

**FACULTY OF VOCATIONAL STUDIES**

**SYLLABUS**

**of**

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

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

**Session: 2025-2026**



**The Heritage Institution**

**KANYA MAHA VIDYALAYA JALANDHAR**

**(Autonomous)**

**KANYA MAHA VIDYALAYA, JALANDHR (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 2025-2026)**

<b>Semester-I</b>									
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Hours Per Week L-T-P</b>	<b>Credits</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
					<b>Total</b>	<b>Th</b>	<b>P</b>	<b>CA</b>	
BVRL-1421/ BVRL-1031/ BVRL-1431	Punjabi (Compulsory) <sup>1</sup> Basic Punjabi <sup>2</sup> Punjab History and Culture	C	4-0-0	4	100	70	-	30	3
BVRM-1102	Communication Skills in English-I	C	3-0-2	4	100	50	20	30	3
BVRL-1323	Fundamentals of Management	S	4-0-0	4	100	70	-	30	3
BVRL-1324	Basics of Retail Management	S	4-0-0	4	100	70	-	30	3
BVRL-1125	Computer Applications in Retail	S	4-0-0	4	100	70	-	30	3
BVRM-1126	Computer Fundamentals	S	1-0-2	2	50	20	15	15	3+3
BVRP-1327	Lab on Retail Selling Skills	S	0-0-8	4	100	-	70	30	-
USEP-0001	Entrepreneurship Mindset Level- I	SEC	0-0-4	2	50	-	50	-	-
VACF-I491	*Foundation Course	VAC	2-0-0	2	50	35	-	15	1
<b>TOTAL CREDITS</b>				<b>30</b>	<b>750</b>				

**C-Compulsory**

**S-Skill Enhancement**

**VAC- Value Added Course**

<sup>1</sup>Special Course In lieu of Punjabi (Compulsory).

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

\*Credits/ Grade points of this course will not be included in the SGPA/CGPA of Semester/Programme

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<b>Semester-II</b>									
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) <sup>1</sup> Basic Punjabi <sup>2</sup> Punjab History and Culture	C	4-0-0	4	100	70	-	30	3
BVRM-2102	Communication Skills in English -II	C	3-0-1	4	100	50	20	30	3+3
BVRL-2323	Retail Shopper Behaviour	S	4-0-0	4	100	70	-	30	3
BVRL-2324	Human Resource in Retail Operations	S	4-0-0	4	100	70	-	30	3
BVRL-2325	Managerial Economics	C	2-0-0	2	50	35	-	15	3
BVRM-2126	Advance Spreadsheet Techniques	S	2-0-4	4	100	40	30	30	3+3
BVRI-2327	Summer Internship and Viva Voce	S	0-0-12	6	150	-	150	-	3
USEP-0002	Entrepreneurship Mindset Level- II	SEC	0-0-4	2	50	-	50	-	-
VACD-2161	*Drug Abuse and Ethical Education	VAC	4-0-0	4	100	70	-	30	3
<b>TOTAL CREDITS</b>				<b>34</b>	<b>850</b>				

**C-Compulsory**

**S-Skill Enhancement**

**VAC- Value Added Course**

<sup>1</sup>Special Course In lieu of Punjabi (Compulsory).

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

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**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: 4.5) by RASCI, Govt. of India.**

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<b>Semester-III</b>									
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Hours Per Week L-T-P</b>	<b>Credits</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
					<b>Total</b>	<b>Th</b>	<b>P</b>	<b>CA</b>	
BVRL-3321	Principles of Accounting	S	4-0-0	4	100	70	-	30	3
BVRL-3322	E-Commerce	C	4-0-0	4	100	70	-	30	3
BVRL-3323	Store Layout and Design	S	4-0-0	4	100	70	-	30	3
BVRL-3324	Retail Logistics Management	C	4-0-0	4	100	70	-	30	3
BVRL-3325	Health and Safety Management Issues in Retail	C	2-0-0	2	50	35	-	15	3
BVRM-3126	Computer Applications-Tally and Internet	S	3-0-2	4	100	50	20	30	3+3
BVRP-3327	Store Operations-I	S	0-0-12	6	100	-	70	30	-
VACG-3532	*Gender Sensitization	VAC	2-0-0	2	50	35	-	15	2
<b>TOTAL CREDITS</b>				<b>30</b>	<b>700</b>				

**C-Compulsory**

**S-Skill Enhancement**

**VAC-Value Added Course**

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<b>Semester-IV</b>									
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Hours Per Week L-T-P</b>	<b>Credits</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
					<b>Total</b>	<b>Th</b>	<b>P</b>	<b>CA</b>	
BVRL-4321	Supply Chain Management	S	4-0-0	4	100	70	-	30	3
BVRL-4322	Merchandising Management	S	4-0-0	4	100	70	-	30	3
BVRL-4323	Entrepreneurship Development	C	4-0-0	4	100	70	-	30	3
BVRL-4324	Business Ethics	C	4-0-0	4	100	70	-	30	3
BVRM-4325	Lab on E-Retailing and Retail Information System	S	3-0-2	4	100	40	30	30	3+3
BVRP-4326	Store Operations–II	S	0-0-12	6	100	-	70	30	3
VACE-4221	*Environmental Studies (Compulsory)	VAC	2-0-0	2	50	35	-	15	3
VACM-4502	Moral Education	VAC	2-0-0	2	50	35	-	15	3
<b>TOTAL CREDITS</b>				<b>30</b>	<b>700</b>				

**C-Compulsory**

**S-Skill Enhancement**

**VAC-Value Added Course**

**\*Credits/ Grade points 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: Deputy Manager, QP Code: RAS/Q0106 (NSQF Level: 5) by RASCI, Govt. of India.**

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**SCHEME AND CURRICULUM OF EXAMINATION OF THREE-YEAR DEGREE PROGRAMME**  
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**(Session 2025-2026)**

<b>Semester-V</b>									
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Hours Per Week L-T-P</b>	<b>Credits</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
					<b>Total</b>	<b>Th</b>	<b>P</b>	<b>CA</b>	
BVRL-5321	Personality and Soft Skills Development	S	4-0-0	4	100	80	-	20	3
BVRL-5322	Project Management	C	4-0-0	4	100	80	-	20	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	100	80	-	20	3
BVRL-5325	Financial Management	S	4-0-0	4	100	80	-	20	3
BVRP-5326	Fundamentals of Visual Merchandising-I	S	0-0-8	4	100	-	80	20	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	50	40	-	10	3
<b>TOTAL CREDITS</b>				<b>30</b>	<b>700</b>				

**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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**(Session 2025-2026)**

<b>Semester-VI</b>									
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	100	80	-	20	3
BVRL-6322	Marketing Management	S	4-0-0	4	100	80	-	20	3
BVRL-6323	Production and Operations Management	S	4-0-0	4	100	80	-	20	3
BVRL-6324	Business Laws	C	4-0-0	4	100	80	-	20	3
BVRL-6325	Elements of Salesmanship	C	4-0-0	4	100	80	-	20	3
BVRP-6326	Fundamentals of Visual Merchandising-II	S	0-0-8	4	100	-	80	20	3
BVRI-6327	Summer Internship and Viva Voce	S	0-0-12	6	100	-	100	-	3
<b>TOTAL CREDITS</b>				<b>30</b>	<b>700</b>				

**C-Compulsory**

**S-Skill Enhancement**

**Exit Level on the Completion of Three Years, Students will get the Certificate of Job Role: Retail Store Manager QP Code: RAS/Q0203 (NSQF Level: 6) by RASCI, Govt. of India.**

## **Bachelor of Vocation (Retail Management)**

### **PROGRAMME OUTCOMES**

The B.Voc. Programme in Retail Management is for duration of three years consisting of six semesters and is a **judicious mix of skills relating to professional education and general education on credit-based system**. The successful students will be awarded Diploma/Advanced Diploma/Degree in both Skills and General education components of the Curriculum. All the candidates continuing to diploma courses or further will be treated at par from the second semester onwards. Students may exit after completing a one-year Diploma (NSQF Level 4.5), an Advanced Diploma (NSQF Level 5), or a three-year Degree (NSQF Level 5.5).

The B.Voc. Programme in Retail Management provides an overview of retailing from marketing and managerial perspective, examines the central role of retail in industrialized societies, and studies the impact of key market/retail trends upon this sector in the local and global contexts.

