

SAVITRIBAI PHULE PUNE UNIVERSITY

CURRICULUM  
FOR

**B. Voc.**  
(Bachelor in Vocation)  
in  
**Retail Management**

Credit Based Semester and Grading  
System with effect from the  
Academic Year 2020-2021



# Syllabus

## Choice Based Credit System (CBCS) 2020-2021 B.Voc (Bachelor in Vocation) in Retail Management

Year/Semester	NSQF Certification	Vocational Qualification	Title Programme
First Year (Semester I) (6 Subjects+OJT)	5	Certification Course Duration – 6 months	Certification Course in Retail Management
First Year (Semester II) (12 Subjects+2 OJT/Desk Research)		Diploma Duration – 1 Year	Diploma in Retail Management
Second Year (Semester III & IV) (24 Subjects+4 OJT/Desk Research)	6	Advanced Diploma Duration – 2 Year	Advanced Diploma in Retail Management
Third Year (Semester III & IV) (36 Subjects+6 OJT/Desk Research)	7	B.Voc Degree Duration – 3 Year	B.Voc Degree in Retail Management

**Note:** As described in the above table, the Certification course, Diploma, Advanced Diploma & B.Voc Degree would have the same number of subjects & syllabus.



## 1. Title:

The degree shall be titled as B. Voc. (Retail Management) under the Faculty of Management under SavitribaiPhule Pune University w.e.f. the academic year 2020-2021 . Part II w.e.f. 2021-2022 and . Part III w.e.f. 2022-2023.

## 2. Objectives:

- i. To provide adequate basic understanding about Retail Management and specific skill sets among the candidates.
- ii. To train the candidates in communication skills effectively.
- iii. To prepare candidates with special labs in specific courses and with suitable training from Industry
- iv. To give candidates hands on training with projects to make them Industry ready.
- v. To develop appropriate Vocational employability skills in the candidates so as to make them competent and get or provide themselves self-employment.

## 3. Duration:

The Course shall be a full time course and the duration of the course shall be of three years (Six Semesters).

## 4. Eligibility:

- (i) A candidate for being eligible for admission to the Degree course in Retail Management shall have passed 12th Std. Examination (H.S.C. 10+2) from any stream with English as passing subject and has secured 45% marks at 12th Std.
- (ii) MCVC
- (iii) Any Entrance test specified by the statutory body.

## 5. Medium of Instruction:

Medium of instruction shall be in English only.

## 6. Scheme of Examination:

The Retail Management Examination will be 180 credit course divided into 3 parts as per details given below:

- (i) Part I (Sem I, II) Aggregate 60 credits
- (ii) Part II (Sem III, IV) Aggregate 60 credits
- (iii) Part III (Sem V, VI) Aggregate 60 credits

There will be written Examination of 60 marks of **2 hrs and 30 Minutes** duration for every Generic course at the end of each Semester. The concurrent evaluation will carry 40 marks during each course.

For the Course in Industrial Exposure (Semester V), the project work should be undertaken where, there will be viva voce examination and Written Report which will constitute 200 marks in Total that will be bifurcated as 100 marks internal and 100



marks of external evaluation.

## **7. Backlog:**

The candidate will be allowed to carry any number of backlog of courses prescribed for Part I, II. However a candidate shall not be admitted to Part III Examination (Semester V) unless he has passed in all courses at Part I.

## **8. Standard of Passing and Award of Class:**

In order to pass examination a candidate has to obtain 40% marks out of 100 for each course Where the course consists of concurrent evaluation & Semester End Examination, The candidate shall obtain minimum of 40% marks (i.e. 16 out of 40 or 40 out of 100 for Project & Training Programs) in the concurrent evaluation and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade E in each project wherever applicable to pass a particular semester.

For Vocational Courses conducted by outside agencies passing standards decided by the exam conducting authorities shall be applicable.  
A candidate will be said to have passed the course if the candidate passes the concurrent evaluation& Semester End Examination together.

## **9. Performance Grading**

The performance grading shall be based on the aggregate performance of concurrent evaluation and Semester End Examination.

