

FACULTY OF VOCATIONAL STUDIES

SYLLABUS

of

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

(Under Credit Based Continuous Evaluation Grading System) (CBCEGS)

Session: 2024-2025



The Heritage Institution

KANYA MAHA VIDYALAYA JALANDHAR

(Autonomous)

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEAR DEGREE PROGRAMME
Programme: BACHELOR OF VOCATION (RETAIL MANAGEMENT)
Credit Based Continuous Evaluation Grading System (CBCEGS)
(Session 2024-2025)

Semester-I									
Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks				Examination time (in Hours)
					Total	Th	P	CA	
BVRL-1421/ BVRL-1031/ BVRL-1431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History and Culture	C	4-0-0	4	100	80	-	20	3
BVRL-1102	Communication Skills in English	C	4-0-0	4	100	80	-	20	3
BVRL-1323	Fundamentals of Management	S	4-0-0	4	100	80	-	20	3
BVRL-1324	Basics of Retail Management	S	4-0-0	4	100	80	-	20	3
BVRL-1125	Computer Applications in Retail	S	4-0-0	4	100	80	-	20	3
BVRM-1126	Computer Fundamentals	S	1-0-2	2	50	25	15	10	3+3
BVRP-1327	Lab on Retail Selling Skills	S	0-0-8	4	100	-	80	20	-
SECF-I492	* Foundation Course	VAC	2-0-0	2	50	40	-	10	1
TOTAL CREDITS				28	650				

C-Compulsory

S-Skill Enhancement

VAC- Value Added Course

¹Special Course In lieu of Punjabi (Compulsory).

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

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

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Semester-II									
Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks				Examination time (in Hours)
					Total	Th	P	CA	
BVRL-2421/ BVRL-2031/ BVRL-2431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History and Culture	C	4-0-0	4	100	80	-	20	3
BVRM-2102	Communication Skills in English	C	3-0-2	4	100	50	30	20	3+3
BVRL-2323	Retail Shopper Behaviour	S	4-0-0	4	100	80	-	20	3
BVRL-2324	Human Resource in Retail Operations	S	4-0-0	4	100	80	-	20	3
BVRL-2325	Managerial Economics	C	2-0-0	2	50	40	-	10	3
BVRM-2126	Computer Fundamentals (Advance Excel)	S	2-0-4	4	100	50	30	20	3+3
BVRI-2327	Summer Internship and Viva Voce	S	0-0-12	6	150	-	150	-	3
AECD-1161	*Drug Abuse: Problem, Management and Prevention (Compulsory)	VAC	2-0-0	2	50	40	-	10	3
TOTAL CREDITS				30	700				

C-Compulsory

S-Skill Enhancement

VAC- Value Added Course

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

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

Exit Level on the Completion of One Year, Students will get the Certificate of Job Role: Retail Team Leader, QP Code: RAS/Q0105 (NSQF Level: 4) by RASCI, Govt. of India.

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Semester-III									
Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks				Examination time (in Hours)
					Total	Th	P	CA	
BVRL-3321	Principles of Accounting	S	4-0-0	4	100	80	-	20	3
BVRL-3322	E-Commerce	C	4-0-0	4	100	80	-	20	3
BVRL-3323	Store Layout and Design	S	4-0-0	4	100	80	-	20	3
BVRL-3324	Retail Logistics Management	C	4-0-0	4	100	80	-	20	3
BVRL-3325	Health and Safety Management Issues in Retail	C	2-0-0	2	100	80	-	20	3
BVRM-3126	Computer Applications-Tally and Internet	S	3-0-2	4	75	40	20	15	3+3
BVRP-3327	Store Operations-I	S	0-0-12	6	100	-	80	20	-
SECM-3512	*Personality Development	AC	2-0-0	2	50	40	-	10	1
TOTAL CREDITS				30	675				

C-Compulsory

S-Skill Enhancement

AC-Audit Course

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

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Semester-IV									
Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks				Examination time (in Hours)
					Total	Th	P	CA	
BVRL-4321	Supply Chain Management	S	4-0-0	4	100	80	-	20	3
BVRL-4322	Merchandising Management	S	4-0-0	4	100	80	-	20	3
BVRL-4323	Entrepreneurship Development	C	4-0-0	4	100	80	-	20	3
BVRL-4324	Business Ethics	C	2-0-0	2	100	80	-	20	3
BVRM-4325	Lab on E-Retailing and Retail Information System	S	3-0-2	4	100	50	30	20	3+3
BVRP-4326	Store Operations–II	S	0-0-12	6	100	-	80	20	3
AECE-4221	*Environmental Studies (Compulsory)	AC	3-0-2	4	100	60	20	20	3
SECS-4522	*Social Outreach	AC	0-0-4	2	25	-	20	05	1
TOTAL CREDITS				30	600				

C-Compulsory

S-Skill Enhancement

AC-Audit Course

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

Exit Level on the Completion of Two Years, Students will get the Certificate of Job Role: Retail Departmental Manager, QP Code: RAS/Q0106 (NSQF Level: 5) by RASCI, Govt. of India.

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(Session 2024-2025)

Semester-V									
Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks				Examination time (in Hours)
					Total	Th	P	CA	
BVRL-5321	Personality and Soft Skills Development	S	4-0-0	4	50	40	-	10	3
BVRL-5322	Project Management	C	4-0-0	4	50	40	-	10	3
BVRL-5323	Advertising and Sales Management	C	2-0-0	2	50	40	-	10	3
BVRL-5324	Customer Relationship Management	C	4-0-0	4	50	40	-	10	3
BVRL-5325	Financial Management	S	4-0-0	4	50	40	-	10	3
BVRP-5326	Fundamentals of Visual Merchandising-I	S	0-0-8	4	75	-	60	15	3
BVRD-5327	Capstone Project	S	0-0-12	6	100	-	80	20	-
SECI-5541	*Innovation, Entrepreneurship and Creative Thinking	AC	2-0-0	2	25	20	-	05	1
TOTAL CREDITS				30	425				

C-Compulsory

S-Skill Enhancement

AC-Audit Course

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

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Semester-VI									
Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks				Examination time (in Hours)
					Total	Th	P	CA	
BVRL-6321	Retail Operations Management	C	4-0-0	4	50	40	-	10	3
BVRL-6322	Marketing Management	S	4-0-0	4	50	40	-	10	3
BVRL-6323	Production and Operations Management	S	4-0-0	4	50	40	-	10	3
BVRL-6324	Business Laws	C	4-0-0	4	50	40		10	3
BVRL-6325	Elements of Salesmanship	C	4-0-0	4	50	40	-	10	3
BVRP-6326	Fundamentals of Visual Merchandising-II	S	0-0-8	4	75	-	60	15	3
BVRI-6327	Summer Internship and Viva Voce	S	0-0-12	6	100	-	100	-	3
TOTAL CREDITS				30	425				

C-Compulsory

S-Skill Enhancement

AC-Audit Course

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

Exit Level on the Completion of Three Years, Students will get the Certificate of Job Role: Business Leader/Multi-outlet Retailer, QP Code: RAS/Q0203 (NSQF Level: 6) by RASCI, Govt. of India.

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

SESSION: 2024-2025

PUNJABI (COMPULSORY)

COURSE CODE: BVRL-1421

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

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

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

CO3 ਯਧੁਨੀ ਵਿਉਂਤ ਪੜ੍ਹਣ ਨਾਲ ਵਿਦਿਆਰਥੀ ਧੁਨੀਆਂ ਦੀ ਉਚਾਰਨ ਪ੍ਰਣਾਲੀ ਤੋਂ ਵਾਕਫ਼ ਹੋਣਗੇ।

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

SESSION: 2024-2025

PUNJABI (COMPULSORY)

COURSE CODE: BVRL-1421

ਸਮਾਂ : 3 ਘੰਟੇ

Max. Marks: 100

Theory Marks: 80

CA: 20

**ਪਾਠਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ
ਯੂਨਿਟ-I**

ਆਤਮ ਅਨਾਤਮ(ਕਵਿਤਾ ਭਾਗ),(ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ) ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
ਪ੍ਰੋ.ਪੂਰਨ ਸਿੰਘ,ਪ੍ਰੋ.ਮੋਹਨ ਸਿੰਘ,ਅੰਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ,ਜਗਤਾਰ,ਸੁਰਜੀਤ ਪਾਤਰ(ਕਵੀ ਪਾਠ ਕ੍ਰਮ ਦਾ ਹਿੱਸਾ ਹਨ)
(ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ / ਸਾਰ) 16 ਅੰਕ

ਯੂਨਿਟ-II

ਗਿਆਨ ਮਾਲਾ(ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ),(ਸੰਪਾ.ਡਾ.ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ.ਮਹਿੰਦਰ ਸਿੰਘ ਬਨਵੈਤ),ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ,ਅੰਮ੍ਰਿਤਸਰ।
ਲੇਖ : ਭਰੂਣ ਹੱਤਿਆ ਦੇ ਦੇਸ਼ ਵਿਚ, ਵਾਤਾਵਰਣੀ ਪ੍ਰਦੂਸ਼ਣ ਅਤੇ ਮਨੁੱਖ, ਏਡਜ਼ : ਇਕ ਗੰਭੀਰ ਸੰਕਟ।
(ਸਾਰ,ਵਿਸ਼ਾ ਵਸਤੂ) 16 ਅੰਕ

ਯੂਨਿਟ-III

(ੳ) ਪੈਰਾ ਰਚਨਾ
(ਅ) ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉਤਰ। 16 ਅੰਕ

ਯੂਨਿਟ-IV

(ੳ) ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ : ਪਰਿਭਾਸ਼ਾ,ਉਚਾਰਨ ਅੰਗ
(ਅ) ਸਵਰ, ਵਿਅੰਜਨ 16 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 16 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

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

SESSION: 2024-2025

BASIC PUNJABI

COURSE CODE: BVRL-1031

CO1: ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਸਿਖਾਉਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਵਿਚ ਪਾ ਕੇ ਇਕ ਹੋਰ ਭਾਸ਼ਾ ਸਿੱਖਣ ਦਾ ਮੌਕਾ ਪ੍ਰਦਾਨ ਕਰਨਾ ਹੈ। ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ, ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਮਾਤਰਾਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ) ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ) ਦੀ ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ ਤੋਂ ਜਾਣੂ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO2: ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ ਦੀ ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ (ਸਾਧਾਰਨ ਸ਼ਬਦ, ਸੰਯੁਕਤ ਸ਼ਬਦ, ਮਿਸ਼ਰਤ ਸ਼ਬਦ, ਮੂਲ ਸ਼ਬਦ, ਅਗੇਤਰ ਅਤੇ ਪਿਛੇਤਰ) ਤੋਂ ਜਾਣੂ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO3: ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਰਿਸ਼ਤੇਨਾਤੇ, ਖੇਤੀ ਅਤੇ ਹੋਰ ਧੰਦਿਆਂ ਆਦਿ ਨਾਲ ਸੰਬੰਧਤ ਤੋਂ ਜਾਣੂ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO4: ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਵਿਚ ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰ੍ਹਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੌ ਤੱਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ ਸਿਖਾਉਣਾ ਹੈ।

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2024-2025
BASIC PUNJABI
COURSE CODE: BVRL-1031
JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

ਸਮਾਂ : 3 ਘੰਟੇ

Max. Marks: 100

Theory Marks: 80

CA: 20

ਪਾਠਕ੍ਰਮ

ਯੂਨਿਟ-I

ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ, ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਮਾਤਰਾਵਾਂ

(ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ) ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ) : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ ।

16 ਅੰਕ

ਯੂਨਿਟ-II

ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ (ਸਾਧਾਰਨ ਸ਼ਬਦ, ਸੰਯੁਕਤ ਸ਼ਬਦ, ਮਿਸ਼ਰਤ ਸ਼ਬਦ, ਮੂਲ ਸ਼ਬਦ,

(ਅਗੇਤਰ ਅਤੇ ਪਿਛੇਤਰ)

16 ਅੰਕ

ਯੂਨਿਟ-III

ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਰਿਸ਼ਤੇਨਾਤੇ, ਖੇਤੀ ਅਤੇ ਹੋਰ ਧੰਦਿਆਂ ਆਦਿ ਨਾਲ ਸੰਬੰਧਤ।

ਯੂਨਿਟ-IV

ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰ੍ਹਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇੱਕ ਤੋਂ ਸੌ ਤੱਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ ।

16 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 16 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2024-2025
PUNJAB HISTORY AND CULTURE (FROM EARLIEST TIMES TO C. 320)
COURSE CODE: BVRL-1431

(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

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

CO1: Identify and understand the sources and physical features of Punjab

CO2: To study the earliest civilization (Indus Valley Civilization) and original home of Aryans

CO3: To examine the Social, Religious and Economic life during Early and Later Vedic Age

CO4: To comprehend the Buddhist, Jain and Hindu faith and their relevance in the modern times

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2024-2025
PUNJAB HISTORY AND CULTURE (FROM EARLIEST TIMES TO C. 320)
COURSE CODE: BVRL-1431

(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

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

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

Instructions for the Paper Setter:

Question paper shall consist of four Units. Examiner shall set 8 questions in all by selecting Two Questions of equal marks from each Unit. Candidates shall attempt 5 questions in 1000 words, by at least selecting One Question from each Unit and the 5th question may be attempted from any of the four Units. Each question will carry 16 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

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

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2024-2025
COMMUNICATION SKILLS IN ENGLISH
COURSE CODE: BVRL-1102

Examination Time: 3 Hours

Max. Marks: 100

Theory Marks: 80

CA: 20

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: Through reading skills, the students will have an ability to have a comprehensive understanding of the ideas in the text and enhance their critical thinking

CO 3: Writing skills of students which will make them proficient enough to express ideas in clear and grammatically correct English

CO 4: The skill to use an appropriate style and format in writing letters (formal and informal) and resume, memo, notices, agenda, minutes

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2024-2025
COMMUNICATION SKILLS IN ENGLISH
COURSE CODE: BVRL-1102

Examination Time: 3 Hours

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

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 16 marks. Each question can be sub divided into two parts.
(16 x 5 = 80)

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

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

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

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

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, agenda, minutes, Tips for effective blog writing

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
- Writing blogs

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).

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2024-2025
FUNDAMENTALS OF MANAGEMENT
COURSE CODE: BVRL-1323
JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

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

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

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

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

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

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2024-2025
FUNDAMENTALS OF MANAGEMENT
COURSE CODE: BVRL-1323
JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

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

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

Instructions for the Paper Setter

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

Unit –I
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: 2024-2025

BASICS OF RETAIL MANAGEMENT

COURSE CODE: BVRL-1324

JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

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

CO1: Understand the concept of Introduction to Retailing, Importance of retailing in economy, Scope of Retailing, Evolution of Retail Environment.

CO2: Understand the retail sector and the range of retail occupations. Business of retailing: retailer; retail outlet; distinguishing between products and services, Strategic Planning, Store Design and Layout.

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

CO4: Describe the different types of retail Selling Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial, Close Handling Objections, Closing, and Confirmations & Invitations. Retail Management Information Systems, Legal and Ethical Issues in Retailing

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

SESSION: 2024-2025

BASICS OF RETAIL MANAGEMENT

COURSE CODE: BVRL-1324

JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max. Marks: 100

Theory Marks: 80

CA: 20

Instructions for the Paper Setter

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

Unit-I
Introduction to Retailing, Importance of retailing in economy, Scope of Retailing, Evolution of Retail Environment, The Wheel of Retailing-The Accordion Theory, Functions of Retailers – Benefits of Retailing – Benefits to Customers– Benefits to 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: 2024-2025

COMPUTER APPLICATIONS IN RETAIL

COURSE CODE: BVRL-1125

JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

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

CO1: Explore various methods where information technology can be used to support existing businesses and strategies.

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

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

CO4: Understand emerging retail technology and concepts such as E- Business, e tailing and Customer Relationship Management applications

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –I)
SESSION: 2024-2025
COMPUTER APPLICATIONS IN RETAIL
COURSE CODE: BVRL-1125
JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

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

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

Instructions for the Paper Setter

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

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

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used

BACHELOR OF VOCATION RETAIL MANAGEMENT (SEMESTER-I)
SESSION: 2024-2025
COMPUTER FUNDAMENTALS
COURSE CODE: BVRM-1126
JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

Course Outcomes:

On Completion of this course, the student will be able to:

CO1: To understand the basic functionality of various parts of computer and terminologies related to computers and peripherals

CO2: To work with Word documents and apply various formatting techniques, page setup, creation of tables and other functions required in day-to-day word processing tasks.

CO3: To be able to make presentations, adding graphics, charts, audio, video and applying various themes and transition effects required for making an effective PowerPoint presentation.

CO4: to understand internet terms like URL, browser, search engines, and using an email account.