The main objective of the curriculum is providing insights on retail operations. This will enable the students to become good retail planners and decision makers and help focus on change and adaption to change.

### **PROGRAMME SPECIFIC OUTCOMES**

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

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

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

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

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

**PSO5:** Evaluate the implementation of marketing strategy through the retail mix including product and merchandise mix, pricing, location and store- design, promotions, and store management to improve the total customer experience and retailer market competitiveness.

**PSO6:** Describe how retailers build a sustainable competitive advantage through human resource management and identify related issues, challenges, and trends, including employee motivation, evaluation, and compensation.

**PSO7:** Outline the customer's relationship management process, describe how retailers collect customers' data and explain how that data is use to gain strategic advantage, support communication programme and develop customer loyalty.

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

**PSO9:** Distinguish and characterize the factors and management tools that retailers consider and use when developing their merchandise mix.

**PSO10:** Interpret retail problems and be capable of critically evaluating and applying appropriate retail management models and theories to generate strategic and tactical solutions.

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

**SESSION: 2025-2026**

**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 ਉਨ੍ਹਾਂ 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: 2025-2026**

**PUNJABI (COMPULSORY)**

**COURSE CODE: BVRL-1421**

ਸਮਾਂ : 3 ਘੰਟੇ

Max. Marks: 100

Theory Marks: 70

CA: 30

**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 )

14 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)

14 ਅੰਕ

**ਯੂਨਿਟ-III**

(ੳ) ਪੈਰਾ ਰਚਨਾ

(ਅ) ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉਤਰ।

14 ਅੰਕ

**ਯੂਨਿਟ-IV**

(ੳ) ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ : ਪਰਿਭਾਸ਼ਾ, ਉਚਾਰਨ ਅੰਗ

(ਅ) ਸਵਰ, ਵਿਅੰਜਨ

14 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: 2025-2026**

**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) ਲਗਾਮਰ (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, ਬਾਰਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੌ ਤੱਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ ਸਿਖਾਉਣਾ ਹੈ।

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

**SESSION: 2025-2026**

**BASIC PUNJABI**

**COURSE CODE: BVRL-1031**

**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

ਸਮਾਂ : 3 ਘੰਟੇ

Max. Marks: 100

Theory Marks: 70

CA: 30

ਅੰਕਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨਪੱਤਰ ਦੇ ਚਾਰ (A-D) ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਕ੍ਰਮਵਾਰ ਯੂਨਿਟ I-IV ਵਿੱਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 14 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚਕਾਰ ਸਕਦਾ ਹੈ।

ਪਾਠਕ੍ਰਮ

ਯੂਨਿਟ-I

ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰਕ੍ਰਮ, ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਮਾਤਰਾਵਾਂ (ਮੁੱਢਲੀ ਜਾਣਪਛਾਣ) ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ) : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ ।

ਯੂਨਿਟ-II

ਭੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ(ਸਾਧਾਰਨ ਸ਼ਬਦ, ਸੰਯੁਕਤ ਸ਼ਬਦ, ਮਿਸ਼ਰਤ ਸ਼ਬਦ, ਮੂਲ ਸ਼ਬਦ, ਅਗੇਤਰ ਅਤੇ ਪਿਛੇਤਰ)

ਯੂਨਿਟ-III

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

ਯੂਨਿਟ-IV

ਹਫ਼ਤੇ ਦੇ ਸੱਤਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕੱਤੋਂ ਸੌ ਤਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ ।

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION: 2025-2026**  
**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: 2025-2026**  
**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: 70**

**CA: 30**

**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 5<sup>th</sup> question may be attempted from any of the four Units. Each question will carry 14 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 (3<sup>rd</sup> 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: 2025-2026**

**COMMUNICATION SKILLS IN ENGLISH**

**COURSE CODE: BVRM-1102**

**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: 2025-2026**

**COMMUNICATION SKILLS IN ENGLISH-I**

**COURSE CODE: BVRM-1102**

**Examination Time: 3 Hrs.**

**L-T-P (Credits): 3-0-1**

**Total Marks: 100**

**Theory: 50**

**Practical: 20**

**CA: 30**

**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 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.

**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).

### **PRACTICAL / ORAL TESTING**

**Time: 3 hours**

**Marks: 20**

**Course Contents:**

- |   |            |
|---|------------|
| 1. Oral Presentation with/without audio visual aids | (10 Marks) |
| 2. Group Discussion                                 | (05 Marks) |
| 3. Practical File                                   | (05 Marks) |

**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 -I)**  
**SESSION: 2025-2026**  
**FUNDAMENTALS OF MANAGEMENT**  
**COURSE CODE: BVRL-1323**  
**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

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

**CO1:** Define management and explain how management plays significant functions to achieve organizational 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: 2025-2026**  
**FUNDAMENTALS OF MANAGEMENT**  
**COURSE CODE: BVRL-1323**  
**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

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

**Max. Marks: 100**  
**Theory Marks: 70**  
**CA: 30**

**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 14 marks.

<b>Unit –I</b>
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.
<b>Unit-II</b>
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.
<b>Unit-III</b>
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.
<b>Unit-IV</b>
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: 2025-2026**

**BASICS OF RETAIL MANAGEMENT**

**COURSE CODE: BVRL-1324**

**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

**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: 2025-2026**

**BASICS OF RETAIL MANAGEMENT**

**COURSE CODE: BVRL-1324**

**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

**Time: 3 Hours**

**4 Hours/week**

**L-T-P**

**4-0-0**

**Max. Marks: 100**

**Theory Marks: 70**

**CA: 30**

**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 14 marks.

<b>Unit-I</b>
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.
<b>Unit-II</b>
Retail Strategic Planning and Operation Management, Retail Financial Strategy, Target Market Selection and Retail Location, Store Design and Layout, Visual Merchandising and Displays.
<b>Unit-III</b>
Merchandise Planning, Buying and Handling, Merchandise Pricing, Retail Communication Mix, Promotional Strategy, Retail Human Resources Management, Customer Service, The GAPs Model, Customer Relationship Management.
<b>Unit-IV</b>
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: 2025-2026**

**COMPUTER APPLICATIONS IN RETAIL**

**COURSE CODE: BVRL-1125**

**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

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: 2025-2026**  
**COMPUTER APPLICATIONS IN RETAIL**  
**COURSE CODE: BVRL-1125**  
**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

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

**Max. Marks: 100**  
**Theory Marks: 70**  
**CA: 30**

**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 14 marks.

<b>Unit-I</b>
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
<b>Unit-II</b>
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.
<b>Unit-III</b>
Enterprise Resource Planning (ERP), information systems for supply chain management, Knowledge Management, Data Warehousing, Data Mining.
<b>Unit-IV</b>
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: 2025-2026**  
**COMPUTER FUNDAMENTALS**  
**COURSE CODE: BVRM-1126**  
**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

**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: 2025-2026**  
**COMPUTER FUNDAMENTALS**  
**COURSE CODE: BVRM-1126**  
**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

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

**Max. Marks: 50**  
**Theory Marks: 20**  
**Practical Marks: 15**  
**CA: 15**

**Instructions for Paper Setter –**

Eight questions of equal marks (04 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: 2025-2026**

**LAB ON RETAIL SELLING SKILLS**

**COURSE CODE: BVRP-1327**

**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

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: 2025-2026**

**LAB ON RETAIL SELLING SKILLS**

**COURSE CODE: BVRP-1327**

**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

**Time: 3 Hours**

**8 Hours/week**

**L-T-P**

**0-0-8**

**Max.Marks:100**

**Practical Marks: 70**

**CA: 30**

**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 7<sup>th</sup>**

### Basic Communication Skills

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

## **Week 8<sup>th</sup>**

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

## **Week 9<sup>th</sup>**

### Conversational Skills Development on Phone

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

## **Week 10<sup>th</sup>**

### Stress Management

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

## **Week 11<sup>th</sup>**

### 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: VACF-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

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

## **EXAMINATION**

- **Total Marks: 50 (Final Exam: 40; Internal Assessment: 10)**
- Final Exam: multiple choice quiz. Marks – 20; Time: 1 hour
- Internal Assessment: 10 (Assessment: 6; Attendance:4)  
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: 50 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: 2025-2026**

