE CODE: BVRM-2126

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

Time: 3Hours **Max. Marks:75**
L-T-P **Theory Marks:40**
Practical: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 question may be attempted from any section. Each question will carry 8 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
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. **Analyzing and Organizing Data:** Creating Scenarios, creating a Scenario Report, Working with Data Tables.
Unit-IV
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. **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.

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

SUGGESTED READINGS:

1. Windows Based Computer Courses, Rachhpal Singh &GurvinderSingh.
2. Information Technology, Hardeep Singh &AnshumanSharma.
3. Office Complete, BPBPublications.

Note: Latest edition of books to be used.

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

SESSION 2020-21

TRAINING PROJECT

COURSE CODE: BVRI-2327

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

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

CO1: Explain the basic terminologies of retail.
CO2: Deal with the customer.
CO3: Handle the cash.
CO4: Understand the selection of right store layout and design according to the nature of merchandise.
CO5: Understand the working of the retail store.
CO6: Understand the importance of visual merchandising.

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

TRAINING PROJECT
COURSE CODE: BVRI-2327

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

Time: 4-6Weeks **Max. Marks: 100**
L-T-P **Project Report & Presentation: 100**
0-0-6

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 external 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 paper.

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

Session: 2020-2021

PRINCIPLES OF ACCOUNTING

Course Code: BVRL-3321

Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

CO1: Develop and understand the nature and purpose of financial statements in relationship to decision making.
CO2: Use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements.
CO3: Learn basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.
CO4: Develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to users.
CO5: Prepare the financial statement of sole proprietorship and companies.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)
Session: 2020-2021
PRINCIPLES OF ACCOUNTING
Course Code: BVRL-3321
Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

Time: 3Hours **Max Marks: 50**
4Hours/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 8 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, 1956 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: 2020-2021

E-COMMERCE

Course Code: BVRL-3322

Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

CO1: Understand foundations and importance of E-commerce.
CO2: Analyze the impact of E-commerce technologies on business models.
CO3: Understand the concept of EDI and its applications.
CO4: Describe internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.
CO5: Identify the major electronic payment issues and options.
CO6: Discuss security issues and explain procedures used to protect against security threats.

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

Session: 2020-2021

E-COMMERCE

Course Code: BVRL-3322

Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

Time: 3 Hours **Max Marks: 50**

4Hours/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 8 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
E-Commerce Technologies: Internet & WWW; Internet Protocols – OSI Model, TCP/IP, TCP, UDP, IP, DNS, FTP, SLIP, PPP; Multimedia technology – ISDN, ATM, Cell relay, desktop Video Conferencing; Information Publishing Technology – HTML, URL, HTTP, HTML FORM. Electronic Data Inter-change: Introduction, Concepts of EDI and Limitation, Applications of EDI, Disadvantages of EDI, EDI model.
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.

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: 2020-2021

STORE LAYOUT AND DESIGN

Course Code: BVRL-3323

Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

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

CO2: Analyze and apply storefront and interior presentation techniques.

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

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

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

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

Session: 2020-2021

STORE LAYOUT AND DESIGN

Course Code: BVRL-3323

Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

Time: 3Hours **Max Marks: 50**

4Hours/week **Theory Marks: 40**

L-T-P **CA: 10**

4-0-0

Instructions for 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
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
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: 2020-2021

RETAIL LOGISTICS MANAGEMENT

Course Code: BVRL-3324

Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

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

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

Session: 2020-2021

RETAIL LOGISTICS MANAGEMENT

Course Code: BVRL-3324

Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

Time: 3Hours **Max Marks: 50**
4Hours/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 may be attempted from any section. Each question will carry 8 marks.

UNIT-I
Logistics: Definition, History and Evolution, Objectives, the work of logistics, logistics interference with marketing, retail logistics, emerging concept in logistics.
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.
UNIT-IV
Retail logistics network, Design for global operation, information management for global logistics.