BACHELOR OF VOCATION RETAIL MANAGEMENT (SEMESTER-I)
SESSION: 2024-2025
COMPUTER FUNDAMENTALS
COURSE CODE: BVRM-1126
JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

Time: 3 Hours
3 Hours/week
L-T-P
1-0-2

Max. Marks: 50
Theory Marks: 25
Practical Marks: 15
CA: 10

Instructions for Paper Setter –

Eight questions of equal marks (5 marks each) to be set, two from 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 divided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

Unit-I

Introduction to Computers: Concept of Data and Information, Data Processing, Computer: Definition, Components of Computer System, and functions of each component, Classification of computers, Applications of Computers in various fields, Hardware and software, Basic Input and output devices, Memory - Primary & Secondary, commonly used secondary Storage devices.

Unit-II

Word processing: Opening & saving files, editing word documents, converting files to different format and printing documents.

Formatting Documents:

Text Formatting- Font styles, Font selection- style, size, color etc., Type face- Bold, Italic, Underline, Case settings, Highlighting, Special symbols,

Paragraph Formatting: Alignments, Indents, Line Spacing, Margins, Bullets & Numbers

Page Setup: Setting margins, layout, and orientation.

Creation of table: Table settings, Borders, Alignments, Insertion, deletion, Merging, Splitting
 Spelling & Grammar, Headers and Footers, Page numbering, Table of Contents and Mail Merge.

Unit-III

Introduction to presentation – Opening new presentation, Different presentation templates, setting backgrounds, selecting presentation layouts.

Different power point views: Normal, Outline, Slide sorter, Notes and Reading view.

Creating a presentation Setting Presentation style, Selecting Slide layout, and adding content to the Presentation

Formatting a presentation - Adding style, Color, gradient fills, arranging objects, Adding Header & Footer, Slide Background.

Adding graphics and animation to the presentation- Inserting pictures, graphics, and videos into presentation, applying transition and animation.

Slide Show: Custom Slide show, Setup Slide show: use timing, rehearse timing and recording a presentation.

Unit-IV

Internet: Definition, Uses of Internet-Definition of Web Addressing-URL, Web Browsers.

E-mail: Anatomy of E-mail, managing an e-mail account.

Note for the Practical Examiner:

- a) Practical Exam is based on the syllabus covered in the subject.
- b) The question paper will be set on the spot by the examiner.

Suggested Readings:

1. Sinha P.K., "Computer Fundamentals", BPB Publications
2. Norton Peter, "Introduction to Computers", McGraw Hill Education
3. Rajaraman V (Author), Adabala N, "Fundamentals of Computers", Prentice Hall India Learning Private Limited
4. Peter Weverka, "Microsoft Office 2016 All-In-One for Dummies", Wiley
5. Joan Lambert Curtis Frye, "Microsoft Office 2016 Step by Step", Microsoft Press
6. Office Complete, BPB Publications

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

SESSION: 2024-2025

LAB ON RETAIL SELLING SKILLS

COURSE CODE: BVRP-1327

JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

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

CO1: Distinguish between the three selling situations (self- service, self- selection and full personal service) and using active listening skills to identify specific customer needs identify various means of opening a sale

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

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

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

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

SESSION: 2024-2025

LAB ON RETAIL SELLING SKILLS

COURSE CODE: BVRP-1327

JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

Time: 3 Hours

8 Hours/week

L-T-P

0-0-8

Max.Marks:100

Practical Marks: 80

CA: 20

Week 1- 3 (THEORY)

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

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

PRACTICAL TRAINING IN LAB

Week 4th

Basic Hygiene

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

Week 5th

Basic Grooming

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

Week 6th

Manners & Etiquettes

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

Week 7th

Basic Communication Skills

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

Week 8th

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

Week 9th

Conversational Skills Development on Phone

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

Week 10th

Stress Management

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

Week 11th

Self- Introspection

- Knowing Self
- SWOT Analysis
- Discovering own Personality

Week 12th

Refreshing Knowledge

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

Week 13th

Role Playing

Admiring the Ideal

- Role play
- Real Life Clippings on Retail

Week 14th

Developing Relationships

- Memory Skills
- Feedback from Customers
- Giving Personal Attention

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

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

FOUNDATION COURSE

Course Title: Foundation Course

Nature of Course: Audit Course (Value Added)

Course Duration: 30 hours

Course intended for: Semester I students of undergraduate degree programs of all 25 streams.

Course Credits: 1

Course Code: SECF-I492

PURPOSE & AIM

This course has been designed to strengthen the intellectual foundation of all the new entrants in the college. One of the most common factors found in the students seeking admission in college after high school is the lack of an overall view of human history, knowledge of global issues, peaks of human intellect, social/political thinkers and inventors & discoverers who have impacted human life. For a student, the process of transition from school to college is full of apprehension and skepticism regarding adapting themselves to new system. The Foundation Programme intends to bridge the gap between high school and college education and develop an intellectual readiness and base for acquiring higher education.

INSTRUCTIONAL OBJECTIVES

- to enable the students to realise their position in the whole saga of time and space
- to inculcate in them an appreciation of life, cultures and people across the globe
- to promote, in the students, an awareness of human intellectual history
- to make them responsible and humane world citizens so that they can carry forward the rich legacy of humanity

LEARNING OUTCOMES

After the completion of this Audit course, students will be able to

- learn how past societies, systems, ideologies, governments, cultures and technologies were built, how they operated, and how they have changed
- understand how the rich history of the world helps us to paint a detailed picture of where we stand today
- understand the Vedic theism, Upanishads Philosophy and doctrines of Jainism, Buddhism and Sikhism
- acquire knowledge of women rights and courage to face day to day challenges
- acknowledge the changes in society, religion and literature in the renaissance period and the importance of empathy and compassion for humanity
- *learn about the prominent Indians (Men and Women) who contributed significantly in freedom struggle, education, economic development and in the formation and evolution of our nation*
- understand meaning of race and how that concept has been used to justify exclusion, inequality, and violence throughout history and the origin of civil right movements to fight for equality, liberty and fraternity
- critically evaluate the socio-political and economic issues at global level and its implications in the present
- upgrade and enhance learning technological skills and striking a balance between technology and their well being
- take pride in learning the saga of Indian Past Culture and Heritage
- understand the rich legacy of KMV and its progressive endeavours

MODULE	TITLE	CONTACT HOURS
I	Introduction and Initial Assessment	2
II	The Human Story	3
III	<i>The Vedas and the Indian Philosophy</i>	2.5
IV	The Journey of Woman The Story and the Dream	2.5
V	Changing Paradigms in Society, Religion & Literature	2.5
VI	Makers of Modern India	2.5
VII	Racism: Story of the West	2.5
VIII	Modern World at a Glance: Political & Economic Perspective	2.5
IX	Technology Vis a Vis Human Life	2.5
X	My Nation My Pride	2.5
XI	The KMV Experience	2.5
XII	Final Assessment, Feedback and Closure	2.5

EXAMINATION

- **Total Marks: 25 (Final Exam: 20; Internal Assessment: 5)**
- Final Exam: multiple choice quiz. Marks – 20; Time: 1 hour
- Internal Assessment: 5 (Assessment: 3; Attendance:2)
Comparative assessment questions (medium length) in the beginning and close of the programme.
Marks: 3; Time: 0.5 hour each at the beginning and end.
- Total marks: 25 converted to grade for final result
- Grading system: 90% marks & above: A grade
80% - 89% marks : B grade
70% - 79% marks : C grade
60% - 69% marks : D grade
50% - 59% marks : E grade
Below 50% marks : F grade (Fail - must give the exam again)

SYLLABUS

Module I Being a Human: Introduction & Initial Assessment

- Introduction to the programme
- Initial Assessment of the students through written answers to a couple of questions

Module 2 The Human Story

- Comprehensive overview of human intellectual growth right from the birth of human history
- The wisdom of the Ancients
- Dark Middle Ages
- Revolutionary Renaissance
- Progressive modern times
- Most momentous turning points, inventions and discoveries

Module 3 *The Vedas* and the Indian Philosophy

- Origin, teachings and significance of *The Vedas*
- Upanishads and Puranas
- Karma Theory of *The Bhagwad Gita*
- Main tenets of Buddhism & Jainism
- Teachings of Guru Granth Sahib

Module 4 Changing Paradigms in Society, Religion & Literature

- Renaissance: The Age of Rebirth
- Transformation in human thought
- Importance of humanism
- Geocentricism to heliocentricism
- Copernicus, Galileo, Columbus, Darwin and Saint Joan
- Empathy and Compassion

Module 5 Woman: A Journey through the Ages

- Status of women in pre-vedic times
- Women in ancient Greek and Roman civilizations
- Women in vedic and ancient India
- Status of women in the Muslim world
- Women in the modern world
- Crimes against women
- Women labour workforce participation
- Women in politics
- Status of women- our dream

Module 6 Makers of Modern India

- Early engagement of foreigners with India
- Education: The first step to modernization
- Railways: The lifeline of India
- Raja Ram Mohan Roy, Gandhi, Nehru, Vivekanand, Sardar Patel etc.
- Indira Gandhi, Mother Teresa, Homai Vyarawala etc.
- The Way Ahead

Module 7 Racism: Story of the West

- European beginnings of racism
- Racism in the USA - Jim Crow Laws
- Martin Luther King Jr. and the battle against racism
- Apartheid and Nelson Mandela
- Changing face of racism in the modern world

Module 8 Modern World at a Glance: Political & Economic Perspective

- Changing world order
- World War I & II
- UNO and The Commonwealth
- Nuclear Powers; Terrorism
- Economic Scenario: IMF, World Bank
- International Regional Economic Integration

Module 9 Technology Vis a Vis Human Life

- Impact of technology on modern life
- Technological gadgets and their role in our lives
- Technology and environment
- Consumerism and materialism
- Psychological and emotional consequences of technology
- Harmonizing technology with ethics and humaneness

Module 10 My Nation My Pride

- Indian Past Culture and Heritage
- Major Discoveries (Medicinal and Scientific)
- Vedic Age
- Prominent Achievements
- Art, Architecture and Literature

Module 11 The KMV Experience

- Rich Legacy of KMV
- Pioneering role in women emancipation and empowerment
- KMV Contribution in the Indian Freedom Struggle
- Moral, cultural and intellectual heritage of KMV
- Landmark achievements
- Innovative initiatives; international endeavours
- Vision, mission and focus
- Conduct guidelines for students

Module 12 Final Assessment, Feedback & Closure

- Final multiple choice quiz
- Assessment through the same questions asked in the beginning
- Feedback about the programme from the students
- Closure of the programme

PRESCRIBED READING

- *The Human Story* published by Dawn Publications

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

SESSION: 2024-2025

PUNJABI (COMPULSORY)

COURSE CODE: BVRL-2421

JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

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

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

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

CO4: ਧੁਨੀ ਵਿਉਂਤ ਪੜ੍ਹਣ ਨਾਲ ਵਿਦਿਆਰਥੀ ਧੁਨੀਆਂ ਦੀ ਉਚਾਰਨ ਪ੍ਰਣਾਲੀ ਤੋਂ ਵਾਕਫ਼ ਹੋਣਗੇ।

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

SESSION: 2024-2025

PUNJABI (COMPULSORY)

COURSE CODE: BVRL-2421

ਸਮਾਂ : 3 ਘੰਟੇ

Max. Marks: 100

Theory Marks: 80

CA: 20

ਪਾਠਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

ਆਤਮ ਅਨਾਤਮ(ਕਵਿਤਾ ਭਾਗ),(ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ) ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

ਪ੍ਰੋ.ਪੂਰਨ ਸਿੰਘ,ਪ੍ਰੋ.ਮੋਹਨ ਸਿੰਘ,ਅੰਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ,ਜਗਤਾਰ,ਸੁਰਜੀਤ ਪਾਤਰ(ਕਵੀ ਪਾਠ ਕ੍ਰਮ ਦਾ ਹਿੱਸਾ ਹਨ)

(ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ / ਸਾਰ)

16 ਅੰਕ

ਯੂਨਿਟ-II

ਗਿਆਨ ਮਾਲਾ(ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ),(ਸੰਪਾ.ਡਾ.ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ.ਮਹਿੰਦਰ ਸਿੰਘ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ,ਅੰਮ੍ਰਿਤਸਰ।

ਲੇਖ : ਭਰੂਣ ਹੱਤਿਆ ਦੇ ਦੇਸ਼ ਵਿਚ, ਵਾਤਾਵਰਣੀ ਪ੍ਰਦੂਸ਼ਣ ਅਤੇ ਮਨੁੱਖ, ਏਡਜ਼ : ਇਕ ਗੰਭੀਰ ਸੰਕਟ।

(ਸਾਰ, ਵਿਸ਼ਾ ਵਸਤੂ)

16 ਅੰਕ

ਯੂਨਿਟ-III

(ੳ) ਪੈਰਾ ਰਚਨਾ

(ਅ) ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉਤਰ।

16 ਅੰਕ

ਯੂਨਿਟ-IV

(ੳ) ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ : ਪਰਿਭਾਸ਼ਾ, ਉਚਾਰਨ ਅੰਗ

(ਅ) ਸਵਰ, ਵਿਅੰਜਨ

16 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 16 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

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

SESSION: 2024-2025

BASIC PUNJABI

COURSE CODE: BVRL-2031

CO1: ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ (ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸਬੰਧਕ, ਯੋਜਕ ਅਤੇ ਵਿਸਮਿਕ) ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਦਾ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ-ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

CO2: ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ (ਸਾਧਾਰਨ ਵਾਕ, ਸੰਯੁਕਤ ਵਾਕ, ਮਿਸ਼ਰਤ ਵਾਕ, ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨ ਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ) ਦੀ ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਇਸ ਦੀ ਬਣਤਰ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ ਅਤੇ ਉਨ੍ਹਾਂ ਦੀ ਭਾਸ਼ਾ ਤੇ ਪਕੜ ਮਜ਼ਬੂਤ ਹੋਵੇਗੀ।

CO3: ਪੈਰਾ ਰਚਨਾ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ। ਅਖਾਣ ਦੀ ਵਰਤੋਂ ਨਾਲ ਗੱਲਬਾਤ ਵਿਚ ਪਰਪੱਕਤਾ ਆਉਂਦੀ ਹੈ। ਇਹ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਗੱਲਬਾਤ ਵਿਚ ਨਿਖਾਰ ਲਿਆਉਣ ਦਾ ਕੰਮ ਕਰਨਗੇ।

CO4: ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ ਲਿਖਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਸ ਕਲਾ ਵਿਚ ਨਿਪੁੰਨ ਕਰਨਾ ਹੈ। ਮੁਹਾਵਰਿਆਂ ਦੀ ਵਰਤੋਂ ਨਾਲ ਗੱਲਬਾਤ ਵਿਚ ਪਰਪੱਕਤਾ ਆਉਂਦੀ ਹੈ। ਇਹ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਗੱਲਬਾਤ ਵਿਚ ਨਿਖਾਰ ਲਿਆਉਣ ਦਾ ਕੰਮ ਕਰਨਗੇ।

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

SESSION: 2024-2025

BASIC PUNJABI

COURSE CODE: BVRL-2031

ਸਮਾਂ : 3 ਘੰਟੇ

Max. Marks: 100

Theory Marks: 80

CA: 20

ਪਾਠਕ੍ਰਮ

ਯੂਨਿਟ-I

ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ (ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸਬੰਧਕ, ਯੋਜਕ ਅਤੇ ਵਿਸਮਿਕ)
16 ਅੰਕ

ਯੂਨਿਟ-II

ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ

(ੳ) ਸਾਧਾਰਨ ਵਾਕ, ਸੰਯੁਕਤ ਵਾਕ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

(ਅ) ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨ ਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

16 ਅੰਕ

ਯੂਨਿਟ-III

ਪੈਰਾ ਰਚਨਾ

ਅਖਾਣ (ਅਖਾਣਾਂ ਦੀ ਲਿਸਟ ਨਾਲ ਨੱਥੀ ਹੈ)

16 ਅੰਕ

ਯੂਨਿਟ-IV

ਚਿੱਠੀ ਪੱਤਰ (ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ)

ਮੁਹਾਵਰੇ (ਮੁਹਾਵਰਿਆਂ ਦੀ ਲਿਸਟ ਨਾਲ ਨੱਥੀ ਹੈ)

16 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 16 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

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

SESSION: 2024-2025

PUNJAB HISTORY AND CULTURE

COURSE CODE: BVRL-2431

**(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)**

COURSE OUTCOMES:

After completing Semester II and course on Ancient History of Punjab students will be able to understand:

CO 1: The reasons and impact of Alexander's invasions and to comprehend various factors leading to rise and fall of empires and emergence of new dynasties and their administration specifically of Maurya rule in general and Ashok in particular

CO 2: art and architecture of Gupta period and the Indo-Greek style of architecture under Gandhara School

CO 3: To have an insight into the socio-cultural history under Harshvardhan and Punjab under the stated period

CO 4: To enable students to have thorough insight into the various forms/styles of Architecture and synthesis of Indo - Greek Art and Architecture in Punjab

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

SESSION: 2024-2025

**PUNJAB HISTORY AND CULTURE
COURSE CODE: BVRL-2431**

(Special paper in lieu of Punjabi Compulsory)

(For those students who are not domicile of Punjab)

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

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

Instructions for the Paper Setter:

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 1000 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-Social and cultural life, Art and Architecture

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

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

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

SESSION: 2024-2025

COMMUNICATION SKILLS IN ENGLISH

COURSE CODE: BVRM-2102

COURSE OUTCOMES

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

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

CO 2: 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 3: Improvement of speaking skills enabling them to converse in a specific situation

CO 4: Acquisition of knowledge of phonetics which will help them in learning about correct pronunciation as well as effective speaking

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

SESSION: 2024-2025

COMMUNICATION SKILLS IN ENGLISH

COURSE CODE: BVRM-2102

**Time: 3 hours (Theory)
3 hours (Practical)**

**Max. Marks: 100
Theory: 50
Practical: 30
Continuous Assessment: 20**

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 10 marks. Each question can be sub divided into two parts.