**PUNJABI (COMPULSORY)**

**COURSE CODE: BVRL-2421**

**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

**CO1:** ‘ਆਤਮ ਅਨਾਤਮ’ ਪੁਸਤਕ ਦੇ ਕਹਾਣੀ ਭਾਗ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਹਾਣੀ ਨੂੰ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਕਹਾਣੀ ਜਗਤ ਨਾਲ ਜੋੜਣਾ ਹੈ।

**CO2:** ਗੱਦ ਪ੍ਰਵਾਹ ਪੁਸਤਕ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਮੁੱਲਵਾਨ ਗਿਆਨ ਦੇਣਾ ਹੈ।

**CO3:** ਸ਼ਬਦ ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ, ਪਰਿਭਾਸ਼ਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ, ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਦਾ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ-ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

**CO4:** ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਸਮੇਂ ਅਤੇ ਮਿਹਨਤ ਦੀ ਬੱਚਤ ਕਰਨ ਬਾਰੇ ਦੱਸਣਾ ਹੈ। ਮੁਹਾਵਰੇ / ਅਖਾਣਦੀ 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: 2025-2026**

**PUNJABI (COMPULSORY)**

**COURSE CODE: BVRL-2421**

ਸਮਾਂ : 3 ਘੰਟੇ

Max. Marks: 100

Theory Marks: 70

CA: 30

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ (A-D) ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਕ੍ਰਮਵਾਰ ਯੂਨਿਟ I-IV ਵਿੱਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 14 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠਕ੍ਰਮ ਅਤੇ ਪਾਠਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

ਆਤਮਅਨਾਤਮ(ਕਹਾਣੀਭਾਗ),(ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮਸਿੰਘ ਸੰਧੂ) ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

ਪਠਾਣ ਦੀ ਧੀ, ਉਜਾੜ, ਮਾੜਾਬੰਦਾ, ਘੋਟਣਾ, ਦਲਦਲ( ਕਹਾਣੀਆਂ ਪਾਠਕ੍ਰਮ ਦਾ ਹਿੱਸਾ ਹਨ)  
(ਸਾਰ, ਪਾਤਰਚਿਤਰਨ, ਵਿਸ਼ਾਵਸਤੂ)

ਯੂਨਿਟ-II

ਗੱਦਪ੍ਰਵਾਹ(ਰੇਖਾਚਿਤਰ ਤੇ ਹਲਕੇ ਲੇਖ)

(ਸੰਪਾ.ਡਾ.ਬਿਕਰਮਸਿੰਘ ਘੁੰਮਣ ਅਤੇ ਜਸਪਾਲਸਿੰਘ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।  
(ਵਿਸ਼ਾਵਸਤੂ/ਸਾਰ)

ਯੂਨਿਟ-III

(ੳ) ਸ਼ਬਦਬਣਤਰ ਅਤੇ ਸ਼ਬਦਰਚਨਾ, ਪਰਿਭਾਸ਼ਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ  
(ਅ) ਸ਼ਬਦਸ਼੍ਰੇਣੀਆਂ

ਯੂਨਿਟ-IV

ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ  
ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ

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

**SESSION: 2025-2026**

**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: ਪੈਰ੍ਹਾ 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: 2025-2026**

**BASIC PUNJABI**

**COURSE CODE: BVRL-2031**

ਸਮਾਂ : 3 ਘੰਟੇ  
100

**Max. Marks:**

70

**Theory Marks:**

**CA: 30**

ਅੰਕਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨਪੱਤਰ ਦੇ ਚਾਰ (A-D) ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਕ੍ਰਮਵਾਰ ਯੂਨਿਟ I-IV ਵਿੱਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 14 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

**ਪਾਠਕ੍ਰਮ**

**ਯੂਨਿਟ-I**

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

**ਯੂਨਿਟ-II**

ਭੰਜਾਬੀ ਵਾਕ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ

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

(ਅ) ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

**ਯੂਨਿਟ-III**

ਪੈਰੂਾਰਚਨਾ

ਸੰਖੇਪ ਰਚਨਾ

**ਯੂਨਿਟ-IV**

ਚਿੱਠੀਪੱਤਰ (ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ)

ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ (ਲਿਸਟਨਾਲ ਨੱਥੀ ਹੈ)