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 ofIndia 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: 2020-2021

HEALTH AND SAFETY MANAGEMENT ISSUES IN RETAIL

Course Code: BVRL-3325

Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

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

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)
Session: 2020-2021
HEALTH AND SAFETY MANAGEMENT ISSUES IN RETAIL
Course Code: BVRL-3325
Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

Time:3Hours **Max Marks: 50**
2Hours/week **Theory Marks: 40**
L-T-P **CA: 10**
2-0-0

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 8 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, Fresh Food 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 Flynm 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: 2020-2021

COMPUTER APPLICATIONS-TALLY AND INTERNET

Course Code: BVRM-3126

Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

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

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

Session: 2020-2021

COMPUTER APPLICATIONS-TALLY AND INTERNET

Course Code: BVRM-3126

Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

Time: 3Hours	**Max. Marks: 75**
4Hours/week	**Theory Marks: 40**
L-T-P	**Practical Marks: 20**
2-0-2	**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 8 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 Tally ERP 9: Creating Stock Groups, Creating Stock Items, GST in Tally ERP 9: Activation of GST, Computation of GST
UNIT-III
Computer Network and Communication: Network types, network topologies, network communication devices, physical communication media. Internet and its Applications: E-mail, TELNET, FTP, World Wide Web, Internet chatting, Intranet, Extranet, Gopher, Mosaic, WAIS.
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 external examiner: 20 Marks

SUGGESTED READINGS:

1. Mastering tally ERP 9- Basic accounts, Invoice and Inventory: Ashok K. Nadhani, BPB Publications.
2. Implementing Tally 9- 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: 2020-2021

STORE OPERATIONS-I (PRACTICAL)

Course Code: BVRP-3327

Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

CO1: Develop skills regarding planning, controlling merchandise in a retail store.
CO2: Learn controlling techniques for the operations of retail store.
CO3: Learn how to design a store layout.
CO4: Describe the activities involved in general store maintenance.
CO5: Explain strategies to reduce inventory shrinkage.

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

Session: 2020-2021

STORE OPERATIONS-I (PRACTICAL)

Course Code: BVRP-3327

Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

Time: 3Hours **Max. Marks: 100**

12Hours/Week **Practical Marks: 80**

L-T-P **CA: 20**

0-0-6

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 and External 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 2020-21

SUPPLY CHAIN MANAGEMENT

COURSE CODE: BVRL-4321

Job Role: Retail Departmental Manager RAS/Q0106 (NSQF LEVEL-6)

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

CO1: Analyze the manufacturing operations of a firm.
CO2: Apply sales and operations planning.
CO3: Evaluate the logistics and purchasing concepts to improve supply chain operations.
CO4: Apply quality management tools for process improvement.
CO5: Understand the Strategic role of purchasing in the supply chain management.
CO6: Understand the process of integrated management.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)
SESSION: 2020-21
SUPPLY CHAIN MANAGEMENT
COURSE CODE: BVRL-4321
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 may be attempted from any section. Each question will carry 8 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.
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 2020-21

MERCHANDISING MANAGEMENT

COURSE CODE: BVRL-4322

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

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

CO1: Understand the different strategies to handle the merchandise.
CO2: Determine the various strategies of branding and category management.
CO3: Understand merchandise forecasting and budgeting.
CO4: Use basic buying management methods to meet the needs of a simulated retail market.
CO5: Evaluate relevant data in order to determine a suitable assortment of merchandise.
CO6: Work effectively and productively as a team member in order to negotiate and achieve a desired outcome.
CO7: Understand the concept of display planning and characteristics of effective display.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)
SESSION 2020-21

MERCHANDISING MANAGEMENT

COURSE CODE: BVRL-4322

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

Time: 3Hours **Max Marks: 50**
4Hours/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 8 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 interiordisplay.
UNIT-III
Implementing Merchandising Plans (IMP): sequential steps for imp; logistics with goals; inventory management.
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 2020-21

ENTREPRENEURSHIP DEVELOPMENT

COURSE CODE: BVRL-4323

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

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

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

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)
SESSION 2020-21

ENTREPRENEURSHIP DEVELOPMENT
COURSE CODE: BVRL-4323

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 8 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.
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 2020-2021

BUSINESS ETHICS
COURSE CODE: BVRL-4324

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

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

CO1: Understand the concept of business ethics.
CO2: Define, explain and illustrate the theoretical foundations of business ethics.
CO3: Understand the origin and development of corporate governance.
CO4: Determine the role of ethical culture and relationships.
CO5: Recognize and resolve ethical issues in business.
CO6: Analyze the corporate Governance Mechanism.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)
SESSION 2020-2021

BUSINESS ETHICS
COURSE CODE: BVRL-4324

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

Time:3Hours **Max Marks: 50**
4Hours/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 8 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 2020-21

LAB ON E-RETAILING AND RETAIL INFORMATION SYSTEM

COURSE CODE: BVRM-4325

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

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

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

BACHELOR OF VOCATION (RETAILMANAGEMENT) (SEMESTER –IV)

SESSION 2020-21

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	**Max. Marks: 50**
4 Hours/week	**Theory Marks: 25**
L-T-P	**Practical: 15**
2-0-2	**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 5 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 External 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, kamlesh 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 Bemard J. Jaworski, introduction to E- Commerce, Tata McGraw Hill

Note: Latest edition of books to be used.