(10 x 5 = 50)

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

Section-B: Two questions will be given to the students from Unit II.

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

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

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: 30

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: 2024-2025
RETAIL SHOPPER BEHAVIOUR
COURSE CODE: BVRL-2323
JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

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

- CO1:** Identify different retail occupations and the related skills, attributes and behavior.
- CO2:** Demonstrate products to customers, shopper decision making process.
- CO3:** Identify the Shopper needs and motives & help customers to choose right products.
- CO4:** Help in maximizing product sales and participate in product promotion, CRM.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**SESSION: 2024-2025****RETAIL SHOPPER BEHAVIOUR****COURSE CODE: BVRL-2323****JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)****Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Max. Marks: 100****Theory Marks: 80****CA: 20**

Instructions for the Paper Setter

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

Unit-I
Introduction to 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: 2024-2025
HUMAN RESOURCE IN RETAIL OPERATIONS
COURSE CODE: BVRL-2324
JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

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

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

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

SESSION: 2024-2025

HUMAN RESOURCE IN RETAIL OPERATIONS

COURSE CODE: BVRL-2324

JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max. Marks: 100

Theory Marks: 80

CA: 20

Instructions for the Paper Setter

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

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

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT)
(SEMESTER -II)
SESSION 2024-2025
MANAGERIAL ECONOMICS
COURSE CODE: BVRL-2325
JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

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

CO1: Understand the basic concepts of managerial economics and apply economic principles to management decisions.

CO2: have an in-depth understanding of the preliminary concepts about consumer behavior.

CO3: learn about the various cost curves and the production function.

CO4: learn about various market structures and the role of government in the economy.

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

SESSION 2024-2025

MANAGERIAL ECONOMICS

COURSE CODE: BVRL-2325

JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

Time: 3 Hours

4 Hours/week

L-T-P

2-0-0

Max. Marks: 50

Theory Marks: 40

CA: 10

Note: Instructions for the Paper–Setter:

Two questions, each carrying 8 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

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. Mehta,P.L.(2013), *Managerial Economics*, S. Chand & Sons Company Ltd., New Delhi.
2. Ahuja,H.L. (2018), *Advanced Economic Analysis*, S. Chand & Co. Ltd, New Delhi.

Note: The latest edition of the books is recommended.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)
SESSION: 2024-2025
COMPUTER FUNDAMENTALS (ADVANCE EXCEL)
COURSE CODE: BVRM-2126
JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

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

CO1: Create, edit and print the worksheets.

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

CO3: Work with pivot table and Create Scenarios and report

CO4: Work with web and external data.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)
SESSION: 2024-2025
COMPUTER FUNDAMENTALS (ADVANCE EXCEL)
COURSE CODE: BVRM-2126
JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

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

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

Instructions for the Paper Setter

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

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

Unit-III

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 Internal Examiner. Students are required to prepare practical file.

SUGGESTED READINGS:

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

Note: Latest edition of books to be used.

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

SESSION: 2024-2025

SUMMER INTERNSHIP AND VIVA VOCE

COURSE CODE: BVRI-2327

JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

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

CO1: Explain the basic terminologies of retail, deal with the customer and handle the cash.

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

CO3: Understand the working of the retail store.

CO4: Understand the importance of visual merchandising.

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

SESSION: 2024-2025

SUMMER INTERNSHIP AND VIVA VOCE

COURSE CODE: BVRI-2327

JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

Time: 4-6 Weeks

12 Hours/week

L-T-P

0-0-12

Max. Marks: 150

Project Report & Presentation: 150

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

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

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

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –II)
SESSION: 2024-2025
DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION (COMPULSORY PAPER)
PROBLEM OF DRUG ABUSE
COURSE CODE: AECD-1161
JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4)

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

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

Instructions for the Paper Setter

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

UNIT-I

1) Meaning of Drug Abuse: Meaning, Nature and Extent of Drug Abuse in India and Punjab.

UNIT-II

2) Consequences of Drug Abuse for:

Individual: Education, Employment, Income.

Family: Violence.

Society: Crime

Nation: Law and Order problem

UNIT-III

3) Management of Drug Abuse

Medical management: medication for treatment and to withdrawal effects.

UNIT-IV

4) Psychiatric Management: Counselling, Behavioural and Cognitive therapy. Social Management: Family, Group therapy and Environmental Intervention.

References:

1. Ahuja, Ram (2003), *Social Problems in India*, Rawat Publication, Jaipur.
 2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
 3. Inciardi, J.A. 1981. *The Drug Crime Connection*. Beverly Hills: Sage Publications
 4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
 5. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
 6. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
 7. Sain, Bhim 1991, *Drug Addiction Alcoholism*, Smoking obscenity New Delhi: Mittal Publications.
- Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University

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

SESSION: 2024-2025

PRINCIPLES OF ACCOUNTING

COURSE CODE: BVRL-3321

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

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

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

CO2: Develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to users.

CO3: Use the fundamental accounting equation to analyze the effect of business transactions and learn basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.

CO4: Prepare the financial statement of sole proprietorship and companies.

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

SESSION: 2024-2025

PRINCIPLES OF ACCOUNTING

COURSE CODE: BVRL-3321

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max Marks: 100

Theory Marks: 80

CA: 20

Instructions for the Paper Setter

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

UNIT-I

Theory base of Accounting. Accounting v/s book keeping, terms used in accounting, users of accounting information and limitations of financial accounting. Bases of accounting – cash basis and accrual basis.

UNIT-II

Fundamental accounting assumptions: full disclosure, materiality, prudence. Accounting principles: accounting entity, money measurement, accounting period, going concern, consistency, and accrual cost concept, matching concept and dual aspect, Accounting standards and IFRS (International Financial Reporting Standards): concept and objectives. Brief review of accounting standards in India, accounting policies, accounting as a measurement discipline, valuation principles, accounting estimates.

UNIT-III

Accounting equation: Analysis of transactions using accounting equation. Rules of debit and credit for assets, liabilities, capital, revenue and expenses. Books of original entry: format and recording - journal. Cash book: simple cash book, cash book with discount column and cash book with bank and discount columns, petty cash book. Other books: purchases book, sales book, purchases returns book, sales returns book and journal proper, bank reconciliation statement, trial balance.

UNIT-IV

Depreciation: meaning, need & importance of depreciation, methods of charging depreciation.

Preparation of final accounts: preparation of trading and profit & loss account and balance sheet of sole proprietary business introduction to company final accounts: important provisions of the Companies Act, 2013 in respect of preparation of final accounts of a company.

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used.

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

SESSION: 2024-2025

E-COMMERCE

COURSE CODE: BVRL-3322

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

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

CO1: Understand foundations and importance of E-commerce.

CO2: Understand the concept of EDI and its applications.

CO3: Identify the major electronic payment issues and options.

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

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

SESSION: 2024-2025

E-COMMERCE

COURSE CODE: BVRL-3322

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max Marks: 100

Theory Marks: 80

CA: 20

Instructions for the Paper Setter

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

UNIT-I

Introduction to E-Commerce: Meaning and concept of E-Commerce; History of E-Commerce; Traditional Commerce and E-Commerce; Different types of E-Commerce – B2B, B2C, C2C, B2E, G2C; Need and Role of E-Commerce; Advantage and Disadvantage of E-Commerce – organization, Consumer, Society; E-Business and E-Commerce; Value Chain in E-Business.

UNIT-II

Electronic Data Inter-change: Introduction, Concepts of EDI and Limitation, Applications of EDI, Disadvantages of EDI, EDI model.
E services: Categories of e-services, Web-enabled services, match making services, Information-selling on the web, e entertainment, Auctions and other specialized services.

UNIT-III

Electronic Payment System: Transaction through Internet, Requirements of E-Payment System, Post Paid Payment System, Credit Card Solutions, Cyber Cash Internal Cheques, Instant Paid Payment System, Debit Card, Prepaid Payment System, Electronic Cash, Digi Cash, Net Cash, Cyber Cash, Smart Cards.
E-Marketing: Concept of E- Marketing, 4Ps of E-Marketing, Traditional Marketing v/s E-Marketing, Advantages of E-Marketing, Status of E-Marketing in India.

UNIT-IV

E-Security: Areas of Internet Security, Security Threats, Security Breach Avoidance, Defection and Recovery, Confidentiality and Integrity, Electronic Signature, Access Control, Authentication Precaution for Secure E-Commerce. Business Models in E-Commerce

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used.

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

SESSION: 2024-2025

STORE LAYOUT AND DESIGN

COURSE CODE: BVRL-3323

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

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

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

CO2: Analyze and apply visual merchandising elements and merchandise presentation methods.

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

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

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

SESSION: 2024-2025

STORE LAYOUT AND DESIGN

COURSE CODE: BVRL-3323

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

Time: 3Hours

4 Hours/week

L-T-P

4-0-0

Max Marks: 100

Theory Marks: 80

CA: 20

Instructions for the Paper Setter

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

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

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used.

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

SESSION: 2024-2025

RETAIL LOGISTICS MANAGEMENT

COURSE CODE: BVRL-3324

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

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

CO1: Understand of the evolution and work of retail logistics.

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

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

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

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

SESSION: 2024-2025

RETAIL LOGISTICS MANAGEMENT

COURSE CODE: BVRL-3324

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

Time: 3Hours

4 Hours/week

L-T-P

4-0-0

Max Marks: 100

Theory Marks: 80

CA: 20

Instructions for the Paper Setter

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

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

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used

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

SESSION: 2024-2025

HEALTH AND SAFETY MANAGEMENT ISSUES IN RETAIL

COURSE CODE: BVRL-3325

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

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

CO1: Learn techniques, skills, and modern scientific and technical tools necessary for professional practice of occupational safety and health and design a system, process, or plan to meet occupational safety and health needs.

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

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

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

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

SESSION: 2024-2025

HEALTH AND SAFETY MANAGEMENT ISSUES IN RETAIL

COURSE CODE: BVRL-3325

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

Time:3 Hours

2 Hours/week

L-T-P

2-0-0

Max Marks: 100

Theory Marks: 80

CA: 20

Instructions for the Paper Setter

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

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

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)
SESSION: 2024-2025**

COMPUTER APPLICATIONS-TALLY AND INTERNET

COURSE CODE: BVRM-3126

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

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

CO1: Generate Accounting Vouchers and create Ledgers in Tally ERP 9.

CO2: Understand Inventory management in Tally ERP 9.

CO3: Understand the evolution of cybercrime.

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

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)
SESSION: 2024-2025**

COMPUTER APPLICATIONS-TALLY AND INTERNET

COURSE CODE: BVRM-3126

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

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

**Max. Marks: 75
Theory Marks: 40
Practical Marks: 20
CA: 15**

Instructions for the Paper Setter

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

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

Note: Students are required to prepare practical file.

Evaluation will be as follows:

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

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used.

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

SESSION: 2024-2025

STORE OPERATIONS-I

COURSE CODE: BVRP-3327

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

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

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

CO2: Learn controlling techniques for the operations of retail store and design a store layout.

CO3: Describe the activities involved in general store maintenance.

CO4: Explain strategies to reduce inventory shrinkage.

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

SESSION: 2024-2025

STORE OPERATIONS-I

COURSE CODE: BVRP-3327

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

Time: 3 Hours

6 Hours/Week

L-T-P

0-0-12

Max. Marks: 100

Practical Marks: 80

CA: 20

PRACTICAL TRAINING

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

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

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

Note: 80 marks will be for (practical theory) to be conducted by Internal Examiner.

Students are required to prepare practical file.

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used.

PERSONALITY DEVELOPMENT PROGRAMME

Course Title: Personality Development

Nature of course: Audit Course (Value added)

Course duration: 30 hours

Course intended for: Sem. III students of all streams (UG Only)

Course credits: 2 (For Credit based Continuous Evaluation Grading System) Course Code: SECP-3512

PURPOSE

To enhance holistic development of students and improve their employability skills.

INSTRUCTIONAL OBJECTIVES

- To re-engineer attitude and understand its influence on behaviour.
- To develop inter-personal skills and be an effective goal-oriented team player.
- To develop communication and problem solving skills.
- To develop professionals with idealistic, practical and moral values.

CURRICULUM

Course credits-2

Total Contact Hours-30

MODULE	TITLE	HOURS
1.	Positive Thinking & Attitude	2
2.	Self Analysis & Self Confidence	2
3.	Communication Skills	10
	<ul style="list-style-type: none">• Basic Communication Skills• Body Language• Interview Skills• Résumé Writing• Group Discussion• Telephone and E-mail etiquette• Public Speaking	
4.	Time Management	2
5.	Stress and Conflict Management	2
6.	Physical Fitness and Personal Grooming	2
7.	Appropriateness of Apparel	2
8.	Social Etiquette	2
9.	Decision Making process & Problem Solving Skills	5
	<ul style="list-style-type: none">• Leadership Skills• Goal Setting• Motivation	
10.	Closure	1

Examination

1. Total marks of the course will be 25 (Final Examination: 20 Marks; Internal Assessment: 5Marks)
2. The pattern of the final examination will be multiple choice questions. 20 multiple choice type questions will be set. Each question will carry 1 mark (20 X 1 = 20). The student will have to attempt all the questions. Total time allotted will be 1 hour.
3. Internal Assessment will consist of Attendance: 2 Marks, Internal: 3 Marks. (Total Internal Assessment:5 Marks)

SYLLABUS

MODULE 1: Positive Thinking & Attitude

- Factors Influencing Attitude
- Essentials to develop Positive Attitude
- Challenges & Lessons from Attitude

MODULE 2: Self Analysis & Self Confidence

- Who am I
- Importance of Self Confidence
- SWOT Analysis

MODULE 3: Communication Skills

(i) Basic Communication Skills

- Speaking Skills
- Listening Skills
- Presentation Skills

(ii) Body Language

- Forms of Non-Verbal Communication
- Interpreting Body Language clues
- Effective use of Body Language

(iii) Interview Skills

- Type of Interviews
- Ensuring success in job interviews
- Appropriate use of Non-verbal Communication

(iv) Résumé Writing

- Features
- Different types of Résumés for Different Posts

(v) Group Discussion

- Differences between Group Discussion and Debate
- Importance of Group Discussion
- Group Decision
- Ensuring Success in Group Discussions

(vi) **Telephone & E-mail Etiquette**

- Telephone etiquette
- E-mail etiquette

(vii) **Public Speaking**

- Introductory Speech
- Informative Speech
- Persuasive Speech
- Extempore Session

MODULE 4: Time Management

- Importance of Time Management
- Values & Beliefs
- Goals and Benchmarks – The Ladders of Success
- Managing Projects and Commitments
- Prioritizing your To-do's
- Getting the results you need

MODULE 5: Stress & Conflict Management

- Introduction to Stress
- Types of Stressors
- Small Changes and Large Rewards
- Stress Prevention
- Overcoming Unhealthy Worry
- Stress at Home and Workplace
- Dealing with Frustration and Anger
- Stress reducing Exercises
- Understanding Conflicts
- Violent and Non-violent Conflicts
- Source of Conflict
- Structural and Cultural Violence

MODULE 6: Physical Fitness and Personal Grooming

- Fitness and Exercise
- Balanced & Healthy Diet
- Skin Care & Hair Care
- Make-up Skills

MODULE 7: Appropriateness of Apparel

- Apparel & Personality
- Psycho-social aspects of Apparel
- Style-tips for smart dressing & effective use of design elements

MODULE 8: Social Etiquette

- Civic Sense
- Workplace Skills
- Meeting and greeting people
- Table Setting and Table Manners

MODULE 9: Decision Making Process and Problem Solving Skills

- Anatomy of a Decision
- How to use Problem solving steps and Problem solving tools
- How to distinguish root causes from symptoms to identify right solution for right problems
- How to improve Problem solving and Decision making by identifying individual problem solving styles
- The Creative process for making decisions
- Tools to improve creativity
- Implementing the Decision – Wrap up

(i) Leadership Skills

- Handling Peer Pressure and Bullies
- Team Work
- Decision Making
- Taking initiatives

(ii) Goal Setting

- Wish List
- SMART Goals
- Blueprint for Success
- Short-term, Long-term, Life-term Goals

(iii) Motivation

- Factors of motivation
- Self Talk
- Intrinsic & Extrinsic Motivators

Books Recommended

1. Rossi, P. (2011). *Everyday Etiquette: How to navigate 101 common and uncommon social situations*. St Martins Pr.
2. Pietrzak, T., & Fraum, M. (2005). *Building career success skills*. ASTD Press.
3. Treffinger, D.J., Isaksen, S.G., & Brian, K. (2005). *Creative problem solving: An Introduction*.
4. Carr, A. (2004). *Positive Psychology: The science of happiness and human strengths*. Burnner-Routlrdge.
5. Oberg, B.C. (1994). *Speech craft: An Introduction to public speaking*. Meriwether Publishing.