## ਅਖਾਣ

ਉਠੇ ਤਾ ਉੱਠ ਨਹੀਂ ਰੇਤੇ ਦੀ ਮੁੱਠ, ਉੱਦਮ ਅੱਗੇ ਲੱਛਮੀ ਪੱਖੇ ਅੱਗੇ ਪੈਣ , ਉਹ ਦਿਨ ਡੁੱਬਾ ਜਦੋਂ ਘੋੜੀ ਚੜ੍ਹਿਆ ਕੁੱਬਾ , ਉੱਚੀ ਦੁਕਾਨ ਫਿੱਕਾ ਪਕਵਾਨ , ਉਲਟੀ ਵਾੜ ਖੇਤ ਨੂੰ ਖਾਏ , ਉੱਚਾ ਲੰਮਾ ਗੱਭਰੂ ਪੱਲੇ ਠੀਕਰੀਆਂ , ਅਸ਼ਰਫ਼ੀਆਂ ਦੀ ਲੁੱਟ ਤੇ ਕੋਲਿਆਂ ਤੇ ਮੁਹਰਾਂ, ਅੱਗੇ ਸੱਪ ਪਿੱਛੇ ਸ਼ੀਂਹ, ਆਦਰ ਤੇਰੀ ਚਾਦਰ ਨੂੰ ਬਹਿਣਾ ਤੇਰੇ ਗਹਿਣੇ ਨੂੰ, ਆਪੇ ਫਾਬੜੀਏ ਤੈਨੂੰ ਕੌਣ ਛੁਡਾਏ, ਆਪਣੇ ਹੱਥੀਂ ਆਪਣਾ ਆਪੇ ਹੀਕਾਜ ਸਵਾਰੀਐ, ਆਰੀ ਨੂੰ ਇੱਕ ਪਾਸੇ ਦੰਦੇ ਜਹਾਨ ਨੂੰ ਦੋਹੀਂ ਪਾਸੀਂ, ਅੱਖੀਂ ਵੇਖ ਕੇ ਮੱਖੀ ਨਹੀਂ ਨਿਗਲੀ ਜਾਂਦੀ , ਅੰਦਰ ਹੋਵੇ ਸੱਚਤਾਂ ਕੋਠੇ ਚੜ੍ਹਕੇ ਨੱਚ , ਆਪੇ ਮੈਰੋਂ ਜੀਪੁੱਜੀ ਆਪੇ ਮੇਰੇ ਬੱਚੇ ਜਿਉਣ , ਆਪ ਕੁਚੱਜੀ ਵਿਹੜੇ ਨੂੰ ਦੇਸ਼ , ਅੰਨ੍ਹਾ ਵੰਡੇ ਰਿਉੜੀਆਂ ਮੁੜਮੁੜ ਆਪਣਿਆਂ ਨੂੰ , ਅਕਲ ਵੱਡੀ ਕੇ ਮੱਝ , ਅੰਨ੍ਹਿਆਂ ਵਿੱਚ ਕਾਣਾ ਰਾਜਾ , ਆਪਣੀ ਪੀੜ੍ਹੀ ਹੇਠ ਸੋਟਾ ਫੇਰਨਾ , ਇਕ ਅਨਾਰ ਸੌ ਬਿਮਾਰ , ਇਕ ਹੱਥ ਨਾਲ ਤਾੜੀ ਨਹੀਂ ਵੱਜਦੀ , ਇੱਕ ਚੁੱਪ ਸੌ ਸੁੱਖ ਝੱਟ ਮੰਗਣੀ ਪੱਟ ਵਿਆਹ , ਸਹਿਜ ਪੱਕੇ ਸੇ ਮੀਠਾ ਹੋਵੇ , ਦਾਲ ਵਿੱਚ ਕਾਲਾ ਹੋਣਾ , ਸੰਗਤਾਚੇ ਕੁਸੰਗ ਡੋਬ, ਸੱਦੀ ਨਾ ਬੁਲਾਈ ਮੈਂ ਲਾੜੇ ਦੀ ਤਾਈਂ , ਸਵੈ ਭਰੋਸਾ ਵੱਡਾ ਤੋਸਾ, ਸੌ ਦਿਨ ਚੋਰ ਦੇ ਇਕ ਦਿਨ ਸਾਧ ਦਾ , ਸੱਪ ਦਾ ਬੱਚਾ ਸਪੇਲੀਆ , ਸੱਪ ਮਰਜਾਵੇ ਲਾਠੀ ਵੀਨਾ ਟੁੱਟੇ , ਸਾਈਆਂ ਕਿਤੇ ਵਧਾਈਆਂ ਕਿਤੇ , ਹੰਕਾਰਿਆਸੋਮਾਰਿਆ , ਹੱਥ ਨੂੰ ਹੱਥਧੋਂਦਾ ਹੈ, ਹਾਥੀ ਲੰਘ ਗਿਆ ਪੂਛ ਰਹਿ ਗਈ, ਕੋਹ ਨਾ ਚੱਲੀ ਬਾਬਾ ਤਿਹਾਈ, ਕੁੱਛੜ ਕੁੜੀ ਸ਼ਹਿਰ ਢੰਡੇਰਾ , ਕੋਲਿਆਂ ਦੀ ਦਲਾਲੀ ਵਿੱਚ ਮੂੰਹ ਕਾਲਾ , ਕਰੇ ਕੋਈ ਭਰੇ ਕੋਈ , ਖਿੱਦੋ ਫ਼ਰੋਲਿਆਂ ਲੀਰਾਂ ਹੀ ਨਿਕਲਦੀਆਂ ਹਨ, ਖ਼ਵਾਜੇ ਦਾ ਗਵਾਹ ਡੱਡੂ , ਖੇਤੀ ਖਸਮਾਂ ਸੇਤੀ , ਖਰਬੂਜ਼ੇ ਨੂੰ ਦੇਖ ਕੇ ਖਰਬੂਜ਼ਾ ਰੰਗ ਬਦਲਦਾ ਹੈ, ਖੂਹ ਪੁੱਟਦੇ ਨੂੰ ਖਾਤਾ ਤਿਆਰ , ਘੜੇ ਨੂੰ ਹੱਥ ਲਾਇਆ ਸਾਰਾ ਟੱਬਰ ਤਿਹਾਇਆ, ਘਰ ਦਾ ਭੇਤੀ ਲੰਕਾ ਢਾਹੇ , ਘਰ ਦੀਕੁੱ ਕੜੀ ਦਾਲ ਬਰਾਬਰ , ਚਿੰਤਾ ਚਿਖਾ ਬਰਾਬਰ , ਛੱਜ ਤਾਂ ਬੋਲੇ ਛਾਣਨੀ ਵੀ ਬੋਲੇ, ਛੋਟੀ ਮੂੰਹ ਵੱਡੀ ਗੱਲ , ਜੋ ਰਾਤੀਂ ਜਾਗਣ ਕਾਲੀਆਂ ਸੋ ਹੀ ਖਾਣ ਸੁਖਾਲੀਆਂ, ਜਾਂਦੇ ਚੋਰ ਦੀ ਲੰਗੋਟੀ ਹੀ ਸਹੀ , ਜਿਸਦੀਕੋਠੀ ਦਾਣੇ ਉਹਦੇ ਕਮਲੇ ਵੀ ਸਿਆਣੇ , ਜਿਹੜੇ ਗੱਜਦੇ ਨੇ ਉਹ ਵਰ੍ਹਦੇ ਨਹੀਂ , ਝੱਟ ਮੰਗਣੀ ਪੱਟ ਵਿਆਹ , ਨਵਾਂ ਨੌ ਦਿਨ ਪੁਰਾਣਾ ਸੌ ਦਿਨ, ਪਾਣੀ ਵਿੱਚ ਸੋਟਾ ਮਾਰਿਆਂ ਪਾਣੀ ਦੇ ਨਹੀਂ ਹੋ ਜਾਂਦੇ, ਵਿੱਦਿਆ ਵਿਚਾਰੀ ਤਾਂ ਪਰਉੱਪਕਾਰੀ, ਵੇਲੇ ਦੀ ਨਮਾਜ਼ ਕੁਵੇਲੇ ਦੀ ਆਂਟੱਕਰਾਂ, ਇਕ ਦਰ ਬੰਦ ਸੌ ਦਰ ਖੁੱਲ੍ਹਾ, ਬਿੱਲੀ ਦੇ ਸਿਰ੍ਹਾਣੇ ਦੁੱਧ ਨਹੀਂ ਜੰਮਦਾ, ਰੱਸੀ ਸੜ ਗਈ ਵੱਟ ਨੂੰ ਗਿਆ

## ਮੁਹਾਵਰੇ

ਉਸਤਾਦੀ ਕਰਨੀ, ਉਂਗਲ ਕਰਨੀ, ਉੱਲੁ ਬਣਾਉਣਾ , ਉੱਚਾ ਸਾਹ ਨਾ ਕੱਢਣਾ, ਉੱਡਦੇ ਫਿਰਨਾ ,ਉੱਘ ਸੁੱਘ ਮਿਲਣੀ, ਅੱਖਾਂ ਵਿਚ ਰੜਕਣਾ , ਉਂਗਲਾਂ ਤੇ ਨਚਾਉਣਾ, ਉਧੜ-ਪੁੰਮੀ ਮਚਾਉਣਾ, ਉਠ ਦੇ ਮੂੰਹ ਵਿੱਚ ਜ਼ੀਰਾ ਦੇਣਾ, ਅੱਗ ਲਾਉਣਾ , ਆਵਾ ਉਤ ਜਾਣਾ , ਅਸਮਾਨ ਨੂੰ ਟਾਕੀਆਂ ਲਾਉਣਾ, ਅੱਖਾਂ ਵਿੱਚ ਲਾਲੀ ਉਤਰਨੀ , ਅਕਲ ਤੇ ਪਰਦਾ ਪੈਣਾ, ਅੱਖਾਂ ਅੱਗੇ ਖੋਪੇ ਚਾੜ ਦੇਣੇ, ਅੱਖਾਂ ਉੱਤੇ ਬਿਠਾਉਣਾ, ਅੱਲੇ ਫੱਟਾਂ ਤੇ ਲੂਣ ਛਿੜਕਣਾ, ਆਪਣੇ ਅੱਗੇ ਕੰਡੇ ਬੀਜਣਾ, ਆਪਣੇ ਤਰਕਸ਼ ਵਿੱਚ ਤੀਰ ਹੋਣਾ, ਸਿਰ ਚੜ੍ਹਨਾ, ਈਨਮੰਨਣੀ, ਈਦ ਦਾ ਚੰਨ ਹੋਣਾ, ਇੱਟ ਨਾਲ ਇੱਟ ਖੜਕਾਉਣਾ, ਸਿਰ ਫਿਰਨਾ, ਸਿਰ ਤੇ ਚੜ੍ਹਨਾ , ਸਬਰ ਦਾ ਘੁੱਟ ਭਰਨਾ, ਸਿਰ ਪੈਰ ਨਾ ਹੋਣਾ, ਸਿਰ ਖੁਰਕਣ ਦੀ ਵੇਹਲ ਨਾ ਹੋਣਾ, ਸੱਠੀ ਦੇ ਚੌਲ ਖੁਆਣੇ, ਹੱਥਧੋ ਕੇ ਪਿੱਛੇ ਪੈਣਾ, ਹੱਥੀਂ ਛਾਂਵਾਂ ਕਰਨੀਆਂ, ਹੱਡ ਭੰਨਣੇ, ਹੱਥ ਤੰਗ ਹੋਣਾ , ਹੱਥ ਮਲਣਾ, ਹੱਥ ਪੈਰ ਮਾਰਨਾ, ਹੱਥ ਉੱਤੇ ਹੱਥ ਧਰ ਕੇ ਬੈਠਣਾ, ਹੱਥ ਵਟਾਉਣਾ, ਹਵਾ ਦੇ ਘੋੜੇ ਸਵਾਰ ਹੋਣਾ, ਕੰਨੀਂ ਕਤਰਾਉਣਾ, ਕੰਨ ਤੇ ਜੁੰ ਨਾ ਸਰਕਣਾ, ਕੰਨ ਘੋਸਲ ਮਾਰਨੀ, ਕਣਕ ਨਾਲ ਘੁਣ ਵੀ ਪਿਸਣਾ, ਕੱਖ ਭੰਨ ਕੇ ਦੂਹਰਾਂ ਨਾ ਕਰਨਾ, ਕਲਮ ਦੇ ਧਨੀ ਹੋਣਾ, ਕਿਤਾਬੀ ਕੀੜਾ ਹੋਣਾ, ਖ਼ਾਨਾ ਖ਼ਰਾਬ ਹੋਣਾ, ਖਾ ਨਿਓ ਜਾਣਾ, ਖੂਹ ਨਿਖੁੱਟ ਜਾਣਾ, ਗੁੱਡੀ ਚੜ੍ਹਨੀ, ਗਲ ਪੈਣਾ , ਗੰਗਾ ਨਹਾਉਣਾ , ਚੜ੍ਹ ਮੱਚਣੀ, ਚੰਦ ਚਾੜ੍ਹਨਾ, ਚਾਦਰ ਵੇਖ ਕੇ ਪੈਰ ਪਸਾਰਨਾ , ਚਕਮਾ ਦੇਣਾ , ਛੱਕੇ ਛੜਾਉਣਾ , ਛਾਪਾ ਮਾਰਨਾ, ਛਿੱਲ ਲਾਉਣੀ , ਛਿੱਕੇ ਟੰਗਣਾ