BACHELOR OF VOCATION (RETAILMANAGEMENT) (SEMESTER –IV)
SESSION 2020-21

STORE OPERATIONS-II (PRACTICAL)

COURSE CODE: BVRP-4326

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

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

CO1: Understand the concept of store operations.
CO2: Analyze the functions of a store manager.
CO3: Evaluate the planning and execution of retail operations.
CO4: Know control techniques for successful operations and measurement of performance.
CO5: Analyze the types of store operations.

BACHELOR OF VOCATION (RETAILMANAGEMENT) (SEMESTER –IV)
SESSION 2020-21

STORE OPERATIONS-II (PRACTICAL)

COURSE CODE: BVRP-4326

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

Time: 3 Hours **Max. Marks: 100**
6 Hours/week **Practical: 80**
L-T-P **CA: 20**
0-0-6

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 and External Examiner. Students are required to prepare practical file.

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

Session 2020-2021

PERSONALITY AND SOFT SKILLS DEVELOPMENT

Course Code: BVRL-5321

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

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

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

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –V)
Session: 2020-2021
PERSONALITY AND SOFT SKILLS DEVELOPMENT
Course Code: BVRL-5321
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

Time: 3Hours **Max. Marks: 50**
2Hours/Week **Theory Marks: 40**
L-T-P **CA: 10**
2-0-0

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 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
Telesales/ 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: 2020-2021

PROJECT MANAGEMENT

Course Code: BVRL-5322

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

After successful completion of this course students will able to:

CO1: Understand the objectives of project management.
CO2: Adapt projects in response to issues that arise internally and externally.
CO3: Understand the feasibility analysis in project management and network analysis tools for cost and time estimation.
CO4: Implement general business concepts, practices and tools to facilitate project success.
CO5: Know about tax consideration in project preparation and various legal aspects.

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

Session: 2020-2021

PROJECT MANAGEMENT

Course Code: BVRL-5322

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

Examination Time: 3 Hours

2Hours/Week **Max. Marks: 50**

Theory Marks: 40

2-0-0 **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 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: 2020-2021

ADVERTISING AND SALES MANAGEMENT

Course Code: BVRL-5323

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

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

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

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

Session: 2020-2021

ADVERTISING AND SALES MANAGEMENT

Course Code: BVRL-5323

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

Time: 3 Hours **Max. Marks: 50**
4Hours/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 8 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 (RETAILMANAGEMENT) (SEMESTER –V)

Session: 2020-2021

CUSTOMER RELATIONSHIP MANAGEMENT

Course Code: BVRL-5324

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

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

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

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

Session: 2020-2021

CUSTOMER RELATIONSHIP MANAGEMENT

Course Code: BVRL-5324

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

Examination Time: 3Hours **Max. Marks: 50**
4Hours/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 8 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, Rural 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, and Applications- Tata McGraw-Hill Education

Note: Latest edition of text books to be used.

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

Session: 2020-2021

BUSINESS LAWS

Course Code: BVRL-5325

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

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

CO1: Demonstrate an understanding of the legal environment of business.
CO2: Apply basic legal knowledge to business transactions.
CO3: Communicate effectively using standard business and legal terminology.
CO4: Appreciate the relevance of business laws to individuals and businesses.
CO5: Identify the fundamental legal principles behind contractual agreements.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER–V)
Session: 2020-2021
BUSINESS LAWS
Course Code: BVRL-5325
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

Examination Time: 3Hours **Max. Marks: 50**
4Hours/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 8marks.