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

SESSION: 2024-2025

SUPPLY CHAIN MANAGEMENT

COURSE CODE: BVRL-4321

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

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

CO1: To develop an understanding of basic concepts and role of supply chain management in business

CO2: Understand the process of integrated supply chain management.

CO3: Understand the Strategic role of purchasing in the supply chain management.

CO4: Understanding Supply Chain Organization structure and planning in India

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

SESSION: 2024-2025

SUPPLY CHAIN MANAGEMENT

COURSE CODE: BVRL-4321

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max Marks: 100

Theory Marks: 80

CA: 20

Instructions for the Paper Setter

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

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

SUGGESTED READINGS:

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

Note: Latest edition of books to be used.

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

SESSION: 2024-2025

MERCHANDISING MANAGEMENT

COURSE CODE: BVRL-4322

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

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

CO1: Understand merchandising functions, hierarchy and strategies.

CO2: Determining factors affecting visual merchandising.

CO3: Use basic Merchandising Plans and manage inventory.

CO4: Understand merchandise forecasting and budgeting.

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

SESSION: 2024-2025

MERCHANDISING MANAGEMENT

COURSE CODE: BVRL-4322

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max Marks: 100

Theory Marks: 80

CA: 20

Instructions for the Paper Setter

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

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

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used

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

SESSION: 2024-2025

ENTREPRENEURSHIP DEVELOPMENT

COURSE CODE: BVRL-4323

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

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

CO1: Understand the concept of entrepreneur.

CO2: Role played by Govt. in conducting Entrepreneurship Development Programmes.

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

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

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

SESSION: 2024-2025

ENTREPRENEURSHIP DEVELOPMENT

COURSE CODE: BVRL-4323

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max Marks: 100

Theory Marks: 80

CA: 20

Instructions for the Paper Setter

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

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

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)
SESSION: 2024-2025
BUSINESS ETHICS
COURSE CODE: BVRL-4324
JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

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

CO1: Understand the concept of business ethics. Explain and illustrate the CSR concept in India.

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

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

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

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)
SESSION: 2024-2025
BUSINESS ETHICS
COURSE CODE: BVRL-4324
JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

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

Max Marks: 100
Theory Marks: 80
CA: 20

Instructions for the Paper Setter

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

UNIT-I
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: 2024-2025
LAB ON E-RETAILING AND RETAIL INFORMATION SYSTEM
COURSE CODE: BVRM-4325
JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

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

CO1: Understand E-Retailing and latest trends of e-retailing.

CO2: Determine the different methods e-commerce and security issues related to it.

CO3: Understand the concept of price discrimination in E-Retailing.

CO4: Understand the changing retail formats.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -IV)
SESSION: 2024-2025
LAB ON E-RETAILING AND RETAIL INFORMATION SYSTEM
COURSE CODE: BVRM-4325
JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

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

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

Instructions for the Paper Setter

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

UNIT-I
<p>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.</p> <p>E-Retailing: The current trends: Current trend analysis and measures, current status of online retailing. E- Retailing in India: Opportunities and Challenges.</p>
UNIT-II
<p>E-Commerce: Procedures and methods: Meaning and uses, M-Commerce, E-Commerce payment system, E-Payment security and challenges.</p> <p>Marketing Mix in the age of E-retailing: the roles of cyber intermediaries in E-Retailing, E- Retailing and supply chain management system.</p>
UNIT-III
<p>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.</p>
UNIT-IV
<p>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”)</p>

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

SUGGESTED READINGS:

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

Note: Latest edition of books to be used.

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

SESSION: 2024-2025

STORE OPERATIONS-II

COURSE CODE: BVRP-4326

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

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

CO1: Understand the concept of store operations and analyze the functions of a store manager.

CO2: Evaluate the planning and execution of retail operations.

CO3: Know control techniques for successful operations and measurement of performance.

CO4: Analyze the types of store operations.

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

SESSION: 2024-2025

STORE OPERATIONS-II

COURSE CODE: BVRP-4326

JOB ROLE: RETAIL DEPARTMENTAL MANAGER RAS/Q0106 (NSQF LEVEL-5)

Time: 3 Hours

6 Hours/week

L-T-P

0-0-12

Max. Marks: 100

Practical: 80

CA: 20

PRACTICAL TRAINING

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

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

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

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

ENVIRONMENTAL STUDIES (COMPULSORY PAPER)

Course Code: AECE-4221(Theory)

Time: 3Hrs.

Max. Marks: 100
Theory: 60
Project Report: 20
CA: 20

Instructions for the Paper Setter:

The question paper should carry 60 marks. The structure of the question paper being:

Part-A, Short answer pattern – 20 marks

Attempt any five questions out of seven. Each question carries 4 marks. Answer to each question should not exceed 2 pages

Part-B, Essay type with inbuilt choice – 40 marks

Attempt any five questions out of eight. Each question carries 8 marks. Answer to each question should not exceed 5 pages.

Unit 1

The multidisciplinary nature of environmental studies

Definition, scope and importance, Need for public awareness

Unit 2

Natural Resources: Renewable and non-renewable resources:

Natural resources and associated problems.

- (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
 - Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

Unit 3

Ecosystems

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Unit 4

Biodiversity and its conservation

- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Unit 5

Environmental Pollution

Definition

- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides

Unit 6

Social Issues and the Environment

- From unsustainable to sustainable development
- Urban problems and related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation
- Consumerism and waste products
- Environmental Protection Act, 1986
- Air (Prevention and Control of Pollution) Act, 1981
- Water (Prevention and control of Pollution) Act, 1974
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation Public awareness

Unit 7

Human Population and the Environment

- Population growth, variation among nations
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights
- Value Education
- HIV / AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and Human Health
- Case Studies

Field Work

- Visit to a local area to document environmental assets river/forest/grassland/hill/mountain
- Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
- Study of common plants, insects, birds
- Study of simple ecosystems-pond, river, hill slopes, etc

References:

1. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
2. Down to Earth, Centre for Science and Environment, New Delhi.
3. Heywood, V.H. & Waston, R.T. 1995. Global Biodiversity Assessment, Cambridge House, Delhi.
4. Joseph, K. & Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
5. Kaushik, A. & Kaushik, C.P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
6. Rajagopalan, R. 2011. Environmental Studies from Crisis to Cure. Oxford University Press, New Delhi.
7. Sharma, J. P., Sharma. N.K. & Yadav, N.S. 2005. Comprehensive Environmental Studies, Laxmi Publications, New Delhi.
8. Sharma, P. D. 2009. Ecology and Environment, Rastogi Publications, Meerut.
9. State of India's Environment 2018 by Centre for Sciences and Environment, New Delhi
10. Subramanian, V. 2002. A Text Book in Environmental Sciences, Narosa Publishing House, New Delhi

SEMESTER IV

SOCIAL OUTREACH PROGRAMME

AUDIT COURSE (Value Based)

Course Title: Social Outreach Programme Course Duration: 30 hours

Course intended for: Semester IV students of undergraduate degree programmes of all streams.

Course Credits: 2

Course Code: SECS- 4522

Course Description: -

The Social outreach programme proposes to equip the students for community upliftment work. It will strive to prepare citizens who will make a marked difference in the society. The students will be provided with numerous opportunities to build their knowledge and skills on the fundamental values of social fairness and compassion.

The programme will focus on integrating academic work with community services. It will equip the students to learn to connect knowledge gained in classroom with real life situation by getting hands on experience through community services. It will also foster the development of civic responsibility. The students will get an opportunity to

- Engage in social service.
- Reflect upon larger issues that affect communities through readings and discussions.
- Integrate academic learning and community engagement through practical field work.
- Develop awareness, knowledge and skills for working with diverse groups in the society.

Expectations: -

The students are expected to be actively engaged in working on any of the projects listed below as volunteers. Evaluation will be based on consistency, commitment and results achieved in areas taken up.

List of Projects under Social Outreach Programmes:

- Working as Motivators under the Swatch Bharat Campaign of the Government,
- Literacy drive: (i). Teaching in the Charitable School Adopted by the College
(ii). Work in projects undertaken by Rotary Club of Jalandhar.

For inducting students in child labour Schools.

- Enroll as NSS Volunteers for various projects (Cleanliness, Women health awareness)
- Counseling camps in villages
- Tree plantation (i) Maintaining the trees in the park adopted by the college in Vikas Puri, Jalandhar
(ii) Enroll for projects undertaken by JCI Jalandhar City
- Enroll in the Gandhian Studies Centre as student Volunteer for surveys in villages.
- Women Empowerment Programmes in collaboration with JCI Jalandhar Grace
- Generating awareness on voting among the youth.
- Drug Abuse (Generate awareness among the school children)
- Environment Awareness (Reduce Pollution)
- Old Age Homes/Orphanages
- Operating the Empathy Corner outside the college gate.
- Disaster Management/Relief Work

Evaluation /Assessment:

In the beginning of the semester the students after enrolling for one of the Projects offered will be given deadlines for the project.

- Students will be responsible for getting their hours of service recorded with the faculty and also map the progress of their subjects (children, old people, saplings etc.).
- The respective departments will monitor the involvement of their students
- The students will submit a report of the project taken up by them.
- There will be no written examination, The students will be given grade on the basis of evaluation of the projects by an evaluation committee, comprising of the Dean of the respective streams, Head and two teachers of the concerned department.

- **Total Marks: 25**
- **Project : 20**
- **Internal Assessment :05**

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

SESSION: 2024-2025

PERSONALITY AND SOFT SKILLS DEVELOPMENT

COURSE CODE: BVRL-5321

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

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

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

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

SESSION: 2024-2025

PERSONALITY AND SOFT SKILLS DEVELOPMENT

COURSE CODE: BVRL-5321

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max Marks: 50

Theory Marks: 40

CA: 10

Instructions for the Paper Setter

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

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

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used.

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

SESSION: 2024-2025

PROJECT MANAGEMENT

COURSE CODE: BVRL-5322

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

After successful completion of this course students will able to:

CO1: Understand the objectives of project management.

CO2: Adapt projects in response to issues that arise internally and externally.

CO3: Implement general business concepts, practices and tools to facilitate project success.

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

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

SESSION: 2024-2025

PROJECT MANAGEMENT

COURSE CODE: BVRL-5322

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max Marks: 50

Theory Marks: 40

CA: 10

Instructions for the Paper Setter

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

UNIT –I
Introduction 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: 2024-2025

ADVERTISING AND SALES MANAGEMENT

COURSE CODE: BVRL-5323

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

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

CO1: Understand the role and importance of advertising.

CO2: Understand the concept of media planning and control, promotional tools and distribution channels.

CO3: Learn the importance of sales management in order to improve sales of organization.

CO4: Evaluate the performance of salesperson, sales forecasting planning and control.

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

SESSION: 2024-2025

ADVERTISING AND SALES MANAGEMENT

COURSE CODE: BVRL-5323

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

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

Max Marks: 50
Theory Marks: 40
CA: 10

Instructions for the Paper Setter

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

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

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used.

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

SESSION: 2024-2025

CUSTOMER RELATIONSHIP MANAGEMENT

COURSE CODE: BVRL-5324

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

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

CO1: Understand the concept of customer relationship management.

CO2: Analyze the relevance of customer satisfaction by understanding the customer needs.

CO3: Evaluate the relationship between organization and its customer by using various techniques and methods.

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

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

SESSION: 2024-2025

CUSTOMER RELATIONSHIP MANAGEMENT

COURSE CODE: BVRL-5324

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max Marks: 50

Theory Marks: 40

CA: 10

Instructions for the Paper Setter

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

Unit-I

Customer Relationship Management Fundamentals: Theoretical perspectives of relationship Evolution of relationship marketing, Stages of relationship, Issues of relationship, Purpose of relationship marketing, Approach towards marketing: A paradigm shift, Historical Perspectives CRM Definitions, Emergence of CRM practice, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation.

Unit-II

Customer Satisfaction: Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction Measuring Customer Satisfaction, Customer satisfaction and marketing programme evaluation Customer Satisfaction Practices, Cases of Customer Satisfaction. Service Quality: Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality, Service Quality measurement Scales.

Unit-III

Customer Relationship Management: Technology Dimensions, CRM: A changing Perspective, - e CRM in Business, features of e-CRM, Advantages of e-CRM, Technologies of e-CRM, Voice Portals, Web Phones, BOTs, Virtual Customer Representative, Customer Relationship Portals Functional Components of CRM, Database Management: Database Construction, Data Warehousing, architecture, Data Mining- Meaning, Significance, Characteristics, tools and techniques, , Call Center, Multimedia Contact Center, Important CRM softwares.

Unit-IV

Customer Relationship Management: Emerging Perspectives: Employee-Organization Relationship, Employee- Customer Linkage, Factors affecting employee's customer oriented behavior, Essentials of building employee relationship, Employee customer orientation, Service Failure, Service Recovery Management, Service Recovery Paradox, Customer Life time value, customer profitability, customer recall management, customer experience management, Rura CRM, customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used.

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

SESSION: 2024-2025

FINANCIAL MANAGEMENT

COURSE CODE: BVRL-5325

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

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.

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

SESSION: 2024-2025

FINANCIAL MANAGEMENT

COURSE CODE: BVRL-5325

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max Marks: 50

Theory Marks: 40

CA: 10

Instructions for the Paper Setter

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

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

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used.

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

SESSION: 2024-2025

FUNDAMENTALS OF VISUAL MERCHANDISING-I

COURSE CODE: BVRP-5326

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

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: 2024-2025

FUNDAMENTALS OF VISUAL MERCHANDISING-I

COURSE CODE: BVRP-5326

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

Examination Time: 3 Hours

4 Hours/week

L-T-P

0-0-8

Max. Marks: 75

Practical Marks: 60

CA: 15

Introduction to VM-1

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

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

Note: Students are required to prepare practical file.

Evaluation will be as follows:

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

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used.

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

SESSION: 2024-2025

CAPSTONE PROJECT

COURSE CODE: BVRD-5327

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

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: 2024-2025

CAPSTONE PROJECT

COURSE CODE: BVRD-5327

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

Examination Time: 3 Hours

6 Hours/week

L-T-P

0-0-12

Max. Marks: 100

Practical: 80

CA: 20

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

Note: Students are required to prepare practical file.

Evaluation will be as follows:

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

INNOVATION, ENTREPRENEURSHIP AND CREATIVE THINKING

Course Title: Innovation, Entrepreneurship and Creative Thinking

Course Code: SECI-5541

Nature of Course: Audit Course (Value-added)

Course Duration: 30 hours

Course intended for: Semester V students of undergraduate degree programme of-

Course Credits: 2 (For credit based continuous evaluation grading system)

Objectives of the Course:

It is a distinctive and innovative programme structured to prepare the students professionally for meaningful social engagement by setting new patterns and possibilities for employment generation through innovations and entrepreneurship. The purpose of the course is to help students acquire necessary knowledge and skills required for carrying out innovative and entrepreneurial activities, and to develop the ability of analyzing and understanding business situations.

Learning Outcomes:

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

- ❖ assess and analyze entrepreneurship as a career choice,
- ❖ develop creative and innovative skills,
- ❖ Analyse the business environment in order to identify business opportunities,
- ❖ consider the legal and financial conditions for starting a business venture,
- ❖ explain the importance of marketing and management in small businesses venture,
- ❖ develop a business idea into a comprehensive and highly scalable business model,
- ❖ design a successful business plan and launch their product or service in the market
- ❖ understand personal creativity, identify what are the creative tools and improve their creative problem-solving skills.

CURRICULUM

Course Code: SECI 5541 CourseCredits:2 Total contact hours: 30

MODULE	TITLE	HOURS
I	Introduction to Entrepreneurship	3 Hrs.
II	Creativity & Innovation	3 Hrs.
III	Entrepreneurial Competencies	3 Hrs.
IV	Management Skills & Functions	3 Hrs.
V	Business Opportunity Identification & Market Analysis	3 Hrs.

VI	Business Plan Preparation	3 Hrs.
VII	Business Model Canvas	3 Hrs.
VIII	Start-Up Financing & Launching	3 Hrs.
IX	Workshop on Design Thinking	4 Hrs.
X	Final Assessment Feedback and Closure	2 Hrs.

EXAMINATION

- **Total Marks:** 25 (Final Exam: 20; Internal Assessment:5)
- **Final Exam:** Multiple Choice Questions: Marks- 20; Time: 1hour
- **Internal Assessment:** 5 (Assessment: 3; Attendance:2)
A comprehensive multiple-choice quiz at the close of the programme.