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

**SESSION: 2025-2026**

**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: 2025-2026**

**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: 70  
CA: 30**

**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 5<sup>th</sup> question may be attempted from any of the four Units.
4. Each question will carry 14 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 7<sup>th</sup> 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 (3<sup>rd</sup> 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: 2025-2026**

**COMMUNICATION SKILLS IN ENGLISH -II**

**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: 2025-2026**

**COMMUNICATION SKILLS IN ENGLISH -II**

**COURSE CODE: BVRM-2102**

**Examination Time: 3 Hrs**  
**L-T-P (Credits): 3-0-1**

**Total Marks: 100**  
**Theory: 50**  
**Practical: 20**  
**CA: 30**

**Instructions for the paper setter and distribution of marks:**

**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.

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

**SESSION: 2025-2026**

**COMMUNICATION SKILLS IN ENGLISH**

**COURSE CODE: BVRM-2102**

**PRACTICAL / ORAL TESTING**

**Time: 3 hours**

**Marks: 20**

**Course Contents:**

1. Oral Presentation with/without audio visual aids (10 Marks)
2. Mock Interview (05 Marks)
3. Listening to any recorded or live material and asking oral questions for listening comprehension (05 Marks)

**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. Mock Interview will be conducted

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**  
**SESSION: 2025-2026**  
**RETAIL SHOPPER BEHAVIOUR**  
**COURSE CODE: BVRL-2323**  
**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

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

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

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**  
**SESSION: 2025-2026**  
**RETAIL SHOPPER BEHAVIOUR**  
**COURSE CODE: BVRL-2323**  
**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

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

**Max. Marks: 100**  
**Theory Marks: 70**  
**CA: 30**

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 14 marks.

<b>Unit-I</b>
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.
<b>Unit-II</b>
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.
<b>Unit-III</b>
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.
<b>Unit-IV</b>
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: 2025-2026**  
**HUMAN RESOURCE IN RETAIL OPERATIONS**  
**COURSE CODE: BVRL-2324**  
**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

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

**CO1:** Explain the importance of human resource and their effective management in organisations and discuss how to strategically plan for the human resources needed to meet organizational goals and objectives.

**CO2:** Contribute to the development, implementation and evaluation of employee recruitment, selection, and retention plans and define the process of job analysis and discuss its importance as a foundation for human resource management practice.

**CO3:** Develop, implement, and evaluate employee orientation, training, and development programs and describe the steps required to develop and evaluate an employee training program.

**CO4:** Identify and explain the issues involved in establishing compensation systems and understand the importance of labour participation in management.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**  
**SESSION: 2025-2026**  
**HUMAN RESOURCE IN RETAIL OPERATIONS**  
**COURSE CODE: BVRL-2324**  
**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

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

**Max. Marks: 100**  
**Theory Marks: 70**  
**CA: 30**

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 14 marks.

<b>Unit-I</b>
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.
<b>Unit-II</b>
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.
<b>Unit-III</b>
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.
<b>Unit-IV</b>
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 2025-2026**  
**MANAGERIAL ECONOMICS**  
**COURSE CODE: BVRL-2325**  
**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

**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 2025-2026**

**MANAGERIAL ECONOMICS**  
**COURSE CODE: BVRL-2325**

**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

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

**Max. Marks: 50**  
**Theory Marks: 35**  
**CA: 15**

**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.

<b>Unit-I</b>
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..
<b>Unit-II</b>
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.
<b>Unit-III</b>
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.
<b>Unit-IV</b>
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: 2025-2026**  
**ADVANCE SPREADSHEET TECHNIQUES**  
**COURSE CODE: BVRM-2126**  
**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

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

**CO1:** Create, edit and print the worksheets.

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

**CO3:** Work with pivot table and Create Scenarios and report

**CO4:** Work with web and external data

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**  
**SESSION: 2025-2026**  
**ADVANCE SPREADSHEET TECHNIQUES**  
**COURSE CODE: BVRM-2126**  
**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

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

**Max. Marks: 100**  
**Theory Marks: 40**  
**Practical Marks: 30**  
**CA: 30**

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.

<b>Unit-I</b>
<b>MS-EXCEL</b> Introduction to Worksheet/Spreadsheets, creating a simple Worksheet, Computations in a Worksheet, Printing the Worksheet, Graphs, Data Sorting, Filling, Filtering. Applying Formulas.
<b>Unit-II</b>
<b>ADVANCED EXCEL</b> <b>Functions and Formulas:</b> 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. <b>Working with Data Ranges:</b> Sorting by One Column, sorting by Colors or Icons, Sorting by Multiple Columns, Sorting by a Custom List, Filtering Data.
<b>Unit-III</b>
<b>Working with PivotTables:</b> 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. <b>Analyzing and Organizing Data:</b> Creating Scenarios, creating a Scenario Report, Working with Data Tables.
<b>Unit-IV</b>
<b>Working with Web and External Data:</b> 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. <b>Retail Performance Metrics through Excel:</b> Sales Performance Metrics, Inventory Management KPIs, Customer Experience Metrics, Employee Productivity KPIs and Profitability Metrics

**Note:** 30 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: 2025-2026**

**SUMMER INTERNSHIP AND VIVA VOCE**

**COURSE CODE: BVRI-2327**

**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

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

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

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

**CO3:** Understand the working of the retail store.

**CO4:** Understand the importance of visual merchandising.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**  
**SESSION: 2025-2026**  
**SUMMER INTERNSHIP AND VIVA VOCE**  
**COURSE CODE: BVRI-2327**  
**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-4.5)**

**Time: 4-6 Weeks**  
**12 Hours/week**  
**L-T-P**  
**0-0-12**

**Max. Marks: 150**  
**Project Report & Presentation: 150**

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

Each student will be attached with one internal faculty guide; with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate (out of 50 marks) on the basis of the assessment report provided by the organization where the 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: 2025-2026**

**DRUG ABUSE AND ETHICAL EDUCATION**

**PROBLEM OF DRUG ABUSE**

**COURSE CODE: VACD-2161**

**JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL 4.5)**

**Time: 1 Hour**

**8 Hours/week**

**L-T-P**

**4-0-0**

**Max.Marks:100**

**Theory Marks: 70**

**CA: 30**

**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, ClinicalEpidemiological Unit, All India Institute of Medical Sciences, 2004.
  7. Sain, Bhim 1991, *Drug Addiction Alcoholism*, Smoking obscenity New Delhi: MittalPublications.
- Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –III)  
SESSION: 2025-2026**

**PRINCIPLES OF ACCOUNTING**

**COURSE CODE: BVRL-3321**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) 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: 2025-2026**

**PRINCIPLES OF ACCOUNTING**

**COURSE CODE: BVRL-3321**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)**

**Time: 3 Hours**

**4 Hours/week**

**L-T-P**

**4-0-0**

**Max Marks: 100**

**Theory Marks: 70**

**CA: 30**

**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 14 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: 2025-2026**