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 contact 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 –V)

Session: 2020-2021

FUNDAMENTALS OF VISUAL MERCHANDISING-I

Course Code: BVRP-5326

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

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

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

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –V)
Session: 2020-2021
FUNDAMENTALS OF VISUAL MERCHANDISING-I
Course Code: BVRP-5326
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

Examination Time: 3Hours **Max. Marks: 75**
8 Hours/week **Practical Marks: 60**
CA: 15
0-0-4

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: 20Marks
b. Practical File Evaluation and Viva Voce examination by external examiner: 40Marks

SUGGESTED READINGS:

1. David Gilbert, Retailing Marketing Management, Prentice Hall – Pearson Education
2. George H, Lucas Jr, Robert P. Bush, Larry G. Gresham, Retiling, 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: 2020-2021

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: 2020-2021
CAPSTONE PROJECT
Course Code: BVRD-5327
Job Role: Retail Store Manager RAS/Q0107 (NSQF LEVEL-7)

Examination Time: 3 Hours **Max. Marks: 100**
8 Hours/week **Practical: 80**
L-T-P **CA: 20**
0-0-6

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 external examiner: 50 Marks

BACHELOR OF VOCATION (RETAILMANAGEMENT) (SEMESTER –VI)
SESSION 2020-21

RETAIL OPERATIONS MANAGEMENT
COURSE CODE: BVRL-6321

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

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

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

BACHELOR OF VOCATION (RETAILMANAGEMENT) (SEMESTER –VI)
SESSION 2020-21

RETAIL OPERATIONS MANAGEMENT
COURSE CODE: BVRL-6321

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

Time: 3 Hours **Max. Marks: 50**
2 Hours/week **Theory Marks: 40**
L-T-P **CA: 10**
2-0-0

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 8 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 (RETAILMANAGEMENT) (SEMESTER –VI)
SESSION 2020-21

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

BACHELOR OF VOCATION (RETAILMANAGEMENT) (SEMESTER –VI)
SESSION 2020-21

MARKETING MANAGEMENT
COURSE CODE: BVRL-6322

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

Time: 3 Hours **Max. Marks: 50**
2 Hours/week **Theory: 40**
L-T-P **CA: 10**
2-0-0

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 8 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 2020-21

PRODUCTION AND OPERATIONS MANAGEMENT
COURSE CODE: BVRL-6323

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

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

.

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

BACHELOR OF VOCATION (RETAILMANAGEMENT) (SEMESTER –VI)
SESSION 2020-21

PRODUCTION AND OPERATIONS MANAGEMENT
COURSE CODE: BVRL-6323

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

Time: 3 Hours **Max. Marks: 50**
4 Hours/week **Theory: 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 8 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 2020-21

FINANCIAL MANAGEMENT

COURSE CODE: BVRL-6324

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

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

CO1: Appreciate the relevance of finance in business, sources of long 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.
CO5: Evaluate the receivables, inventory and cash management.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -VI)
SESSION 2020-21

COURSE CODE: BVRL-6324
COURSE TITLE: FINANCIAL MANAGEMENT

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

Time: 3 Hours **Max. Marks: 40**
4 Hours/week **Theory Marks: 10**
L-T-P **CA: 50**
2-0-2

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
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... 11thEdition, 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 –VI)
SESSION 2020-21

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: Analyze the buying motives and profile of different customers.
CO4: Evaluate the different problems faced by a salesman during sales presentation.
CO5: Understand the role and importance of Salesmanship.

BACHELOR OF VOCATION (RETAILMANAGEMENT) (SEMESTER –VI)
SESSION 2020-21

ELEMENTS OF SALESMANSHIP
COURSE CODE: BVRI-6325

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

Time: 3 Hours **Max. Marks: 50**
4 Hours/week **Theory Marks: 40**
L-T-P **CA: 10**
2-0-2

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: 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 Counselling & 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: 2020-21

FUNDAMENTALS OF VISUAL MERCHANDISING-II
COURSE CODE: BVRP-6326

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

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

CO1: Define the meaning of visual merchandising.
CO2: Learn different tools that are used for displaying jewellery and apparels at the retail stores.
CO3: Apply basic design principles and colour theories to displays and advertising.
CO4: Understand how to make display meaningful-Identify colour, size and other attributes of the product that match the display.
CO5: Understand and explain elements of planogram - use of different props in a retail store.

BACHELOR OF VOCATION (RETAILMANAGEMENT) (SEMESTER –VI)
SESSION: 2020-21

FUNDAMENTALS OF VISUAL MERCHANDISING-II
COURSE CODE: BVRP-6326

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

Time: 3 Hours **Max. Marks: 75**
8 Hours/week **Practical: 60**
L-T-P **CA: 15**
0-0-4

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. SwapnaPradhan, 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 2020-21

TRAINING PROJECT

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

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –VI)
SESSION 2020-21

TRAINING PROJECT
COURSE CODE: BVRI-6327

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

Time: 4-6 Weeks **Max. Marks: 100**
L-T-P **Project Report & Presentation: 100**
0-0-6

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 external 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 paper.