## **10. Standard of Passing:**

Every candidate must secure atleast Grade E in Concurrent Evaluation and University Examination (as applicable) as separate heads of passing for each course.

## **11. Degree Requirements:**

### **a) Earned Credits:**

A candidate who has successfully completed all the Generic courses and accumulated, through skill courses, not less than minimum number of Credits prescribed shall be eligible to receive the Degree. The degree requirements for the program is completion of 100 earned credits.

### **b) Final Grade Point Requirement:**

A candidate must obtain the Final Grade Point of a minimum of 50% to be eligible for award of the degree.



**Marking scheme on 10 Point Scale System**  
 Conversion Table for subject wise Marks obtained out of Hundred and Grades

Table1: Marks to Grade and Grade Point Conversion for each paper  
 (Under 10 Point Scale System)

Marks Range Out of 100	Grade and Grade Description	Grade Point
80-100	O: Outstanding	10
70-79	A+ : Excellent	9
60-69	A: Very Good	8
55-59	B+ Good	7
50-54	B: Above Average	6
45-49	C: Average	5
40-44	P:Pass	4
0-39/Absent	F: Fail	0

Table 2 :For Final Cumulative Grade Point Average (CGPA) and Final Grade for Course

CGPA Range	Final Grade
09.50 - 10.00	O
08.50 - 09.49	A+
07.50 - 08.49	A
06.50 - 07.49	B+
05.50 - 06.49	B
04.25 - 05.49	C
04.00 - 04.24	P
00.00 - 03.99	F

Formula for Weighted %, SGPA & CGPA

$$1. \text{Weighted \% (WP)} = \frac{\sum_{i=1}^n C_i * P_i}{\sum_{i=1}^n C_i}$$

$$2. \text{SGPA} = \frac{\sum_{i=1}^k C_i * G_{P_i}}{\sum_{i=1}^n C_i}$$



$$3. \text{CGPA} = \frac{\sum_{i=1}^n C_i * GP_k}{\sum_{i=1}^n C_i}$$

Where,

$C_i$  : Number of credits of the  $i^{\text{th}}$  paper

$P_i$  : Marks obtained (out of 100) in the  $i^{\text{th}}$  paper

$k$  : Number of papers in the semester.

$n$  : Total number of papers

$GP_i$  : Grade point earned in the  $i^{\text{th}}$  paper

$GP_k$  : Grade points earned in the for all semester

The description of the final grades shall be as follows:

**O: Outstanding (Excellent Analysis of the topic - 75% and above)**

Accurate knowledge of the primary material, wide range of reading, logical development of ideas originality in approaching the subject. Neat and systematic organization of content, elegant and lucid style.

**A: Very Good (Excellent Analysis of the topic - 65 to 74 %)**

Accurate knowledge of the primary material, acquaintance with seminal publications, logical development of ideas. Neat and systematic organization of content, effective and clear expression.

**B: Good (Good Analysis and treatment of the topic - 55 to 64 %)**

Basic knowledge of the primary material, logical development of ideas. Neat and systematic organization of content, effective and clear expression.

**C: Average (Some important points covered – 50 to 54%)**

Basic knowledge of the primary material, logical development of ideas. Neat and systematic organization of content, good language or clear expression.

**D: Satisfactory (Some points discussed – 45 to 49%)**

Basic knowledge of the primary material, some organization of content, acceptable language or expression.

**P: Pass (Any two of the above – 40 to 44%)**

**F: Fail (None of the above – 0 to 39%)**

The performance of a candidate will be evaluated in terms of two indices, viz.

- a) *Semester Grade Point Average (SGPA)* which is the Grade Point Average for a semester
- b) *Cumulative Grade Point Average (CGPA)* which is the Grade Point Average for all the completed semesters at any point in time.



**Semester Grade Point Average (SGPA):** At the end of each semester, SGPA is calculated as the weighted average of GPI of all courses in the current semester in which the candidate has passed, the weights being the credit values of respective courses.