**E-COMMERCE**

**COURSE CODE: BVRL-3322**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) 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: 2025-2026**

**E-COMMERCE**

**COURSE CODE: BVRL-3322**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)**

**Time: 3 Hours**

**Max Marks: 100**

**4 Hours/week**

**Theory Marks: 70**

**L-T-P**

**CA: 30**

**4-0-0**

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 14 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: 2025-2026**

**STORE LAYOUT AND DESIGN**

**COURSE CODE: BVRL-3323**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) 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: 2025-2026**

**STORE LAYOUT AND DESIGN**

**COURSE CODE: BVRL-3323**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)**

**Time: 3Hours**

**4 Hours/week**

**L-T-P**

**4-0-0**

**Max Marks: 100**

**Theory Marks: 70**

**CA: 30**

**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 14 marks.

<b>UNIT-I</b>
Store operations: Importance of store operations, responsibility of store operations, store maintenance; merchandising handling and controlling; purchasing store supplies and equipment; store security.
<b>UNIT-II</b>
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.
<b>UNIT-III</b>
Store location: selecting a city, types of location within a city; trading area analysis, catchment area analysis; site evaluation, terms of occupancy.
<b>UNIT-IV</b>
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: 2025-2026**

**RETAIL LOGISTICS MANAGEMENT**

**COURSE CODE: BVRL-3324**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) 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: 2025-2026**

**RETAIL LOGISTICS MANAGEMENT**

**COURSE CODE: BVRL-3324**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)**

**Time: 3Hours**

**4 Hours/week**

**L-T-P**

**4-0-0**

**Max Marks: 100**

**Theory Marks: 70**

**CA: 30**

**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 14marks.

<b>UNIT-I</b>
Logistics: Definition, History and Evolution, Objectives, the work of logistics, logistics interference with marketing, retail logistics, emerging concept in logistics. Logistics Information System
<b>UNIT-II</b>
Logistics Management: Definition, achievement of competitive advantage through logistics Framework, role of logistics management, difference between logistics and supply chain management.
<b>UNIT-III</b>
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
<b>UNIT-IV</b>
Warehouse-Meaning, Types of Warehouses Benefits of Warehousing - Transportation-Meaning; Types of Transportations, efficient transportation system and Benefits of efficient transportation systems - Courier/Express, 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: 2025-2026**

**HEALTH AND SAFETY MANAGEMENT ISSUES IN RETAIL**

**COURSE CODE: BVRL-3325**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) 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: 2025-2026**

**HEALTH AND SAFETY MANAGEMENT ISSUES IN RETAIL**

**COURSE CODE: BVRL-3325**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)**

**Time:3 Hours**

**2 Hours/week**

**L-T-P**

**2-0-0**

**Max Marks: 50**

**Theory Marks: 35**

**CA: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 07 marks.

<b>UNIT-I</b>
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.
<b>UNIT-II</b>
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.
<b>UNIT-III</b>
Safety Inspection process, Checklist and report. Hazard identification and risk control procedure. Company procedures, legal requirements and methods to deal with emergencies and accidents.
<b>UNIT-IV</b>
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: 2025-2026**

**COMPUTER APPLICATIONS-TALLY AND INTERNET**

**COURSE CODE: BVRM-3126**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) 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: 2025-2026**

**COMPUTER APPLICATIONS-TALLY AND INTERNET**

**COURSE CODE: BVRM-3126**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)**

**Time: 3 Hours**

**4 Hours/week**

**L-T-P**

**3-0-2**

**Max. Marks: 100**

**Theory Marks: 50**

**Practical Marks: 20**

**CA: 30**

**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 10marks.

<b>UNIT-I</b>
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
<b>UNIT-II</b>
Inventory in Tally ERP 9: Creating Stock Groups, Creating Stock Items, GST in Tally ERP 9: Activation of GST, Computation of GST
<b>UNIT-III</b>
<b>Evolution of Cyber Crimes:</b> 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.
<b>UNIT-IV</b>
Security management tools: PC tools, Norton Utilities, Virus, worms, threats, virus detection, prevention and cure utilities, Firewalls, Proxy servers.

**Note:** Students are required to prepare practical file.

Evaluation will be as follows:

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

**SUGGESTED READINGS:**

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

**Note: Latest edition of text books to be used.**

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

**SESSION: 2025-2026**

**STORE OPERATIONS-I**

**COURSE CODE: BVRP-3327**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) 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: 2025-2026**

**STORE OPERATIONS-I**

**COURSE CODE: BVRP-3327**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)**

**Time: 3 Hours**

**6 Hours/Week**

**L-T-P**

**0-0-12**

**Max. Marks: 100**

**Practical Marks: 70**

**CA: 30**

**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.

**GENDER SENSITIZATION**  
**Course Code: VACG-3532**  
**(SEMESTER III)**

**Total Marks: 50**

**Theory: 35**

**CA: 15**

**Duration: 30 hours**

The program has been designed to inculcate value of gender equality among students so that they can identify the areas of gender discrimination and raise their voice against gender discrimination and work towards making the society gender neutral.

Objectives of the Course:

1. To sensitize students about gender rights, gender roles and relations.
2. To make students aware and capable of realizing their true potential.
3. To ensure equal participation of men and women in all economic, social and political processes.
4. To develop gender prospective to transform the mind set of society.

Learning Outcomes:

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

- develop ways to address gender inequalities and promote gender justice
- understand the difference between sex and gender and cultural norms ascribed to boys/men and girls/women.

- evaluate the impact of socially defined gender roles on economic and political participation.
- analyze social problems using a gender lens.
- learn the constitution provisions and laws relating to gender rights.
- understand the importance of comprehensive access to health care for all women
- defend themselves against potential attacks and adversities using self-defense techniques.
- engage themselves in critical self-reflection and work for social transformation.

## CURRICULUM

**Course Code: VACG-3531**

**Total contact hours:30**

<b>MODULE</b>	<b>TITLE</b>	<b>HOURS</b>
<b>1</b>	<b>Introduction to Gender Sensitization</b>	<b>4Hrs.</b>
<b>2</b>	<b>Workshop in Self Defense Techniques</b>	<b>12Hrs.</b>
<b>3I</b>	<b>Cultural Roles and Gender Sensitivity</b>	<b>2Hrs.</b>
<b>3 II</b>	<b>Gender Dimensions in Economic Participation and wage Gap</b>	<b>2Hrs.</b>
<b>3III</b>	<b>Gender Rights: Constitutional Rights &amp; Legal Rights</b>	<b>2Hrs.</b>
<b>3 IV</b>	<b>Social problems and Issues: Gender Prospective with focus on Indian Society</b>	<b>2Hrs.</b>
<b>3V</b>	<b>Gender Issues and Health care system</b>	<b>2Hrs.</b>
<b>3VI</b>	<b>Gender and political Participation</b>	<b>2Hrs.</b>
<b>4</b>	<b>Final Assessment Feedback and Closure</b>	<b>2Hrs.</b>

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

**SESSION: 2025-2026**

**SUPPLY CHAIN MANAGEMENT**

**COURSE CODE: BVRL-4321**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) 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: 2025-2026**

**SUPPLY CHAIN MANAGEMENT**

**COURSE CODE: BVRL-4321**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)**

**Time: 3 Hours**

**4 Hours/week**

**L-T-P**

**4-0-0**

**Max Marks: 100**

**Theory Marks: 70**

**CA: 30**

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 14 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: 2025-2026**

**MERCHANDISING MANAGEMENT**

**COURSE CODE: BVRL-4322**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) 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: 2025-2026**

**MERCHANDISING MANAGEMENT**

**COURSE CODE: BVRL-4322**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)**

**Time: 3 Hours**

**4 Hours/week**

**L-T-P**

**4-0-0**

**Max Marks: 100**

**Theory Marks: 70**

**CA:30**

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 14 marks.