Marks: 3;Time: 0.5 hour (30 minutes).

Total marks: 25 converted to grade for final result

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

SESSION: 2024-2025

RETAIL OPERATIONS MANAGEMENT

COURSE CODE: BVRL-6321

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

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

CO1: Understand the concept & components of retail operations.

CO2: Know the process category management.

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

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

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

SESSION: 2024-2025

RETAIL OPERATIONS MANAGEMENT

COURSE CODE: BVRL-6321

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max. Marks: 50

Theory Marks: 40

CA: 10

Instructions for the Paper Setter

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

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

SUGGESTED READINGS:

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

Note: Latest edition of books to be used.

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

SESSION: 2024-2025

MARKETING MANAGEMENT

COURSE CODE: BVRL-6322

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

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

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

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

CO3: Understand the pricing decisions and policies.

CO4: Understand emerging trends and issues in marketing.

BACHELOR OF VOCATION (RETAILMANAGEMENT) (SEMESTER –VI)

SESSION: 2024-2025

MARKETING MANAGEMENT

COURSE CODE: BVRL-6322

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setter

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

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

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used.

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

SESSION: 2024-2025

PRODUCTION AND OPERATIONS MANAGEMENT

COURSE CODE: BVRL-6323

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

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

CO1: Know about various production scheduling techniques.

CO2: Evaluate the contemporary issues in production and operations management.

CO3: Use specialized knowledge in operations management to solve business processes.

CO4: Apply knowledge of approaches to operational performance improvement.

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

SESSION: 2024-2025

PRODUCTION AND OPERATIONS MANAGEMENT

COURSE CODE: BVRL-6323

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setter

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

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

SUGGESTED READINGS:

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

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

SESSION: 2024-2025

BUSINESS LAWS

COURSE CODE: BVRL-6324

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

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

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

CO2: Apply basic legal knowledge to business transactions.

CO3: Communicate effectively using standard business and legal terminology.

CO4: Identify the fundamental legal principles behind contractual agreements.

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

SESSION: 2024-2025

BUSINESS LAWS

COURSE CODE: BVRL-6324

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max. Marks: 50

Theory Marks: 40

CA: 10

Instructions for the Paper Setter

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

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

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used.

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

SESSION: 2024-2025

ELEMENTS OF SALESMANSHIP

COURSE CODE: BVRI-6325

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

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

CO1: Understand the concept of salesmanship.

CO2: Learn different opportunities and growth in the Sales Field.

CO3: Evaluate the different problems faced by a salesman during sales presentation.

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

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

SESSION: 2024-2025

ELEMENTS OF SALESMANSHIP

COURSE CODE: BVRI-6325

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max. Marks: 50

Theory Marks: 40

CA: 10

Instructions for the Paper Setter

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

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

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used.

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

SESSION: 2024-2025

FUNDAMENTALS OF VISUAL MERCHANDISING-II

COURSE CODE: BVRP-6326

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

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

CO1: Define the meaning of visual merchandising.

CO2: Learn different tools that are used for displaying jewellery and apparels at the retail stores.

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

CO4: Understand how to make display meaningful-Identify colour, size and other attributes of the product that match the display.

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

SESSION: 2024-2025

FUNDAMENTALS OF VISUAL MERCHANDISING-II

COURSE CODE: BVRP-6326

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

Time: 3 Hours

4 Hours/week

L-T-P

0-0-8

Max. Marks: 75

Practical: 60

CA: 15

Introduction to VM-II

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

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

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used.

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

SESSION: 2024-2025

SUMMER INTERNSHIP AND VIVA VOCE

COURSE CODE: BVRI-6327

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

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

CO1: Explain the basic terminologies of retail, deal with the customer and handle the cash.

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

CO3: Understand the working of the retail store.

CO4: Understand the importance of visual merchandising.

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

SESSION: 2024-2025

SUMMER INTERNSHIP AND VIVA VOCE

COURSE CODE: BVRI-6327

JOB ROLE: BUSINESS LEADER / MULTI-OUTLET RETAILER RAS/Q0203 (NSQF LEVEL-6)

Time: 4-6 Weeks

6 Hours/week

L-T-P

0-0-12

Max. Marks: 100

Project Report & Presentation: 100

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

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

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

FACULTY OF VOCATIONAL STUDIES

SYLLABUS

of

Master of Vocation (Retail Management) (Semester: I-IV)

(Under Credit Based Continuous Evaluation Grading System)

Session: 2024-2025



The Heritage Institution

KANYA MAHA VIDYALAYA JALANDHAR

(Autonomous)

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATION OF TWO YEAR DEGREE PROGRAMME
Programme: MASTER OF VOCATION (RETAIL MANAGEMENT)
Credit Based Continuous Evaluation Grading System (CBCEGS)
(Session 2024-2025)

Semester-I									
Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks				Examination time (in Hours)
					Total	Th	P	CA	
MVRL-1321	Fundamentals of Retailing and Retail Formats	C	4-0-0	4	100	80	-	20	3
MVRL-1322	Accounting for Retail Managers	S	4-0-0	4	100	80	-	20	3
MVRL-1323	Foundations of Management	C	4-0-0	4	100	80	-	20	3
MVRL-1324	Economics of Retail	C	4-0-0	4	100	80	-	20	3
MVRL-1325	IT Applications in Retail	S	4-0-0	4	100	80	-	20	3
MVRL-1326	Fundamentals of E-Retailing	S	4-0-0	4	100	80	-	20	3
MVRP-1327	Lab on E- Retailing	S	0-0-4	2	50	-	40	10	-
MVRP-1328	Lab on Visual Merchandising	S	0-0-8	4	100	-	80	20	-
TOTAL CREDITS				30					

C-Compulsory

S-Skill Enhancement

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATION OF TWO YEAR DEGREE PROGRAMME
Programme: MASTER OF VOCATION (RETAIL MANAGEMENT)
Credit Based Continuous Evaluation Grading System (CBCEGS) (Session 2024-2025)

Semester-II									
Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks				Examination time (in Hours)
					Total	Th	P	CA	
MVRL-2321	Retail Marketing Principles	C	4-0-0	4	100	80	-	20	3
MVRL-2322	Rural Retailing	C	4-0-0	4	100	80	-	20	3
MVRL-2323	Retail Branding Strategies	C	4-0-0	4	100	80	-	20	3
MVRL-2324	Mall Management	S	4-0-0	4	100	80	-	20	3
MVRL-2325	Retail Buying and Merchandise Management	S	4-0-0	4	100	80	-	20	3
MVRP-2326	Lab on Retail Business Skills	S	0-0-8	4	100	-	80	20	-
MVRI-2327	Summer Internship and Viva Voce	S	0-0-12	6	150	-	150	-	-
TOTAL CREDITS				30					

C-Compulsory

S-Skill Enhancement

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATION OF TWO YEAR DEGREE PROGRAMME
Programme: MASTER OF VOCATION (RETAIL MANAGEMENT)
Credit Based Continuous Evaluation Grading System (CBCEGS) (Session 2024-2025)

Semester-III									
Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks				Examination time (in Hours)
					Total	Th	P	CA	
MVRL-3321	Retail Marketing Research	S	4-0-0	4	100	80	-	20	3
MVRL-3322	Business Ethics and Corporate Social Responsibility	C	4-0-0	4	100	80	-	20	3
MVRL-3323	International Retailing	C	4-0-0	4	100	80	-	20	3
MVRL-3324	Retail Personnel Management	C	4-0-0	4	100	80	-	20	3
MVRP-3325	Lab on IT Solutions in Retail	S	0-0-8	4	100	-	80	20	-
MVRD-3326	Case Studies in Retail Management	S	0-0-8	4	100	-	80	20	-
MVRD-3327	Minor Research Project and Viva Voce	S	0-0-12	6	100	-	80	20	-
TOTAL CREDITS				30					

C-Compulsory

S-Skill Enhancement

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATION OF TWO YEAR DEGREE PROGRAMME
Programme: MASTER OF VOCATION (RETAIL MANAGEMENT)
Credit Based Continuous Evaluation Grading System (CBCEGS) (Session 2024-2025)

Semester-IV									
Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks				Examination time (in Hours)
					Total	Th	P	CA	
MVRL-4321	Retail Banking Services	S	4-0-0	4	100	80	-	20	3
MVRL-4322	Business Environment and Strategic Management	C	4-0-0	4	100	80	-	20	3
MVRL-4323	Entrepreneurship Development in Retail	C	4-0-0	4	100	80	-	20	3
MVRL-4324	Legal Aspects of Retailing	C	4-0-0	4	100	80	-	20	3
MVRM-4325	Digital Marketing	S	2-0-4	4	100	40	40	20	3
MVRP-4326	Retail Banking Practical	S	0-0-8	4	100	-	80	20	-
MVRI-4327	Summer Internship And Viva Voce	S	0-0-12	6	100	-	100	-	-
TOTAL CREDITS				30					

C-Compulsory

S-Skill Enhancement

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2024-2025
FUNDAMENTALS OF RETAILING AND RETAIL FORMATS
COURSE CODE: MVRL- 1321

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

- CO1:** Understand the ways that retailers use marketing tools and techniques to Interact with their customers.
- CO2:** Apply a broad theoretical and technical knowledge of retail management to understand Opportunities and challenges for creating excellent retailing experience.
- CO3:** Provide in-depth specialist and professional advice related to market selection and location analysis.
- CO4:** Critically analyze and summarize market information to assess the retailing environment and formulate effective retail strategies.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2024-2025
FUNDAMENTALS OF RETAILING AND RETAIL FORMATS
COURSE CODE: MVRL- 1321

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

Total Marks: 100
Theory Marks: 80
CA: 20

Instructions for the Paper Setter

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

Unit-I
Definition and Scope of Retailing – Retailer – Evolution of Retailing Industry - Retailer’s Role in the Distribution Channel –Vertical Marketing System, Career opportunities in Retail, Store Location, Retail Communication Mix, Merchandise Buying System.
Unit-II
Functions of Retailers –Benefits of Retailing – Benefits to Customers – Benefits to Manufactures and Wholesalers - Trends in Retailing- Global Retail Scenario - Indian Retail Scenario –Prospects of Retailing in India, Retail Management Information Systems.
Unit-III
Retail Formats I: Classification of retailer-Store based Retailers; By Ownership -Independent store, Chain store, Franchise store; By price- Discount store, Factory outlet stores, warehouse club, Catalog Show rooms; By Product Line-Department store, supermarket, hypermarket.
Unit-IV
Retail Formats II: Specialty Retailers, Convenience stores, Non-store-based Retailer. Direct selling, Direct marketing, catalog marketing, telemarketing, TV home shopping, World Wide Web, Automatic vending.

SUGGESTED READINGS:

1. Bermanand Evans, Retail Management, Prentice Hall
2. Swapana Pradhan, Retailing Management, Tata McGraw Hill Publishing Company
3. Harjit Singh, Retail Management, S. Chand & Co., New Delhi.
4. S.C Bhatia, Retail Management, Atlantic publishers

Note: Latest edition of text books to be used.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –I)
SESSION: 2024-2025**

**ACCOUNTING FOR RETAILMANAGERS
COURSE CODE: MVRL- 1322**

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

CO1: Develop an awareness and understanding of the accounting process and fundamental accounting principles that underline the development of financial statements.

CO2: Interpret and analyze financial statements, combine financial analysis with other information to assess the financial performance and position of a business.

CO3: Analyze the role management accounting system has in organizations and make the best use of the knowledge of contemporary management accounting techniques.

CO4: Express the role of cost accounting in the modern economic environment.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2024-2025
ACCOUNTING FOR RETAILMANAGERS
COURSE CODE: MVRL-1322

Examination Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Total Marks: 100

Theory Marks: 80

CA: 20

Instructions for the Paper Setter

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

Unit-I
Introduction, Meaning of Accounting, Accounting Process, Objectives and importance of accounting, Difference between book-keeping and accounting, Users of accounting information, Limitations of Accounting, Accounting Concepts, Principles, Policies and Standards, Types of accounting Concepts and Conventions.
Unit-II
Origin, Concept, Nature and Scope of Management Accounting. Need and Importance of Management Accounting, Distinction between Management Accounting & Financial Accounting. Tools & techniques of Management Accounting, Limitations, Management Accountant duties, Functions.
Unit-III
Financial statement Analysis: Comparative Statements, Common Size Statements, Trend Analysis. Tools of Financial Analysis: Ratio Analysis (Liquidity, Activity, Solvency and Profitability ratios). Cost Management: Concept of Cost, Classification and Elements of Cost, Cost Centre and Cost Unit, Methods and Techniques of Costing.
Unit-IV
Activity Based Costing (ABC): Need of ABC over existing traditional costing systems, meaning and nature of ABC, steps in implementing ABC, Utility of ABC for managerial decision making and improving cost management and Profitability. Basics of Modern Techniques of Costing: Target Costing, Life Cycle Costing, Kaizen Costing, JIT, Cost Drivers and Cost Behaviour.

SUGGESTED READINGS:

1. Khan M Y & Jain P K, Management Accounting. Tata McGraw-Hill, New Delhi,
2. Bhattacharya, S.K. and John Dearden, "Accounting for Management - Text and Cases", Vikas Publishing House.
3. Jawahar Lal, Cost Accounting, Tata McGraw Hill New Delhi.
4. Narayanaswamy R, Financial Accounting, PHI, Delhi
5. Sharma, Subhash and M.P. Vithal, "Financial Accounting for Management Text and Cases", McMillan.

Note: Latest edition of text books to be used.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2024-2025
FOUNDATIONS OF MANAGEMENT
COURSE CODE: MVRL- 1323

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

CO1: Define management and explain how management differs according to levels.

CO2: Specify how the managerial tasks of planning, organizing, directing and controlling can be executed in different circumstances.

CO3: Evaluate leadership styles to anticipate the consequences of each leadership style.

CO4: Discuss and communicate the management evolution and how it will affect future Managers.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**SESSION: 2024-2025****FOUNDATIONS OF MANAGEMENT****COURSE CODE: MVRL- 1323****Examination Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Total Marks: 100****Theory Marks: 80****CA: 20****Instructions for the Paper Setter**

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

Unit-I
<p>Management: Meaning and definition, nature, scope, importance and functions, Management as art, science and profession, Principles of management.</p> <p>Evolution of Management Thought: Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, and Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of Management Thought), Indian management thought.</p> <p>Management by Objectives: Meaning, Process, Benefits, Weaknesses.</p>
Unit-II
<p>Planning: Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Decision Making.</p> <p>Organizing: Meaning, Nature and Purpose of organization, Principles of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization, Span of Management: Factors determining effective span.</p> <p>Departmentation: Definition, Departmentation by functions, Territory, Product/service, Customer Group and matrix organization, Decentralization and Departmentation.</p>
Unit-III
<p>Authority: Definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization v/s centralization. Staffing: Meaning and nature, factors affecting staffing. Recruitment, Selection, Training and Development, Performance appraisal: need and process.</p> <p>Motivation: Meaning, Nature, Importance, Types, and Theories of Motivation: Maslow's Need Hierarchy, Mc. Gregor's Theory X and Y, Herzberg's Hygiene Theory.</p>
Unit-IV
<p>Leadership: Meaning, Nature, Styles, And Theories: Trait, Behavioural and Situational. Coordination: Principles and Techniques, Difference between coordination and cooperation. Controlling: Meaning, nature and importance, steps, limitations and techniques.</p>

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., Wehrich, h., & Aryasri, A.R., Essentials of Management, Tata Mc Graw-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.

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

Session: 2024-2025

Course Code: MVRL-1324

Course Title: Economics of Retail

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

CO1: Appreciate the role of markets and institutions in facilitating development of retail industry.

CO2: have an in-depth understanding of the preliminary concepts about consumer behavior and the consumption function.

CO3: learn about various market structures.

CO4: learn the various profit policies, government policies in the economy.

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

Session: 2024-2025

Course Code: MVRL-1324

Course Title: Economics of Retail

Examination Time: 3 Hours

4 Hours per Week

L-T-P

4-0-0

Max. Marks: 100

Theory Marks: 80

CA: 20

Note: Instructions for the Paper–Setter:

Two questions, each carrying 16 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

Unit-I
Retail Economics: Benefits to the Economy, Retailing Environment: The Legal environment, The Economic environment, The Technological environment, The Global environment. The Competitive Environment. Types of Competition: Analyzing Competition. Retail economics in India, Contribution of retail industry in today's economy. Contribution of FDI in Retailing
Unit-II
Theory of Demand: Meaning of demand and its types, law of demand, price elasticity of demand and its measurement. Concept of supply, law of supply, demand & supply equilibrium. Consumer Behaviour: Utility approach: Brief outline of law of diminishing marginal utility and law of Equi-marginal utility. Consumption: Meaning, determinants (subjective and objective) and importance, Keynes Psychological Law of Consumption.
Unit-III
Perfect Competition: Meaning, features, price and output determination of firm and industry under perfect competition. Monopoly: Meaning, features, price and output determination under monopoly. Monopolistic Competition: Meaning, features, price and output determination under monopolistic competition.
Unit-IV
Pricing and Output Decisions: Methods of pricing, differential pricing, Government intervention and pricing. Profit: Meaning and nature, Profit policies, Profit planning and forecasting, Cost-Volume - Profit analysis, Investment analysis.