**SGPA =** Grade Points divided by the summation of Credits of all Courses.

$$\text{SGPA} = \frac{\sum \{C_i * \text{GPI}\}}{\sum C_i} \text{ for a semester.}$$

Where GPI is the Grade and C is credit for the respective Course.

**Cumulative Grade Point Average (CGPA):** Cumulative Grade Point Average (CGPA) is the grade point average for all completed semesters. CGPA is calculated as the weighted average of all GPI of all courses in which the candidate has passed up to the current semester.

**Cumulative Grade Point Average (CGPA) for the Entire Course**

$$\text{CGPA} = \frac{\sum \{C_i * \text{GPI}\}}{\sum C_i} \text{ for all semesters taken together.}$$

Where GPI is the Grade and C is credit for the respective Course.

**Note:** If a candidate secures F grade in either or both of Concurrent Evaluation or University Evaluation for a particular course his /her credits earned for that course shall be ZERO.

**Attendance:** The candidate must meet the requirement of **75% attendance per semester per course** for grant of the term. The Director shall have the right to withhold the candidate from appearing for examination of a specific course if the above requirement is not fulfilled.

Since the emphasis is on continuous learning and concurrent evaluation, it is expected that the candidates study all-round the semester. *Therefore, there shall not be any preparatory leave before the University examinations.*

**ATKT Rules:** A candidate shall earn the credits for a given course in **MAXIMUM FOUR ATTEMPTS**. If a candidate drops a course (generic / skill) and opts for another course in lieu of the dropped course the attempts utilized for the dropped course shall be included in the maximum 4 attempts available to earn the credits for a course. The facility of dropping a course and opting for a new course in lieu of the dropped course shall be availed by the candidate only once during these four attempts available to him.

**Maximum Duration for completion of the Program:** The candidates shall complete the BFSI Program **WITHIN 4 YEARS** from the date of admission, by earning the



requisite credits. The candidate will be finally declared as failed if she\he does not pass in all credits within a total period of four years. After that, such candidates will have to seek fresh admission as per the admission rules prevailing at that time.

**Award of Grade Cards:** The Savitribai Phule Pune University under its seal shall issue to the candidate a grade card on completion of each semester. The final Grade Card issued at the end of the final semester shall contain the details of all courses taken during the entire program for obtaining the degree.

**Final Grades:** After calculating the SGPA for an individual semester and the CGPA for entire program, the value shall be matched with the grade in the Final Grade Points Table (as per Table II) and expressed as a single designated GRADE such as O, A, B, C, D, E, F.

**Table II: Final Grade Points**

Sr. No.	CGPA Range	Final Grade
1	09.50 - 10.00	O
2	08.50 - 09.49	A+
3	07.50 - 08.49	A
4	06.50 - 07.49	B+
5	05.50 - 06.49	B
6	04.25 - 05.49	C
7	04.00 - 04.24	P
8	0.00 - 03.99	F

A candidate who secures grade P or above in a course is said to have completed /earned the credits assigned to the course. A candidate who completed the minimum credits required for the B.Voc program shall be declared to have completed the program.

**NOTE:**

The Grade Card for the final semester shall indicate the following, amongst other details:

- a) Grades for concurrent evaluation (out of 40 and University evaluation (out of 60), separately, for all courses offered by the candidate during the entire program along with the grade for the total score.
- b) SGPA for each semester.
- c) CGPA for final semester.
- d) Total Marks Scored out of Maximum Marks for the entire program, with break-up of Marks Scored in Concurrent Evaluation and University Evaluation (Semester Wise).
- e) Marks scored shall **not be** recorded on the Grade Card for intermediate semesters.
- f) The grade card shall also show the 10 point scale and the formula to convert GPI, SGPA, and/or CGPA to percent marks.
- g) The final GPA shall not be printed unless the candidate earns the minimum 180 credits required for earning the B.Voc Degree.
- h) B Grade is equivalent to atleast 55% marks.