<b>UNIT-I</b>
<b>Merchandise Management:</b> Meaning, Concept, factors affecting merchandising function, merchandise manager, functions, merchandise hierarchy, merchandise mix, components of merchandise management, merchandise strategies.
<b>UNIT-II</b>
<b>Merchandise Buying:</b> Types of buying, sources of supply, identifying and contracting evaluating sources, branding strategies, category management. <b>Visual Merchandising:</b> Types of display, Display Planning, Characteristics of effective display, selling power of display, methods of display- window display and interior display.
<b>UNIT-III</b>
<b>Implementing Merchandising Plans (IMP):</b> sequential steps for IMP; logistics with goals; inventory management. <b>Point-of-Sale System :</b> Introduction of POS, Components of POS, Management of Service and Quality in Merchandise Planning
<b>UNIT-IV</b>
<b>Financial Merchandise Management (FMM):</b> 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: 2025-2026**

**ENTREPRENEURSHIP DEVELOPMENT**

**COURSE CODE: BVRL-4323**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) 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: 2025-2026**

**ENTREPRENEURSHIP DEVELOPMENT**

**COURSE CODE: BVRL-4323**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)**

**Time: 3 Hours**

**4 Hours/week**

**L-T-P**

**4-0-0**

**Max Marks: 100**

**Theory Marks: 70**

**CA: 30**

**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 14 marks.

<b>UNIT-I</b>
<b>Concept of Entrepreneur:</b> Meaning, functions, need, types and role played in economic development. <b>Concept of Entrepreneurship:</b> Meaning of Entrepreneurship, factors affecting the growth of Entrepreneurship. Entrepreneurial motivation and leadership. Barriers to Entrepreneurship, Entrepreneurial Traits.
<b>UNIT-II</b>
<b>Entrepreneurship Development Programme:</b> 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.
<b>UNIT-III</b>
<b>Starting a new enterprise,</b> 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.
<b>UNIT-IV</b>
<b>Preparation of a Project report,</b> Project formulation, Project design, Project Planning, Project implementation. <b>Financial Analysis of Project:</b> 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: 2025-2026**

**BUSINESS ETHICS**

**COURSE CODE: BVRL-4324**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) 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: 2025-2026****BUSINESS ETHICS****COURSE CODE: BVRL-4324****JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)****Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Max Marks: 100****Theory Marks: 70****CA: 30**

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 14 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", 1<sup>st</sup> edition Rex Book Store, Manila, Phillippines.

Note: Latest edition of text books to be used.

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

**SESSION: 2025-2026**

**LAB ON E-RETAILING AND RETAIL INFORMATION SYSTEM**

**COURSE CODE: BVRM-4325**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) 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: 2025-2026**

**LAB ON E-RETAILING AND RETAIL INFORMATION SYSTEM**

**COURSE CODE: BVRM-4325**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)**

**Time: 3 Hours**

**4 Hours/week**

**L-T-P**

**3-0-2**

**Max. Marks: 100**

**Theory Marks: 40**

**Practical: 30**

**CA: 30**

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**

**Foundation of E-Retailing:** Meaning, Definition, transition from traditional retailing to E- Retailing, demographics and targeting, adaptability. Advantages and shortcomings of E- Retailing, online brand management.

**E-Retailing:** The current trends: Current trend analysis and measures, current status of online retailing. E- Retailing in India: Opportunities and Challenges.

**UNIT-II**

**E-Commerce:** Procedures and methods: Meaning and uses, M-Commerce, E-Commerce payment system, E-Payment security and challenges.

**Marketing Mix** in the age of E-retailing: the roles of cyber intermediaries in E-Retailing, E- Retailing and supply chain management system.

**UNIT-III**

**Online pricing and promotions:** Factors affecting online pricing, different methods of online pricing, price discrimination in E-retailing, price strategies for information goods, dynamics of pricing for E-retailing, Promotional Strategies of E-retail business.

**UNIT-IV**

**Globalization and changing retail formats:** virtual Store-E-retailing international retailing-opportunities, market entry Formulas-new customized formats (customized stores, portable stores, merchandising depots. Retail theatre, service mails, and customer-made stores, interactive kiosk, shopping arcades")

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

### **SUGGESTED READINGS:**

1. Kalakota, Ravi and Andrew B. Winston, Frontier of E-Commerce, Pearson Education, Mumbai.
2. Bajaj, 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: 2025-2026**

**STORE OPERATIONS-II**

**COURSE CODE: BVRP-4326**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) 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: 2025-2026**

**STORE OPERATIONS-II**

**COURSE CODE: BVRP-4326**

**JOB ROLE: DEPUTY MANAGER (RETAIL STORE DEPARTMENT) RAS/Q0106 (NSQF LEVEL-5)**

**Time: 3 Hours**

**6 Hours/week**

**L-T-P**

**0-0-12**

**Max. Marks: 100**

**Practical: 70**

**CA: 30**

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

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –IV)  
SESSION: 2025-2026**

**Course Title: Environmental Studies (Compulsory)**

**Course Code: VACE-4221**

**COURSE OUTCOMES:**

After passing this course, students will be able to:

- CO1. Understand the concept and need of environmental education and role of an individual in conservation of natural resources.
- CO2. Learn about role of major Eco system and their conservation and Develop desirable attitude, value and respect for protection of Biodiversity.
- CO3. Learn about the control measure of pollution and solid waste management and climate change and global warming.
- CO4. Knowledge regarding welfare programmes and Human rights and understand the role of different agencies in the protection of environment

**Course Code: VACE-4221**  
**Course Title: Environmental Studies**  
**(Theory)**

**Time: 3 Hrs.**  
**Credit: 2-0-0**

**Max. Marks: 50**  
**Theory: 35**  
**CA: 15**

**Instructions for the Paper Setter:**

Eight questions of equal marks (7 marks) are to be set, two in each out of the four Sections (A-D). 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. The multidisciplinary nature of environmental studies**

- Definition, scope and importance, Need for public awareness

**2. 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 II**

**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)

#### **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 III**

#### **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

#### **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
- Public awareness

### **Unit IV**

#### **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

#### **8. Introduction to Environmental Laws, Environmental Audit and Impact Assessment**

- a. Constitutional provisions- Article 48A
- b. Article 51A(g) and other derived environmental rights
- c. Environmental Protection Act, 1986
- d. Air (Prevention and Control of Pollution) Act, 1981

- e. Water (Prevention and control of Pollution) Act, 1974
- f. Wildlife Protection Act
- g. Forest Conservation Act
- h. Issues involved in enforcement of environmental legislation
- i. Environmental risk assessment Pollution control and management
- j. Waste Management- Concept of 3R (Reduce, Recycle and Reuse)
- k. Ecolabeling /Ecomark scheme

**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 Swachh 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: 50**

- **Project : 35**

- **Internal Assessment : 15**

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –V)**  
**SESSION: 2025-2026**  
**PERSONALITY AND SOFT SKILLS DEVELOPMENT**  
**COURSE CODE: BVRL-5321**  
**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

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: 2025-2026**

**PERSONALITY AND SOFT SKILLS DEVELOPMENT**

**COURSE CODE: BVRL-5321**

**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**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 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: 2025-2026**

**PROJECT MANAGEMENT**

**COURSE CODE: BVRL-5322**

**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**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: 2025-2026**

**PROJECT MANAGEMENT**

**COURSE CODE: BVRL-5322**

**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**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**

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: 2025-2026**  
**ADVERTISING AND SALES MANAGEMENT**  
**COURSE CODE: BVRL-5323**  
**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**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: 2025-2026**  
**ADVERTISING AND SALES MANAGEMENT**  
**COURSE CODE: BVRL-5323**  
**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**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.