Suggested Readings:

1. Mehta, P.L. (2013) *Managerial Economics*, S. Chand & Sons Company, New Delhi.
2. Ahuja, H.L. (2018) *Advanced Economic Analysis*, S. Chand & Co. Ltd, New Delhi.

Note: The latest edition of the books is recommended.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2024-2025
IT APPLICATIONS IN RETAIL
COURSE CODE: MVRL- 1325

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

- CO1:** Understand the fundamentals of computing devices and reinforce computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet & networking.
- CO2:** Learn hands-on use of Microsoft Office applications, Word, Excel, Access and PowerPoint.
- CO3:** Utilize the Internet Web resources and evaluate on-line e-retailing system.
- CO4:** Solve common retailing problems using appropriate Information Technology applications and systems.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**SESSION: 2024-2025****IT APPLICATIONS IN RETAIL****COURSE CODE: MVRL- 1325****Examination Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Total Marks: 100****Theory Marks: 80****CA: 20****Instructions for the Paper Setter**

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

Unit-I

Introduction to MS Office:

MS–Word:

Parts of window of word (title bar, menu bar, status bar, ruler), creation of new documents, opening document, inserting a document into another document, page setup, margins, gutters, font properties, alignment, page breaks, header footer, deleting moving replacing editing text in document, saving a document, spell checker, printing a document, creating a table, entering and editing text in tables, changing format of table, height width of row or column, editing, deleting rows, columns in table, borders, shading, templates, wizards, drawing objects, mail merge.

Unit-II

MS–Excel:

Introduction to Worksheet/Spreads, features of excel, describe the excel window, different functions on different data in excel, creation of graphs, editing it and formatting, changing chart type to 2d chart or 3d chart, creation of worksheet, adding, deleting, moving the text in work sheet, linking different sheets, sorting the data, querying the data, filtering the data (auto and advance filters), printing a worksheet.

Unit-III

Introduction to Information Technology, Computer Hardware And software, Modern Businesses and Information Technology, Components of Retail Information System, Basics of Information Systems, Electronic Point of Sales (EPOS)- Hardware and Software, Electronic Cash Registers.

Unit-IV

Modern Electronic Payment Methods-Traditional Payment Systems, Modern payment Systems, Enterprise Resource Planning (ERP) - Advantages, Challenges, Implementation Stages, Retail ERP: Functions and features, Emerging Retail Technologies, Global Position system and Geographic Information System.

2/2

SUGGESTED READINGS:

1. Windows Based Computer Courses, Rachhpal Singh & Gurvinder Singh.
2. Information Technology, Hardeep Singh & Anshuman Sharma.
3. Office Complete, BPB Publications.
4. Information Technology for Retail, Girdhar Joshi, Oxford Printing Press.

Note: Latest edition of text books to be used.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2024-2025
FUNDAMENTALS OF E-RETAILING
COURSE CODE: MVRL- 1326

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

CO1: Determine the different methods and factors of online pricing.

CO2: Understand the concept of price discrimination in E-retailing.

CO3: Understand the promotional strategies of E-retail business.

CO4: Evaluate E-Payment security and challenges

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2024-2025
FUNDAMENTALS OF E-RETAILING
COURSE CODE: MVRL- 1326

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

Total Marks: 100
Theory Marks: 80
CA: 20

Instructions for the Paper Setter

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

Unit-I
Foundation of E-Retailing: Meaning, Definition, transition from traditional marketing to E- Marketing, demographics and targeting, adaptability and closed-loop marketing. Advantages and shortcomings of E-Retailing, online brand management.
Unit-II
E-Retailing: The scope of E-Marketing, Internet Marketing Techniques, The current trends: Current trend analysis and measures, current status of online retailing, E-Retailing statistics in India.
Unit-III
Online pricing and promotions: Factors affecting online pricing, different methods of online pricing, price strategies for information goods, Promotional Strategies of E-retail business. Website Design Issues: Factors that Make People Return to Your Site, Strategies for Website Development.
Unit-IV
Globalization and changing retail formats: Virtual store-E-retailing international retailing- opportunities, market entry Formulas-new customized formats.

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used.

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

SESSION: 2024-2025

LAB ON E- RETAILING

COURSE CODE: MVRP-1327

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

CO1: Use tools and services of the internet in the development of a virtual e-commerce site.

CO2: Demonstrate an understanding of the importance of brand management online.

CO3: Assess online pricing options and implications.

CO4: Explain the role of digital media in identifying, anticipating and satisfying consumer needs and wants.

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

SESSION: 2024-2025

LAB ON E- RETAILING

COURSE CODE: MVRP-1327

Examination Time: 3 Hours

Max. Marks: 50

4 Hours/week

Practical Marks: 40

L-T-P

CA: 10

0-0-4

Note: 40 marks will be for practical to be conducted by Internal Examiner. Students are required to prepare practical file.

1. Internet Marketing Techniques
2. Online Pricing and Promotions
3. Website Development
4. Virtual Store E-Retailing
5. Online Retailing
6. E-Marketing
7. Applications of E-Business

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2024-2025
LAB ON VISUAL MERCHANDISING
COURSE CODE: MVRP-1328

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

CO1: Define the meaning of visual merchandising.

CO2: Learn different tools that are used for displaying 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.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION: 2024-2025**

**LAB ON VISUAL MERCHANDISING
COURSE CODE: MVRP-1328**

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

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

Note: Students are required to prepare practical file.

Evaluation of Marks will be as follows:

- a. Evaluation by internal examiner: 30 Marks
 - b. Practical File Evaluation and Viva Voce examination by internal examiner:40 Marks
-
1. Elements of a visual design
 2. Display requirements before framing visual design brief
 4. Effective ways to improve visual effects
 5. Company policies on Visual Design
 6. Store Hygiene and Cleanliness
 7. Store Display and Visual Merchandising
 8. Organize the display of products at the store
 9. Plan visual merchandising
 10. Example of something a visual merchandiser can create in a store's window
 11. Job description of a visual merchandiser
 12. Role of a visual merchandiser in improving the visual appeal of the Store
 13. Role of props in display
 14. Illustrate how you manage colour and space to display products
 15. Tools used for displaying jewellery and apparels at the retail stores
 16. Understand how to make display Meaningful-Identify colour, size and other attributes of the product that match the display
 17. Potential places for product display -. Arrange products in window display, arrange fixtures in a proper manner, Arrange and display products in fixtures, Use different promotional tools for marketing, Dress mannequins in a proper way.
 18. Understand and explain elements of Planogram - Use of different props in a retail store

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

SESSION: 2024-2025

RETAIL MARKETING PRINCIPLES

COURSE CODE: MVRL-2321

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

CO1: Define the term marketing and explain its role and importance in an individual firm and the overall economy.

CO2: Identify and classify marketing segments and targets, demonstrating the use of marketing research techniques.

CO3: Explain the use of product mix and life cycle in a marketing strategy.

CO4: Define marketing channels and identify different marketing channels and develop distribution strategies.

1/1
MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)
SESSION: 2024-2025

RETAIL MARKETING PRINCIPLES
COURSE CODE: MVRL-2321

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

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

Instructions for the Paper Setter

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

UNIT-I

Introduction: Meaning & definition of retail marketing, Importance of retail marketing; Retail marketing mix; Strategic marketing planning, Market analysis and selection, Retail marketing environment –macro and micro components and their impact on marketing decisions. Ethics & Social responsibility in retail marketing.

UNIT-II

Segmentation, Targeting and Positioning: Conditions for effective market segmentation, Benefits of market segmentation, Levels of market segmentation, Bases of market segmentation (Geographic, Demographic, Benefit/ USP, Behavioral, Psychographic, Geo-Demographic), Target marketing: Meaning, importance & strategies.
Positioning: Concept & relevance, Strategies, Bases of differentiation in positioning.

UNIT-III

Product & Pricing Decisions: Concept of a product, Classification of products, Product line and product mix, Branding, Packaging and labeling. Product life cycle –strategic implications, New product development.
Pricing Decisions: Factors affecting price determination, Pricing policies and strategies, Pricing Methods. Discounts and rebates.

UNIT-IV

Physical Distribution & Promotion Decisions: Nature, functions, and types of Distribution channels, Channel management decisions.
Promotion Decisions: Promotion mix –advertising, personal selling, sales promotion, publicity and public relations, determining advertising budget, copy designing and testing, Media selection, Advertising effectiveness.

SUGGESTED READINGS:

1. Gilbert, David, Retail Marketing Management, Prentice Hall, New Delhi.
2. Kotler, Philip, Marketing Management, Prentice Hall, New Delhi.
3. Grewal Dhruv, Retail Marketing Management-The 5 Es of Retailing, Sage Publishing.
4. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.

Note: Latest Edition of text books to be used

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

SESSION: 2024-2025

RURAL RETAILING

COURSE CODE: MVRL-2322

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

CO1: Create awareness about the applicability of the concepts, techniques and processes of marketing in rural context.

CO2: Familiarize with the special problems related to sales in rural market.

CO3: Understand the working of rural marketing institutions.

CO4: Define the meaning and scope of rural market.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)**SESSION: 2024-2025****RURAL RETAILING****COURSE CODE: MVRL-2322****Examination Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Max. Marks: 100****Theory Marks: 80****CA: 20****Instructions for the Paper Setter**

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

UNIT-I

Introduction to Rural Retailing: nature, scope & significance of rural retailing, Features of retail in rural India, Role of rural retailing in India, Rural retailing Strategies, Challenges & opportunities in Rural Retailing, Future of Rural retailing in India, Rural Retail Innovations in India, Innovative models of rural retailing in India.

UNIT - II

Concept, nature & scope of rural markets, Factors contributing to growth of rural markets, Rural Vs. Urban Markets, Components and classification of Rural markets, Rural Market Strategies with special reference to segmentation, targeting and positioning, Rural Marketing Information System (RuMIS)& its application, Potential and size of the Rural Markets.

UNIT – III

Meaning, classification & profile of Rural Consumer, Rural consumer behaviour: Consumer buying behaviour models, Factors affecting Consumer Behaviour, Characteristics of Rural consumer- Age and Stages of the Life cycle, Occupation and Income, Economic circumstances, Lifestyle, Personality and Brand Belief, Information Search and pre-purchase Evaluation.
Researching Rural Market: Research design, reference frame, Participatory Rural Appraisal (PRA) approach, need for PRA, Sampling, Operational aspects of data collection.

UNIT – IV

Channels of distribution, Evolution of rural distribution systems- Wholesaling, Rural retail System, Vans, Rural Mobile Traders, Public Distribution System, Co-operative Societies, Prevalent Rural Distribution Models- Distribution Models of FMCG Companies, Distribution Model of Durable Companies, Challenges in Rural Communication, Influence of consumer behaviour on Communication strategies, Media planning for rural markets, Personal selling in rural markets, Marketing of consumer durables and non-durables, Role of information technology in rural markets.

SUGGESTED READINGS:

1. R.V. Bali & N.V. Badi, Rural Marketing, Himalaya Publishing House, 2010
2. A.K. Singh & S. Pandey, Rural Marketing: Indian perspective, New Age International Publishers, 2010.
3. Gopalaswamy, Rural Marketing, Vikas Publishing House, New Delhi
4. B. Dogra & K. Ghuman, Rural Marketing Concepts and Practices, Tata McGraw-Hill, 2010

5. C.S.G. Krishnamacharylu and Lalitha Ramakrishnan, RuralMarketing, Pearson Education, New Delhi.

Note: Latest Edition of text books to be used

RETAIL BRANDING STRATEGIES

COURSE CODE: MVRL-2323

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

- CO1:** Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.
- CO2:** Identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits, etc).
- CO3:** Learn about brand perception and understand how a brand is being perceived in the media.
- CO4:** Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.

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

SESSION: 2024-2025

RETAIL BRANDING STRATEGIES

COURSE CODE: MVRL-2323

Examination Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max. Marks: 100

Theory Marks: 80

CA: 20

Instructions for the Paper Setter

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

UNIT –I

Retail Branding: Definition, concept and effects, steps in Retail Branding, Tips to Promote a Retail Brand, Significance of Retail Brands, Marketing Advantages of Strong Retail Brands, Financial Brand Value, Creating retail brands in a competitive market.

Brand Identity: Product Brand Identity, Corporate Brand Identity, Brand Design, Brand Personality, Brand Portfolio, Brand Architecture.

UNIT–II

Retail Brand Equity: The concept of Retail Brand Equity, using brand elements to create brand equity, Growing and Sustaining Brand Equity, Developing a Brand Equity Management System. Brand Perception, Customer-based brand equity, Measuring & Managing Customer-based brand equity. Brand Awareness & Brand Loyalty.

UNIT-III

Brand Planning: Brand Value Chain, Brand Positioning: Meaning, characteristics & types. Brand Associations, Brand integration, Brand building, Co- branding, Brand audit, Strategic Brand Management: Meaning, definition, importance & process, National and cultural effect on brand management.

UNIT –IV

Brand Strategy: Designing and Implementing Branding Strategies, Corporate brand strategy, Global branding strategies. Brand updating & Brand Extension, Building a brand for small and medium-sized businesses. Brand growth, Managing brands over geographic boundaries and market segments.

SUGGESTED READINGS:

1. Y. L. R. Moorthi, Brand Management
2. Subratu Sen Gupta Brand Positioning
3. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
4. Swapna Pradhan, Retailing Management, Tata McGraw Hill Publishing Company
5. Gilbert, David, Retail Marketing Management, Prentice Hall, New Delhi.

Note: Latest Edition of text books to be used

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

SESSION: 2024-2025

MALL MANAGEMENT

COURSE CODE: MVRL-2324

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

CO1: Comprehend the mall architecture and mall project handling.

CO2: Selecting the mall locations and identify the catchment areas.

CO3: Evaluate the maintenance needs, develop and execute maintenance plan for individual shopping malls.

CO4: Understand the strategic management of malls.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)
SESSION: 2024-2025

MALL MANAGEMENT
COURSE CODE: MVRL-2324

Examination Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max. Marks: 100

Theory Marks: 80

CA: 20

Instructions for the Paper Setter

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

UNIT –I

Definition and Types of malls, Meaning of Mall Management, Mall Management in Retail Industry, Growth of malls in India, Mall positioning strategies, Mall Design Process, Concept of shopping mall, Shopping mall management: Definition, Benefits, Scope.

UNIT –II

Importance of security services in a mall, Design process in security management, Scope of security management, Security Organization: Duties and functions, Responsibilities. Various components of mall architecture and their significance like Facade, Atrium, Parking, circulation path and utilities. House Keeping: Introduction, Scope of Services, Service Standards. Importance of House Keeping Department, Personnel involved in House Keeping.

UNIT –III

Leasing: Meaning, Tools, Documentation, Best Leasing Practices, Lease Administration, Maintenance and repairs, Security and safety procedures and regulations, Footfalls measurement, Common area management, Choosing the macro and micro locations, identifying the catchments.

UNIT –IV

Introduction and Evaluation of the tenant mix in shopping malls. Types of retail formats, Multiplexes, Food courts, Branded stores, Specialty stores, Hypermarkets, Supermarkets, Mall resource allocation, Owner-tenant relationship.

SUGGESTED READINGS:

1. Harvinder Singh, Mall Management: Operating in Indian Retail Space, McGraw Hill Education (2012)
2. Robbins, S.P. & Coulter, M.K., Management, Pearson Education Inc., New Delhi.
3. Swapna Pradhan, Retailing Management, Tata McGraw Hill Publishing Company.
4. Kotler, P., Armstrong, G., Wong, V., Saunders, J., Principles of Marketing, Pearson Education, PrenticeHall, 2008

Note: Latest Edition of text books to be used.

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

CO1: Describe the planning and organizing required supporting buy and pricing decisions

CO2: Understand buying and merchandising process, techniques for buying, buying for various types of stores, buyer-vendor relationships

CO3: Identifying the duties, responsibilities, and tasks needed to be a competent buyer.

CO4: Plan and manage the merchandise assortment, including inventory management and merchandise flow.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)
SESSION: 2024-2025
RETAIL BUYING AND MERCHANDISE MANAGEMENT
COURSE CODE: MVRL-2325

Examination Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max. Marks: 100

Theory Marks: 80

CA: 20

Instructions for the Paper Setter

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

UNIT -I

Planning Merchandise Assortments, Organizing the buying process by categories, Category Management, Setting Financial Objectives for the Merchandise Plan, Gross Margin Return on Inventory Management (GMROI), Measuring Inventory Turnover, Sales Forecasting, Assortment Planning Process, Variety, Assortment, Product Availability, Tradeoffs between Variety, Assortment and Product Availability. Product Mix Trends.