- i) If the GPA is higher than the indicated upper limit in the three decimal digit, then the candidate may be awarded higher final grade e.g. a candidate getting a GPA of 7.492 may be awarded grade A. The grade card shall also provide, on the reverse, the 10-point scale and the formula to convert GPI, SGPA, and/or CGPA to percent marks.

**Grade Improvement:**

A Candidate who has secured any grade other than F (i.e. passed the BVoc program) and desires to avail the Grade Improvement facility, may apply under Grade Improvement Scheme within five years from passing that Examination. He/she can avail not more than three attempts, according to the syllabus in existence, for grade improvement. He /she shall appear for University Evaluation of at least 1/3rd Generic Courses (except Internships) for the purpose of Grade Improvement.

**External Candidates:** BVoc being a full time programme, there is no provision of external candidates.

**Verification / Revaluation:** Candidates can avail the verification / revaluation facility as per the prevailing policy, guidelines and norms of the Savitribai Phule Pune University. There shall be Revaluation of the answer scripts of Semester-End examination but not of Industrial Exposure as per Ordinance of the University







## Title of the Programme -B. Voc. in Retail Management

### Structure of the Course and the Scheme of Examination with Credit System

Year	Semester	Course	Code	Title of the Course	Component	Concurrent	External	Total marks	Credits
1	I	Theory	101	Business Communication	Generic	40	60	100	3
			102	Basics of Marketing	Generic	40	60	100	3
			103	Fundamental of Customer Services	Generic	40	60	100	3
			104	Basics of Retailing	Generic	40	60	100	3
		Lab/Practical	105	Project Work	Skill	50	-	50	1.5
			106	Computer Practical I –(MS Word and Excel )	Skill	50	-	50	1.5
		OJT/ Certifications / Qualification Packs	107	Business Correspondent /Business Facilitator (BSC/Q8401)  Or  MOOC (NPTEL/Swayam)	Skill	(Any One)	200	200	15
1	II						<b>Sem Total</b>	<b>700</b>	<b>30</b>
		Course	Code	Title of the Course	Component	Concurrent	External	Total marks	Credits
		Theory	201	Business Organisation and Management	Generic	40	60	100	3
			202	Business Maths & Statistics	Generic	40	60	100	3



			203	Retail Management	Generic	40	60	100	3	
			204	Environmental Studies	Generic	40	60	100	3	
		<b>Lab/Practical</b>	205	Computer Practical II (MS PowerPoint and Internet)	Skill	50	-	50	1.5	
			206	Lab in Retail Store Operations- I	Skill	50	-	50	1.5	
		<b>OJT/ Certifications / Qualification Packs</b>	207	On Job Training – Retail Sector	Skill	100	100	200	15	
								<b>Sem Total</b>	<b>700</b>	<b>30</b>
<b>2</b>	<b>III</b>	<b>Course</b>	<b>Code</b>	<b>Title of the Course</b>	<b>Component</b>	<b>Concurrent</b>	<b>External</b>	<b>Total marks</b>	<b>Credits</b>	
		<b>Theory</b>	301	Business Economics	Generic	40	60	100	3	
			302	Human Resources Management	Generic	40	60	100	3	
			303	Supply Chain Management	Generic	40	60	100	3	
			304	Consumer Behaviour	Generic	40	60	100	3	
		<b>Lab/Practical</b>	305	Research Paper Writing and Presentation on Retailing Sector	Skill	50	-	50	1.5	
			306	Practical Training - retail store Operations- II (Including Warehouse )	Skill	50	-	50	1.5	