<b>UNIT-I</b>
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.
<b>UNIT-II</b>
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
<b>UNIT-III</b>
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
<b>UNIT-IV</b>
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: 2025-2026**  
**CUSTOMER RELATIONSHIP MANAGEMENT**  
**COURSE CODE: BVRL-5324**  
**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

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: 2025-2026**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**COURSE CODE: BVRL-5324**

**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**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.

<b>Unit-I</b>
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, and Success Factors in CRM, CRM Comprehension, and CRM Implementation.
<b>Unit-II</b>
Customer Satisfaction: Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction Measuring 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.
<b>Unit-III</b>
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, Database Management: Database Construction, Data Warehousing, architecture, Call Center, Multimedia Contact Center, Important CRM software's.
<b>Unit-IV</b>
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, customer profitability, customer experience management, 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: 2025-2026**

**FINANCIAL MANAGEMENT**

**COURSE CODE: BVRL-5325**

**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

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: 2025-2026**

**FINANCIAL MANAGEMENT**

**COURSE CODE: BVRL-5325**

**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**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.

<b>Unit-I</b>
<b>Finance function</b> -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.
<b>Unit-II</b>
<b>Cost of capital</b> -Concept, components, weighted average cost of capital, cost of equity share capital, retained earnings; operating and financial leverages.
<b>Unit-III</b>
<b>Capital structure</b> : Determinants of capital structure, capital structure theories. <b>Capital budgeting</b> –Process, Project Selection, estimation of project cash flows, capital Budgeting Techniques.
<b>Unit-IV</b>
<b>Dividend policy</b> : 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: 2025-2026**  
**FUNDAMENTALS OF VISUAL MERCHANDISING-I**  
**COURSE CODE: BVRP-5326**  
**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**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: 2025-2026**  
**FUNDAMENTALS OF VISUAL MERCHANDISING-I**  
**COURSE CODE: BVRP-5326**  
**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**Examination Time: 3 Hours**

**4 Hours/week**

**L-T-P**

**0-0-8**

**Max. Marks: 100**

**Practical Marks: 80**

**CA: 20**

**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: 30 Marks
- b. Practical File Evaluation and Viva Voce examination by internal examiner: 50 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: 2025-2026**  
**CAPSTONE PROJECT**  
**COURSE CODE: BVRD-5327**  
**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**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: 2025-2026**

**CAPSTONE PROJECT**

**COURSE CODE: BVRD-5327**

**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**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 the necessary knowledge and skills required for carrying out innovative and entrepreneurial activities, and to develop the ability to analyze and understand 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 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:** 50 (Final Exam: 40; Internal Assessment:10)
- **Final Exam:** Multiple Choice Questions: Marks- 40; Time: 1hour
- **Internal Assessment:** 10(Assessment: 6; Attendance:4)

**Total marks:** 50 converted to grade for final result

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –VI)**  
**SESSION: 2025-2026**  
**RETAIL OPERATIONS MANAGEMENT**  
**COURSE CODE: BVRL-6321**  
**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**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: 2025-2026**

**RETAIL OPERATIONS MANAGEMENT**

**COURSE CODE: BVRL-6321**

**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**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.

<b>Unit-I</b>
<b>Retail Operations</b> – concept, elements and components. Retail supply management: definition & scope, integrated supply chain planning, innovations in supply chain management. <b>CRM in retailing-</b> process, planning and implementing loyalty programs.
<b>Unit-II</b>
<b>Category Management-</b> Meaning, definition, scope and importance, components and steps involved in category management. Brands-meaning, manufacturer's brands vs. private label brands.
<b>Unit-III</b>
<b>Retailing Information systems,</b> Retail market strategy, Strategic planning process. Retail Marketing Mix, Personal Selling in Retail process, Retail Promotion: Role, objectives and significance
<b>Unit-IV</b>
<b>Store Management-</b> 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: 2025-2026**  
**MARKETING MANAGEMENT**  
**COURSE CODE: BVRL-6322**  
**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

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

- CO1:** Understand the basic concept of marketing and learn about role of marketing in developing economy.
  - CO2:** Understand the benefits and basis of market segmentation, Learn the process of new product development and consumer adoption process.
  - CO3:** Understand the pricing decisions and policies.
  - CO4:** Understand emerging trends and issues in marketing.
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**BACHELOR OF VOCATION (RETAILMANAGEMENT) (SEMESTER –VI)**

**SESSION: 2025-2026**

**MARKETING MANAGEMENT**

**COURSE CODE: BVRL-6322**

**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**Time: 3 Hours**

**4 Hours/week**

**L-T-P**

**4-0-0**

**Max. Marks: 100**

**Theory: 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.

<b>Unit-I</b>
<b>Introduction to marketing:</b> Meaning, nature, scope and importance of marketing, marketing philosophies, Marketing concept and its evolution; Marketing mix; Role of Marketing in developing economy <b>Understanding marketing environment:</b> Company's Micro environment, Macro environment, Responding to the Marketing Environment, consumer and organization buyer behaviour, market measurement
<b>Unit-II</b>
<b>Marketing research:</b> market segmentation: meaning, benefits and bases of segmentation, targeting, positioning: meaning and importance, major bases of positioning a product. <b>Product Decisions:</b> 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.
<b>Unit-III</b>
<b>Pricing decisions:</b> determinants of price, pricing process, policies and strategies. <b>Distribution Channels and Physical Distribution Decisions:</b> Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions
<b>Unit-IV</b>
<b>Promotion and distribution decisions:</b> Communication process, promotion tools: Advertising, personal selling, publicity and sales promotion <b>Emerging trends and issues in marketing:</b> 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, 2<sup>nd</sup> Edition.
4. Saxena, Rajan, "Marketing Management", 4<sup>th</sup> Edition Tata McGraw-Hill, New Delhi.

Note: Latest edition of text books to be used.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –VI)**  
**SESSION: 2025-2026**  
**PRODUCTION AND OPERATIONS MANAGEMENT**  
**COURSE CODE: BVRL-6323**  
**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**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: 2025-2026**

**PRODUCTION AND OPERATIONS MANAGEMENT**

**COURSE CODE: BVRL-6323**

**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**Time: 3 Hours**

**4 Hours/week**

**L-T-P**

**4-0-0**

**Max. Marks: 100**

**Theory: 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.

<b>Unit-I</b>
<b>Introduction-</b> 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.
<b>Unit-II</b>
<b>Scheduling for manufacturing systems:</b> Production Scheduling Techniques – Sequencing. Economic Batch Quantity, Network Analysis. Basics of job design, Work study and Work measurement.
<b>Unit-III</b>
<b>Contemporary issues in Production and operations management-</b> Essentials of Quality control and Total Quality Management, ERP, Supply Chain Management, Environmental Management, Value Engineering and Analysis.
<b>Unit-IV</b>
<b>Environmental Management,</b> 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: 2025-2026**

**BUSINESS LAWS**

**COURSE CODE: BVRL-6324**

**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**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: 2025-2026**

**BUSINESS LAWS**

**COURSE CODE: BVRL-6324**

**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**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.

<b>Unit-I</b>
<b>Indian Contract Act (1872):</b> 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.
<b>Unit-II</b>
<b>Sales of Goods Act (1930):</b> Formation of contract of sale; Goods and their classification, Price; conditions and warranties, Transfer of property in goods; Performance of the contract of Sale.
<b>Unit-III</b>
<b>Negotiable Instruments Act (1881):</b> 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.
<b>Unit-IV</b>
<b>The Consumer Protection Act (1986):</b> 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", 2<sup>nd</sup> edition, Tata McGraw Hill, New Delhi.

Note: Latest edition of text books to be used.

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

**SESSION: 2025-2026**

**ELEMENTS OF SALESMANSHIP**

**COURSE CODE: BVRL-6325**

**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

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: 2025-2026**

**ELEMENTS OF SALESMANSHIP**

**COURSE CODE: BVRL-6325**

**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**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.

<b>Unit-I</b>
<b>Introduction:</b> Concept of Salesmanship, Changing Roles and Functions of a Salesman. Importance of Personal Selling in the Context of Competitive Environment. Types of Selling.
<b>Unit-II</b>
<b>Salesman Career:</b> 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.
<b>Unit-III</b>
<b>Buyer Behaviour:</b> 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.
<b>Unit-IV</b>
<b>Sales Presentation:</b> 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: 2025-2026**

**FUNDAMENTALS OF VISUAL MERCHANDISING-II**

**COURSE CODE: BVRP-6326**

**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

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: 2025-2026**

**FUNDAMENTALS OF VISUAL MERCHANDISING-II**

**COURSE CODE: BVRP-6326**

**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**Time: 3 Hours**

**4 Hours/week**

**L-T-P**

**0-0-8**

**Max. Marks: 100**

**Practical: 80**

**CA: 20**

**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: 2025-2026**  
**SUMMER INTERNSHIP AND VIVA VOCE**  
**COURSE CODE: BVRI-6327**  
**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

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

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

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –VI)SESSION: 2025-  
2026**  
**SUMMER INTERNSHIP AND VIVA VOCE**  
**COURSE CODE: BVRI-6327**  
**JOB ROLE: RETAIL STORE MANAGER RASQ0107 (NSQF LEVEL-5.5)**

**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.