UNIT -II

Meaning of Merchandising, Major Areas of Merchandise Management, Role and Responsibilities of Merchandisers, Buying Systems for Staple Merchandise, Buying Systems for Fashion Merchandise, Merchandise Budget Plan, and Open-to-Buy Systems, Allocating Merchandise to Stores, Analyzing the Merchandise Performance, Concept of Merchandise Sourcing, Historical Perspective of Sourcing, Stock Management and Distribution, Global Sourcing Decisions, Costs and Managerial issues associated with Global Sourcing.

UNIT -III

Merchandising Buying and Handling Process, Ethical and Legal issues in Merchandise Buying, Concept of Merchandise Displays, Importance of Merchandise Displays, Concept of Space Management, Role of IT in Space Management, Concept of Plano gram, Merchandise Replenishment: Retail Replenishment, Importance of Replenishment, Direct Store Delivery (DSD), Managing Retail Home Delivery, Measures for Retail Distribution and Replenishment, Role of IT in Retail Distribution and Replenishment.

UNIT -IV

Merchandise Pricing, Setting the Retail Price, Pricing Objectives, Pricing strategies, Pricing Methods, Pricing Adjustments, Price Discrimination. Retail Communication: Meaning, Definition & Process. Retail Communication Strategy, Retail Communication Mix, Role of Communication in Retailing, Methods of Communication, Planning the Retail Communication Programs, Implementing and Evaluating the Retail Communication Programs.

SUGGESTED READINGS:

1. Swapna Pradhan, Retail Merchandising Retail Education, Tata McGraw Hill, 2010.
2. John Donnellan, Merchandise Buying and Management, Fairchild Publications
3. RosemaryVarley, Retail Product Management: Buying & Merchandising, Routledge, 2014.
4. S.C. Bhatia, Retail Management, Atlantic, 2010.

Note: Latest Edition of text books to be used

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

SESSION: 2024-2025

LAB ON RETAIL BUSINESS SKILLS

COURSE CODE: MVRP-2326

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

CO1: Understand the different business skills situation (self- service, self- selection and full personal service)

CO2: Use active listening skills to identify specific customer needs identify various means of opening a sale
CO3: Demonstrate thorough product knowledge while retailing i.e. benefits in use, functions, materials, origins, features

CO4: Explain functions/features/benefits of a product appropriate to the needs of a particular consumer (through information gained by active listening)

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

SESSION: 2024-2025

LAB ON RETAIL BUSINESS SKILLS

COURSE CODE: MVRP-2326

8 Hours/week

L-T-P

0-0-8

Max. Marks: 100

Practical Marks: 80

CA: 20

Section A-Selling Skills

1. Explain Pre-Store Opening, Store Opening and Closing
2. Understanding Loss Prevention & Shrinkage
3. Understanding Store Merchandise Handling
4. Explain Basics of Visual Merchandising
5. Identifying Opportunities for Up-selling and Cross-selling
6. Collecting and Interpreting Customer Responses and Acknowledging Customer Buying Decision
7. Explaining Product Features and Benefits to Customers to Promote Sales and Goodwill
8. Helping Customers Choose Products and Handling Customer Queries
9. Effective After Sales Service & Customer feedback management
10. Understanding Hazards

Section B- Professional Skills

1. Decision Making, Interpersonal Skills
2. Personality Development including Job Readiness
3. Personal Hygiene & Grooming, Job Interview readiness
4. Planning & Organizing (in capacity of the Role)- Problem Solving
5. Analytical Skills & Negotiation Skills
6. Effective Communication and Teamwork
7. Personal Effectiveness / Personality Development
8. Allocate and check work in your team- Work Effectively in a Retail Team
9. Identification of New Clients- Targeting Potential Clients and Keeping Records
10. Customer Loyalty and Customer Service

Note: 70 marks will be for practical to be conducted by Internal Examiner. Students are required to prepare practical file.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)
SESSION: 2024-2025
SUMMER INTERNSHIP AND VIVA VOCE
COURSE CODE: MVRI-2327

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

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

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)
SESSION: 2024-2025
SUMMER INTERNSHIP AND VIVA VOCE
COURSE CODE: MVRI-2327

Time: 4-6 Weeks

12 Hours/week

L-T-P

0-0-12

Max. Marks: 150

Project Report & Presentation: 150

All the students will submit their Training Reports (in duplicate) within a period of one month in the department; this period shall be counted from the last date of completion of their training.

The supervisor in the organization under whose guidance the training is carried out will be required to grade the student's report.

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

The evaluation of the remaining 100 marks shall be made by internal examiner appointed by the university who shall evaluate the report on the basis of presentation and the assessment report received from the organization where student has undergone.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)
SESSION: 2024-2025
RETAIL MARKETING RESEARCH
COURSE CODE: MVRL-3321

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

CO1: Understand the concept of Marketing Research in Retail Industry.

CO2: Synthesize the need for business research, its conduct and application to retail business decisions.

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

CO4: Create and conduct a small survey, applying a wide range of survey, scale, and questionnaire techniques.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**SESSION: 2024-2025****RETAIL MARKETING RESEARCH****COURSE CODE: MVRL-3321****Examination Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Max. Marks: 100****Theory Marks: 80****CA: 20****Instructions for the Paper Setter**

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

UNIT I

Marketing Research Dynamics- Meaning of Research, Research Characteristics, Various Types of Research, Marketing Research and its Management.

Retail Marketing Research: Meaning, Scope, Role & Importance. Retail Research Process: An Overview.

Recent Trends in Retail Marketing Research: Marketing Information System and Research, Online Marketing Research, Research in Lifestyle Retail, Rural Marketing Research, Brand Equity Research, International Marketing and Branding Research.

UNIT II

Research Design- Introduction, Meaning of Research Design, Types of Research Design, Choosing a Good Research Design. Data Collection Sources and Methods: Introduction, Primary Data and its Types, Meaning and Nature of Secondary Data, Advantages & Drawbacks of Secondary Data, Types of Secondary Data Sources. Sample Design, Sample Plan, Probability & Non-Probability Sampling, Sample Size

UNIT III

Designing a Questionnaire- Introduction, Questionnaire Design, Process of Questionnaire Design, Interview Method, Questionnaire Format and Question Composition, Individual Question Content, Questions Order, Form and Layout.

Data Interpretation and Report Writing: Meaning of Data Interpretation, Research Report, Modus Operandi of Writing a Market Research Report, Structure of the Report, Components of a Report, Finalizing the Research Report, Quality Research Report, Responsibilities of a Market Research Report Writer, Presenting the Report.

UNIT IV

Applications of Retail Marketing Research I: Consumer Market Research, Business-to-Business Market Research, Product Research, Pricing Research, Motivational Research, Distribution Research.

Applications of Marketing Research II: Advertising Research, Media research, Sales Analysis and Forecasting, Brand Name testing, Test Marketing, Shopping Research (Path-to-Purchase Research).

SUGGESTED READINGS:

1. Naresh K. Malhotra, Marketing Research: An Applied Orientation, Pearson Education, Asia.
2. S.C. Gupta, Marketing Research, Excel Books India,
3. Kothari C.R.; Research Methodology; New Age International Limited, Publishers.
4. Cooper, Donald R and Schindler Pamela S: Business Research Methods, Tata McGraw Hill Publishing Company Ltd., New Delhi.
5. Geode, Million J. & Paul K. Hatl, Methods in Research, McGraw Hill, New Delhi.

Note: Latest edition of text books to be used.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)
SESSION: 2024-2025
BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY
COURSE CODE: MVRL-3322

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

CO1: Understand the concept and need for business ethics.

CO2: Demonstrate an understanding of the ethical, social and economic environments.

CO3: Successfully practice the various approaches to Business Ethics.

CO4: Incorporate the concept of Business Ethics and Corporate Social Responsibility(CSR) into Business decisions.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)
SESSION: 2024-2025
BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY
COURSE CODE: MVRL-3322

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

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

Instructions for the Paper Setter

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

UNIT-I
Introduction to Business Ethics: Business Ethics – Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Ethics and Values, Work Ethos. Sources of Ethics, Concept of Corporate Ethics, code of Ethics-Guidelines for developing code of ethics. Various approaches to Business Ethics - Theories of Ethics- Friedman’s Economic theory, Kant’s Deontological theory, Mill & Bentham’s Utilitarianism theory
UNIT-II
Indian Ethical Practices and Corporate Governance: Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents. Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance, Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences
UNIT-III
Introduction to Corporate Social Responsibility: Corporate Social Responsibility-Concept, Scope & Relevance and Importance of CSR in Contemporary Society. Models for Implementation of CSR, Drivers of CSR, CSR and Indian Corporations- Legal Provisions and Specification on CSR, Future of CSR in India.
UNIT-IV

Areas of CSR and CSR Policy: CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society. CSR and environmental concerns, Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR, CSR and Sustainable Development, CSR through Triple Bottom Line in Business.

2/2

SUGGESTED READINGS:

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

Note: Latest edition of text books to be used.

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

SESSION: 2024-2025

INTERNATIONAL RETAILING

COURSE CODE: MVRL-3323

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

CO1: Understand the concept of International retailing.

CO2: Evaluate the strategic sourcing, procurement and cross docking.

CO3: Understand the development & implementation of merchandise plans.

CO4: Understand the global marketing mix in retail context.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**SESSION: 2024-2025****INTERNATIONAL RETAILING****COURSE CODE: MVRL-3323****Examination Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Max. Marks: 100****Theory Marks: 80****CA: 20****Instructions for the Paper Setter**

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

UNIT-I

International Retail management- an Introduction, the nature and scope of Retailer Internationalization, Push and Pull factors of Retailer Internationalization, Global marketing mix in retail context, International Retail organization formats Web, Non-store Based, and Other Forms of Non-traditional Retailing.

UNIT-II

International Retail Environment: Assessing the International Economic, Political, Legal and Social Environment, Market Selection, Market Entry Methods- Flagship Stores, Organic Growth, M&A, Franchising, JVs, Concessions, Exporting and Wholesaling, Internet. International Market De-Entry: Divestments and Withdrawals

UNIT-III

Location, Layout, Retail Store Design & Visual Merchandising: Retail Location and layout decisions, Retail Location Theories, Important considerations for selecting layout, Visual merchandising in retail, Planning and merchandising process, Developing & Implementing Merchandise Plans, Employee Management in Retail Network.

UNIT-IV

Retail Supply Chain Management: Differences in logistics 'culture' in International Markets Consumer Choice and Retail formats, Logistics Cost Structures, The Internationalization of Logistics Practice, Strategic sourcing and procurement, Cross Docking.

SUGGESTED READINGS:

1. Joshi, Rakesh Mohan, International Marketing, Oxford University Press.
2. Bajaj, Tuli, Srivastava, Retail Management, 3rd edition, Oxford University Press.
3. Keegan Warren J., Global Marketing Management, Pearson Education.
4. Doole Isobel and Robin Lawe, International Marketing Strategy, Thomson Learning.
5. Onkvisit Sak and John J. Shaw, International Marketing – Analysis and Strategy, PHI.

Note: Latest edition of text books to be used.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)
SESSION: 2024-2025
RETAIL PERSONNEL MANAGEMENT
COURSE CODE: MVRL-3324

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

CO1: Understand the aspects of retail personnel management.

CO2: Manage human resource affairs of a retail organization.

CO3: Work efficiently in competitive environment.

CO4: Get a clear understanding about various HR plans and implementation strategies.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)
SESSION: 2024-2025
RETAIL PERSONNEL MANAGEMENT
COURSE CODE: MVRL-3324

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

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

Instructions for the Paper Setter

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

UNIT-I

Retail Personnel Management: Concept, Nature, Scope and Significance of Personnel Function in Retail Organization, Evaluation and Philosophy of Management of Human Resource, Changing Trends in HRM. Differences Between Strategic Human Resource Management (SHRM) and HRM. Human Resource Planning (HRP): Concept, Need and Importance of HRP, Factors Affecting HRP, Human Resource Planning Process.

UNIT-II

Job Analysis: Meaning and Objective, Process, Methods of Collecting job data, Uses of Job Analysis, Problems of Job Analysis.
 Recruitment and Selection: Meaning and Factors Governing Recruitment, Recruitment Sources and Techniques. Meaning and Process of Selection, Problems associated with Recruitment and Selection.
 HR Training and Development: Concept and Need, Process of Training and Development Programme- Identification of Training and Development Needs, Objectives, Strategy & Designing of Training and Development, Implementation and Methods of Training Programme and Levels of Training Evaluation, Impediments to Effective Training.

UNIT-III

Employee Separation and Retention: Concept, Types of Employee separations, Factors Responsible for High Employee Turnover, Managing Early Retirements, Lay-offs and Voluntary Turnover.
 Performance Appraisal: Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal, Methods and Techniques of Performance Appraisal.
 Job Evaluation: Meaning, Process and Methods of Job Evaluation.

UNIT-IV

Managing Compensation and Employee Remuneration: Concept, Objectives, Components of Employee Remuneration, Factors Influencing Employee Remuneration, Challenges of Remuneration. Incentives: Concept, Importance and Process of Incentives. Fringe Benefits: Meaning, Forms and Administration of Benefits.

Managing Diversity: Concept, Approaches to Managing Diversity, Challenges in managing employee diversity, Diversity Training.

SUGGESTED READINGS:

1. Durai, Pravin, "Human Resource Management," New Delhi, Pearson.
2. Gomez, Meja, Balkin, Cardy, "Managing Human Resources," New Delhi, Pearson Education.
3. Aswathappa, K., "Human Resource Management", Text and Cases. New Delhi, Tata McGraw –Hill.
4. Mamoria and Rao, "Personnel Management", New Delhi, Himalaya Publishing House.

Note: Latest edition of text books to be used.

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

SESSION: 2024-2025

LAB ON IT SOLUTIONS IN RETAIL

COURSE CODE: MVRP-3325

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

CO1: Understand the role of IT in Retailing.

CO2: Get the clear information about different software used by Retailers.

CO3: Analyse the strategies of different entrepreneurs in E-Retailing.

CO4: Learn recent IT developments in Retail industry.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)
SESSION: 2024-2025**

**LAB ON IT SOLUTIONS IN RETAIL
COURSE CODE: MVRP-3325**

Time: 3 Hours

**8 Hours/week Maximum Marks: 100 L-T-P Practical Marks: 80
0-0-8**

CA: 20

TOPICS:

- Role of IT in Business
- IT solutions and services for multi-channel retailing
- Influencing Parameters for use of IT in Retailing
- Efficiency in Operations Effective Management of Online catalogues
- Direct Retailing Methods
- Database Management
- Data warehousing
- Critical Analysis of E-Retailing Strategies
- Introduction of RFID and other emerging technology
- Modules in retailing, Service quality dimensions- CRM approaches in retailing. □ Real- Time Inventory and Vendor Management

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

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

SUGGESTED READINGS:

1. Internet Marketing: Strategy, Implementation and Practice by Dave Chaffey.
2. Principles of Marketing by Philip Kotler.
3. Information Technology for Retail, Girdhar Joshi, Oxford Printing Press
4. Swapana Pradhan, Retailing Management, Tata McGraw Hill Publishing Company

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)
SESSION: 2024-2025
CASE STUDIES IN RETAIL MANAGEMENT
COURSE CODE: MVRD-3326

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

- CO1:** Critically review written case studies and provide feasible action recommendations.
- CO2:** Apply a structured problem-solving process to real business situations in the retail industry.
- CO3:** Assess profitability and overall success of the retail industry through the analysis of cases.
- CO4:** Summarize the steps performed in the analysis of a given case in the form of a presentation to a Group of peers.

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

SESSION: 2024-2025

CASE STUDIES IN RETAIL MANAGEMENT

COURSE CODE: MVRD-3326

Examination Time: 3 Hours

8 Hours/week

L-T-P

0-0-8

Max Marks: 100

Practical Marks: 80

CA: 20

CASE STUDIES FOR REFERENCE:

1. Case Studies on Retail Industry Vol. I, Wal-Mart in India: Opportunities Vs Threats by Roopa, Sumit Kumar Chaudhuri.
2. Metro in India: Fighting against Odds by Devangana Sisodia, Sumit Kumar Chaudhuri.
3. Zomato: Can it win the Battle for Leadership in India's Food Tech Market? by http://www.ibscdc.org/Case_Studies/Strategy/Competitive%20Strategies/Zomato_Can%20it%20win-Case.html
4. Indian Retail Models: Reliance Retail vs ITC Retail vs Future Group Retail by M.V. Vivek, Saradhi Kumar Gonela under the guidance of Dr. Nagendra V. Chowdary.
5. Samsung vs LG: Similar Goals, Dissimilar Strategies by Sireesha M, Sumit Kumar Chaudhuri
6. Lifebuoy in India: Product Life Cycle Strategies by C.V.Chiranjeevi.
7. P&G's 'Design Thinking' Initiative: The Innovation Lessons by C.V.Chiranjeevi.
8. Organised Retailing in India – Opportunities & Challenges by D. Gayatri, T Phani Madhav.
9. Coca-Cola- Contentious Overseas Business Practices by Saradhi Kumar Gonela.
10. Nestle' Marketing: The Next Driver of Value Growth? By Supriyo Bose, Sumit Kumar Chaudhuri.
11. Big Bazaar- The Making of a Super Brand, Retailing Management by Swapna Pradhan.
12. McDonald's: Made for India, Retailing Management by Swapna Pradhan.