		<b>OJT/ Certifications / Qualification Packs</b>	307	Desk Research in Retailing Sector	Skill	(Any One)	200	200	15	
							<b>Sem Total</b>	<b>700</b>	<b>30</b>	
2	IV	<b>Course</b>	<b>Code</b>	<b>Title of the Course</b>	<b>Component</b>	<b>Concurrent</b>	<b>External</b>	<b>Total marks</b>	<b>Credits</b>	
		<b>Theory</b>	401	Personality and soft skill Development	Generic	40	60	100	3	
			402	Store Layout and Design	Generic	40	60	100	3	
			403	Organisational behaviour	Generic	40	60	100	3	
			404	Elements of Salesmanship						
		<b>Lab/Practical</b>	405	Research Paper Writing and Presentation (II) on Retail Store Operations	Skill	50	-	50	1.5	
			406	Project work on Retail Consumer Buying Behavior and Satisfaction	Skill	50	-	50	1.5	
		<b>OJT/ Certifications / Qualification Packs</b>	407	MOOC (NPTEL/Swayam)	Skill	100	100	200	15	
							<b>Sem Total</b>	<b>700</b>	<b>30</b>	
3	V	<b>Course</b>	<b>Code</b>	<b>Title of the Course</b>	<b>Component</b>	<b>Concurrent</b>	<b>External</b>	<b>Total marks</b>	<b>Credits</b>	
		<b>Theory</b>	501	Merchandise buying and	Generic	40	60	100	3	



				Planning						
			502	Retail Operations	Generic	40	60	100	3	
			503	Entrepreneurship Development	Generic	40	60	100	3	
			504	Advertising and Brand Management	Generic	40	60	100	3	
		<b>Lab/Practical</b>	505	Fundamentals of Visual Merchandising (VM)	Skill	50	-	50	1.5	
			506	Summer Project	Skill	50	-	50	1.5	
		<b>OJT/ Certifications / Qualification Packs</b>	507	MOOC /Swayam/ NPTEL course on Marketing Management	Skill	100	100	200	15	
								<b>Sem Total</b>	<b>700</b>	<b>30</b>
<b>3</b>	<b>VI</b>	<b>Course</b>	<b>Code</b>	<b>Title of the Course</b>	<b>Component</b>	<b>Concurrent</b>	<b>External</b>	<b>Total marks</b>	<b>Credits</b>	
		<b>Theory</b>	601	Strategic Management	Generic	40	60	100	3	
			602	Business Ethics	Generic	40	60	100	3	
			603	Research Methodology	Generic	40	60	100	3	
			604	Customer Relationship Management in Retail						
		<b>Lab/Practical</b>	604	Lab in Retail Selling Skills	Skill	40	60	100	1.5	



		605	Desk Research	Skill	40	60	100	1.5
	OJT/ Certifications / Qualification Packs	607	MOOC (NPTEL/Swayam)	Skill	50	150	200	15
						<b>Sem Total</b>	<b>700</b>	<b>30</b>
			<b>Grand Total</b>				<b>4200</b>	<b>180</b>





**Semester I**  
**Syllabus**  
**Business Communication**

Semester	I		
Course Code	101	Component	Generic
<b>Business Communication</b>			

<b>Course Outcomes</b>	
1	This course is useful to make the students conversant and fluent in English
2	This course will create a positive image of self and organization in the customers' mind
3	This course will resolve customer concerns and improve customer relationship

**Syllabus:**

Unit Number	Contents	Number of Sessions
1	Tenses, Auxiliaries, Subject-Verb Concord, , Conjunction, Preposition, Articles.	14
2	Synonyms/ Antonyms, Homophones, Prefix, Suffix, One Word Substitution.	12
3	Translation (Hindi to English), Retranslation (English to Hindi) Curriculum Vitae, Paragraph Writing on current and business	10
4	Comprehension, , Dialogues Writing, Voices, Narration Role Play, GD, Personal Interview	12
		48

**Learning Resources:**

1	Text Books	1. Communication Skills in English by D.G. Saxena & Kuntal Tamang 2. Word Power Made Easy by Norman Lewis
2	Reference Books	01. Remedial English Grammar by Frederick T. Wood 02. Intermediate Grammar Usage & Composition by Tickoo M.L.