Note: Students are required to prepare Practical file & give Power Point Presentation. Evaluation of Marks will be as follows:

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

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)
SESSION: 2024-2025
MINOR RESEARCH PROJECT AND VIVA VOCE
COURSE CODE: MVRD-3327

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

- CO1:** Understand the significance of research and correctly choosing problem.
- CO2:** Apply the tools and techniques of hypothesis selection, sampling, data collection, etc.
- CO3:** Analyze and interpret the data through various statistical and mathematical tools
- CO4:** Delve into managerial implications and business significance of the issue under Investigation

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)
SESSION: 2024-2025
MINOR RESEARCH PROJECT AND VIVA VOCE
COURSE CODE: MVRD-3327

Examination Time: 3 Hours

12 Hours/week

L-T-P

0-0-12

Max Marks: 100

Practical Marks: 80

CA: 20

Students have to complete a Research Project during 3rd Semester. Evaluation of Project Report shall be as follows:

- a. Report evaluation by internal examiner: 30 Marks
- b. Report evaluation and Viva Voce examination by external examiner: 50 Marks

Students shall select topic of their project work at the commencement of Semester-III in consultation with faculty members. Students are free to choose any topic relating to the course, which is contemporary, application oriented and having significance to the retailing world. The project may be secondary data based or may involve survey work/field work. Ideally, the project work should be the one, which involves use of both the desk and field researches, and is able to delve into managerial implications and business significance of the issue under investigation. After approval of the project topics by the faculty members, students shall begin their work. At the completion of the project work, they shall submit copy of their project report for evaluation one week before the end of the Semester-III. Along with it they are required to make a presentation before the external and Internal Examiner.

The tentative content of the report is given below:

- ❖ Cover Page
- ❖ Acknowledgement
- ❖ Certificate
- ❖ Introduction
- ❖ Literature Review
- ❖ Research Methodology(Objective of the Research, Type of data, Sample design, Hypothesis, Analytical Tools, Limitations of Study)
- ❖ Data Analysis
- ❖ Findings
- ❖ Conclusions
- ❖ Recommendations
- ❖ References
- ❖ Appendices – to include questionnaire, if any.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)
SESSION: 2024-2025**

**RETAIL BANKING SERVICES
COURSE CODE: MVRL-4321**

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

CO1: Evaluate the applicability of retailing concepts.

CO2: Understand the process of using the debit & credit cards.

CO3: Assess the various retail products.

CO4: Understand the technology for retail banking and evaluate the recent trends in Retailing.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)
SESSION: 2024-2025
RETAIL BANKING SERVICES
COURSE CODE: MVRL-4321

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

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

Instructions for the Paper Setter

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

UNIT-I
<p>Introduction: History and definition, role within the bank operations, Applicability of retailing concepts, distinction between Retail and Corporate / Wholesale Banking.</p> <p>Retail Products Overview: Customer requirements, Products development process, Description of Liability products, Description of Asset Products, Approval process for retail loans.</p>
UNIT-II
<p>Loans: Home Loans-Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment, Repayments. Personal Loans-Eligibility, Purpose, Amounts, Security, Disbursement, Moratorium, Prepayment, Repayments. Educational Loans-Eligibility, Purpose, Amounts, Security, Disbursement, Moratorium, Prepayment, Repayments.</p> <p>Credit & Debit Cards: Eligibility, Purpose, Amounts, Margin, Security, Process of using the cards.</p>
UNIT-III
<p>Marketing of Retail Products: Retail Strategies, Tie-up with Institutions for Personal loans, Credit cards, Educational loans. Delivery Channels - Branch, Extension counters, ATMs, POS, Internet Banking, M-Banking. Selling Process in retail Products-Direct Selling Agents.</p> <p>Customer Relationship Management: Role and impact of customer relationship management, Stages in customer relationship management process.</p> <p>Technology for Retail Banking: Static information, Account opening, basic loan origination data.</p>
UNIT-IV
<p>Trends in Retailing: New products like Insurance, Demat services, online / Phone Banking, Property services, Investment advisory. Growth of e-banking, Cross selling opportunities.</p> <p>Recovery of Retail Loans: Defaults, Rescheduling, recovery process.</p>

SUGGESTED READINGS:

1. Retail Banking for CAIIB Examination (2018-2019) Session, by Indian Institute of Banking Finance, Macmillan Education

2. Retail Banking, Keith Pond
3. Retail Banking in India, O.P. Aggarwal
4. Retail Banking Technology, Suresh Samudrala, Jaico Publishing House, 2015.

Note: Latest Edition of text books to be used.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)
SESSION: 2024-2025
BUSINESS ENVIRONMENT AND STRATEGIC MANAGEMENT
COURSE CODE: MVRL-4322

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

CO1: Have a clear understanding of formulation, implementation and evaluation of strategies.

CO2: Gain knowledge about strategies and their relation with dynamic environment.

CO3: Have a clear understanding about the strategy to be followed by the organization to go ahead in the market.

CO4: Analyze the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)
SESSION: 2024-2025
BUSINESS ENVIRONMENT AND STRATEGIC MANAGEMENT
COURSE CODE: MVRL-4322

Examination Time: 3 Hours

4 Hours/week

L-T-P

4-0-0

Max. Marks: 100

Theory Marks: 80

CA: 20

Instructions for the Paper Setter

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

Unit-I

Introduction to Strategic Management: Need, scope, key features and importance of strategic management, Limitations of Strategic Management. Components of strategic management: Strategic planning, strategy implementation and strategic control.

Strategic Plan: mission, objectives, strategies. Levels of objectives and strategies. Role of chief executive officer (CEO) in strategic management.

Unit-II

External Environment Analysis: Nature of environment: Remote and operating environment. Process of environment scanning. Techniques of environment analysis: PESTEL analysis (political, economic, socio-cultural, technological, environmental, and legal analysis).

Scenario Planning, Porters five forces model, Environmental threat and opportunity profile (ETOP)

Unit-III

Internal Environmental Analysis: Corporate resource analysis for strength and weakness: marketing, human resource, production/operation, finance and accounting.

Process of Corporate Appraisal: Concept of available resource, threshold resources, unique resources, core competencies and strategic advantage. Techniques of internal analysis: value chain analysis (cost efficiency, product features), comparative analysis, historical comparison, industry standard, benchmarking robustness, strategic advantage profile (SAP) Gap Analysis

Unit-IV

Strategic Options: Generating alternative strategies using SWOT analysis (Strength, weakness, opportunities, threats).

Corporate Strategies: stability, growth (related and unrelated diversification), retrenchment. Business strategies: Porter's competitive strategy: strategy clock (low price, differentiation, hybrid, focused differentiation, and failure strategies). Sustaining competitive advantage. Cooperative and collaborative strategies.

Directions for Strategy Development: consolidation, market penetration, product development, market development and diversification. Methods of strategy development: internal development, mergers and acquisition, joint development and strategic alliance

SUGGESTED READINGS:

1. Azhar Kazmi, Business Policy and Strategic Management, TMH publication.
2. Cherunelm, Francis, Business Environment, Himalaya Publishing House, New Delhi, 2005.
3. Misra, S.K., Puri, V.K., Indian Economy, HPH, 2007, New Delhi.
4. Aswathpa, K., Business Environment, Excel Books, New Delhi.
5. Bedi S.K., Business Environment, Excel Books, New Delhi

Note: Latest Edition of text books to be used.

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

SESSION: 2024-2025

ENTREPRENEURSHIP DEVELOPMENT IN RETAIL

COURSE CODE: MVRL-4323

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

- CO1:** Understand the key business models and innovation trends in retailing.
- CO2:** Have an appreciation of the opportunities and challenges around developing multi- sided platforms.
- CO3:** Learn how investors appraise retail and consumer start-ups.
- CO4:** Understand the importance of customer acquisition and the key role of analytics.

1/1
MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)
SESSION: 2024-2025

ENTREPRENEURSHIP DEVELOPMENT IN RETAIL
COURSE CODE: MVRL-4323

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

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

Instructions for the Paper Setter

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

UNIT I

Entrepreneurship: Meaning, elements, determinants. Importance of entrepreneurship and creative behavior. Theories of entrepreneurship, Socio-economic environment and the entrepreneur.
Retail Entrepreneurship: Meaning and features. Factors influencing entrepreneurship, Meaning & definition of an entrepreneur. Types of Entrepreneurs, Characteristics of a successful entrepreneur, Competency requirement for a retail entrepreneur.

UNIT II

Entrepreneurial Development Programmes: Relevance and achievements, Role of government in organizing such programmes. Critical Evaluation.
Modern Technology for Entrepreneurship: concept, significance, benefits & avenues, websites, e-portals, wallet, blogs, social networking sites.
Multi-sided platforms, Retail Innovation, Consumer and Retail Analytics.

UNIT III

Starting a Retail Business: Understanding a business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection.
An Overview of the Steps involved in Starting a Retail Business: Location, clearances and permits required, licensing and registration procedures. Importance of financial, technical and social feasibility of the project. Retail Business start-up costs. Retail Business Models, Types of retail ownership.

UNIT-IV

Retail Business Plan: Meaning and importance, Essential parts of a retail business plan covering financial, marketing, human resource, technical and social aspects. Preparation of BP, Common pitfalls to be avoided in preparation of a BP.
Implementation of the Project: Financial assistance through Financial Institutions & Commercial Banks

SUGGESTED READINGS:

1. Entrepreneurial Development, S.S Khanka, S. Chand, 4th Edition.
2. Entrepreneurship Development & Project Management, Neeta Baporikar, Himalaya Publishing House, Second Revised Edition, 2011.

3. Fundamentals of Entrepreneurship & Small Business Management, Vasant Desai, Himalaya Publishing House, 2010.
4. Retail Small Business Resources and Advice, <https://www.thebalancesmb.com/retail-4161588>.

Note: Latest Edition of text books to be used.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)
SESSION: 2024-2025**

**LEGAL ASPECTS OF RETAILING
COURSE CODE: MVRL-4324**

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

CO1: Appreciate the existing legal complexities and need for new measures in the retailing sector.

CO2: Understand the existing legal framework under which the retailing activities must be conducted.

CO3: Understand the security issues and solutions in retailing.

CO4: Understand the installation and maintenance of portable first aid fire extinguisher.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**SESSION: 2024-2025****LEGAL ASPECTS OF RETAILING****COURSE CODE: MVRL-4324****Examination Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Max. Marks: 100****Theory Marks: 80****CA: 20****Instructions for the Paper Setter**

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

UNIT-I

Introduction to Statutory Compliance: Legal System in India. Various Laws Applicable to Retail Sector. Different forms of Retail business organizations: Proprietorship, Partnership firm, Private company, Public company, Limited Liability Partnership, HUF Firm, Joint ventures.

Indian Contract Act 1872: Definition, Nature of the Act, Essentials of valid contract, Classification of contract. Types of Offers, Legal rules as to offer. Capacity to Contract. Free Consent. Consideration. Legality and Objects of consideration. Void Agreements and Agreements opposed to public policy. Contingent Contracts. Performance of Contract, Discharge of a Contract. Remedies for Breach of a contract.

UNIT-II

Process of Opening a Retail Store: Legal formalities to be taken into consideration.

Shop and Establishment Act: Introduction, Registration of Establishment, Classification of establishment as per local act of state. Operational Rules - opening, closing, working hours, working condition, holidays as per act. Rules relating to employment of child, young person and working women, Health and safety. Enforcement & Inspection, offences and penalties.

The Sale of Goods Act 1930: Meaning of contract of Sale, Essential elements of Contract of Sale, Sale and Agreement to Sell. Sale and Hire Purchase, Conditions and Warranties. Performance of Contract of Sale: Rights and Duties of the Buyer and Seller, Unpaid Seller and Auction Sales.

UNIT-III

Statutory Compliance under Labour Laws: Object, Scope, Application and Major Provision relating to Factories Act 1948 (Health, Safety and Welfare Provisions).

Consumer Protection Act 1986: Introduction, Definitions, Rights of Consumers, Nature and Scope of Complaints, Remedies Available to Consumers Penalties

UNIT-IV

Statutory Compliance under Tax Laws: Overview of GST and its impact on retail sector.

Obtaining License: Brand License, Signage License, Lift Operation License, Escalator operator License, Pollution Certificate, Fire department (NOC), Weight and measure license, Shop and establishment license, Eating house license. Insurance – group insurance, Medical insurance, fire insurance, theft insurance, Information of security guard and employees to local police station, Installation and Maintenance of Portable first aid Fire Extinguishers.

SUGGESTED READINGS:

1. Kuchhal, M.C. and Deepa Parkash, Business Legislation Management, Vikas Publishing House Pvt.Ltd.
2. Shah, S.M., Business Law for Managers, Sultan Chand, New Delhi
3. Tulisian P.C., Business Law, TMH, New Delhi
4. Pathak, Legal Aspects of Business, McGraw Hill Education

Note: Latest Edition of text books to be used.

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

SESSION: 2024-2025

DIGITAL MARKETING
COURSE CODE: MVRM-4325

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

CO1: Analyze the use of different forms of digital marketing in the development of an online presence.

CO2: Assess the different social media marketing strategies, impact of digital technology on the practice of marketing.

CO3: Learn concepts such as Data Driven Marketing, Social Media Marketing, Analytics and Inbound Marketing

CO4: Understand the concept of Search Engine Optimization, Ecommerce Marketing, Content Marketing, Online Reputation Management, Affiliate Marketing Basics.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)
SESSION: 2024-2025**

**DIGITAL MARKETING
COURSE CODE: MVRM-4325**

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

Max Marks: 100
Theory Marks: 40
Practical Marks: 40
CA: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be sub divided 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 Digital Marketing, Overview to Digital Marketing, Why Digital Marketing is necessary in present time, Marketing Environment, Targeting and Positioning, Website planning & Creation, Content writing.
Unit-II
Social Media: Social Media Marketing, Social Media Metrics, Mobile Marketing, Data Driven Marketing Strategy, Visual Social Marketing, Inbound Marketing, you tube Marketing.
Unit-III
Areas of Digital Marketing: Email Marketing, Lead Generation, Google Ad Words, Google Analytics, Pay-Per-Click Advertising, Facebook Marketing, LinkedIn Marketing, Twitter Marketing, Video Marketing, Instagram Marketing.
Unit-IV
Search Engine Optimization (SEO): Online Display Advertising, Ecommerce Marketing, Mobile Web Marketing, Content Marketing, Online Reputation Management, Affiliate Marketing Basics, Ad sense & Blogging, How To Grab Freelancing Projects.

Note: 40 marks will be for practical to be conducted by External Examiner. Students are required to prepare practical file.

SUGGESTED READINGS:

1. Fundamentals of Digital Marketing by Pearson- by Puneet Singh Bhatia
2. Digital Marketing (English, Paperback, Seema Gupta) Edition: 1, 2017, Publisher: McGraw-Hill.
3. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Paperback, 2016 by Damian Ryan
4. Digital Analytics for Marketing 1st Edition, Kindle Edition by Marshall Sponder, Gohar F. Khan

Note: Latest Edition of text books to be used.

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

SESSION: 2024-2025

RETAIL BANKING PRACTICAL

COURSE CODE- MVRP-4326

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

CO1: Apply retail banking concepts.

CO2: Perform the process of using the debit & credit cards.

CO3: Explain the functions of retail banking products and services

CO4: Know about the role and impact of customer relationship management.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)
SESSION: 2024-2025**

**RETAIL BANKING PRACTICAL
COURSE CODE- MVRP-4326**

Examination Time: 3 Hours

8 Hours/week

L-T-P

0-0-8

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

1. Retail Products Overview
2. Types of Retail Banking
3. Technology for Retail Banking
4. Trends in Retailing
5. Marketing of Retail Products
6. Recovery of Retail Loans
7. Customer Relationship Management
8. Asset Liability Management
9. Internet Banking
10. Mobile Banking

Note: Students are required to prepare Practical file & give PowerPoint Presentation.

Evaluation of Marks will be as follows:

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

SUMMER INTERNSHIP AND VIVA VOCE
COURSE CODE: MVRI- 4327

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

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

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

SESSION: 2024-2025

SUMMER INTERNSHIP AND VIVA VOCE

COURSE CODE: MVRI- 4327

Examination Time: 3 Hours

4/6week

L-T-P

0-0-12

Maximum Marks: 100

Internship Report & Presentation: 100

All the students will submit their Summer Internship Reports (in duplicate) within a period of one week in the department; this period shall be counted from the last date of completion of their training. Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the internship 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 internship 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 who shall evaluate the report on the basis of presentation.