## Basics of Marketing

Semester	I		
Course Code	102	Component	Generic
Basics Of Marketing			

Course Outcomes	
1	This course will improve the understand and concept of marketing This course will expose the students to the latest trends in marketing.
2	This course will monitor and solve service problems This course will promote continuous improvement in service

### Syllabus:

Unit Number	Contents	Number of
1	Introduction to Marketing: Meaning, Definition, Nature, Scope, Importance, difference between sales and marketing, The Holistic marketing, Target marketing.	10
2	Marketing Environment: Components of modern marketing information system, analysing the marketing environment- Micro and Macro, Demand forecasting – need and techniques	10
3	Consumer markets, Factors influencing consumer behaviour, buying decision process, analysing business markets- the procurement	10
4	Market Segmentation: Bases for Market Segmentation, Market Targeting Strategies, designing and managing marketing channels, marketing mix	18
		48

### Learning Resources:

1	Text Books	1. Rajan Saxena – Marketing Management
2	Reference Books	1. Philip Kotler - Marketing Management 2. J.C. Gandhi - Marketing Management 3. William M. Pride and O.C. Ferrell – Marketing.



## Fundamental of Customer Services

Semester	I	Component	Generic
Course Code	103	Component	Generic
Fundamental of Customer Services			

Course Outcomes	
1	This course will help students to understand the critical need for service orientation in the current business scenario.
2	This course will help customers choose right products
3	This course will create a positive image of self and organization in the
4	This course will resolve customer concerns and improve customer relationship

### Syllabus:

Unit Number	Contents	Number of
1	Focus on Customers: Understanding the Customers, Understanding Customer Service, Service Triangle, Benefits of Exceptional Customer Service, Customer Delight, First Impressions, and Perception vs. Reality	14
2	Scanning Environmental and Cultural Influences: Environmental and Cultural Influences on Customer Behaviour, creating, delivering and sustaining value	12
3	Building Customer Relationship: Why do People do Business with you, Ways to Address Human Needs, Building Relationships through Valuing the Customer, Building Rapport, Emotional Bank Account, the Value Equation.	14
4	Empathy, Empathy vs. Sympathy, Problem Solving, Customer Interaction Cycle. Communication Styles: Three Main Styles. (Aggressive, Passive and Assertive), Disagreement Process, Selective Agreement, Benefits of Assertive Communication	08
		48

### Learning Resources:

1	Text Books	Peeru Mohammed: Customer Relationship Management R. Saxena: Marketing Management
2	Reference Books	Grover S K: Marketing: A Strategic Orientation P. Kotler: Marketing Management Stanton: Marketing Management



## Basic of Retailing

Semester	I	Component	Generic
Course Code	104	Component	Generic
<b>Basic of Retailing</b>			

Course Outcomes	
1	This course enables to known about prevailing, past and future scenario of retailing in India.
2	This course will improve customerrelationship
3	This course will helpful to organize the display at the store and To plan visual merchandising

### Syllabus:

Unit Number	Contents	Number of
1	Introduction – Meaning, nature, scope, importance, growth and present size. Career options in retailing, Technology induction in retailing, future of retailing in India	10
2	Types of retailing: stores classified by owners, stores classified by merchandising categories. Retailing formats, cash and carry business; Retailing models- franchiser franchisee, directly owned; wheel of retailing and retailing life cycle; cooperation and conflict with other retailers.	10
3	Retail planning- importance and process; developing retailing strategies: objectives, action plans, pricing strategies and location strategies, visual merchandising and displays	10
4	Retail Selling Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial, Handling Objections, Closing, Confirmations & Invitations. Retail Audits, Online Retailing, changing role of retailing in globalised world	18
		48

### Learning Resources:

1	Text Books	01. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi
2	Reference Books	01. Barry Berman, Joel R. Evans, Retail Management, Pearson Education 02. A. J. Lamba, The Art of Retailing, Tata McGraw Hill Publishing Co. Ltd. New Delhi





## 105 Project Work

Semester	I	Component	Skill
Course Code	105		
Project Work			

Course Outcomes	
1	This course will helpful to learn the practical tactics of retail business
2	This course will provides on the job experience to students

### Syllabus:

Projects Based on Classification and Overview of Various Departments in Any Retail Set up,. Fundamentals of Retailing Operations, Foot falls, Conversion Rate, Basket size, Calculation of sales, Margins, Break-even point of a Retail business, Pre opening set up of a retail business, Divisions of organised Retail, Negotiations.

Foot falls: Location, Advertising, Brand, past experience

Conversion Rate: Right category, Right Brand, Right Price, Right quantity

Basket size: Fill Rate, Store arrangement, Discount, Up selling, Tagging, Customer Care, Plano gram

Pre-opening Depts.: Purchase, Inspection, Masters Preparation, Schemes, Transportation, Rejections, Accounts and Finance.

Categories/Divisions in a Retail business: Food Items, Non- Food Items, Garments

Negotiations: Margin-Mark down , Delivery Time, Payment Terms, Freight & Insurance, Rejections, Damages, Expiries, Cash Discount, Display, Advisors, Testers, Quantity Based Inventories & Schemes, preparing purchase order,

Store security, Maintaining health and safety: measures of stores safety to be adopted, techniques and methods to keep employees healthy and safety measures in store.

**Note:** BVRM -105 Paper will be evaluated on the basis of Project report and Viva-voce by Internal and External examiner. Student will be assesses for NSQF Level 4





## 106 Computer Practical-MS Office-I

Semester	I		
Course Code	106	Component	Skill
Computer Practical-MS Office-I			

Course Outcomes	
1	This course is useful to enhance the knowledge about the usage of the Computer and IT in retail business
2	This course will improve the computer skills of students

### Syllabus:

#### I MS WORD

1. Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations: Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.
2. Prepare an invitation for the college function using Text Boxes and Clip Arts.
3. Design an Invoice and Account Sales by using Drawing Tool Bar, Clip Art, Word Art, Symbols, Borders and Shading.
4. Prepare a Class Time Table and perform the following operations: Inserting the Table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
5. Prepare a Shareholders meeting letter for 10 members using mail merge operation.
6. Prepare Bio-Data by using Wizard/ Templates.

#### II- MS-EXCEL

1. Applications of a Spreadsheet; Advantages of an Spreadsheet; Features of Excel; Rows, Columns, Cell, Menus, Creating worksheet, Formatting, Printing, establishing worksheet links, Table creating and printing graphs, Macros, Using Built-in-functions.

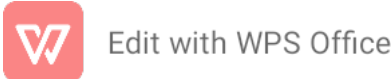
### Note:

Paper BVRM -106 Computer Practicals-I, 50 Marks will be for Computer Practical File and 50 marks will be for Practical (Ms-Word and MS- Excel) to be conducted by





Internal and External Examiner appointed by University. Student will be assessed for NSQF Level 4



## Semester II Syllabus Business Organisation and Management

Semester	II		
Course Code	201	Component	Generic
<b>Business Organization and Management</b>			

Course Outcomes:	
1	This course will provide conceptual knowledge of different forms of Business Organizations to students.
2	This course will enable students' understanding various concepts in Management.
3	Students will be enabled to work effectively in organization with proper understanding of various aspects of Business Organization and Management.

### Syllabus:

Unit Number	Contents	Number of
1	<b>Basic Concepts:</b> 1. Business Organization and its Scope – Business, Profession, employment, Industry, Trade, 2. Types of Trade and Aids to Trade, 3. Types of Industries <b>Forms of Business Organizations:</b> 1. Sole Trader – Characteristics, 2. Merits and Demerits of Sole Trader, 3. Joint Hindu Family: Karta, Merits and Demerits.	14
2	<b>Partnership:</b> 1. Characteristics, Merits and Demerits, 2. Partnership Deed, Types of Partners, 3. Rights and Duties of Partners. <b>Joint Stock Company:</b> 1. Characteristics, Merits and Demerits, 2. Kinds of Companies, Promoters	12
3	<b>Incorporation of Joint Stock Company:</b> 1. Procedure and Incorporation of Joint Stock Company, 2. Memorandum of Association, Articles of Association, Prospectus. <b>Co-Operative Societies:</b> 1. Characteristics and Types of Co-Operative Societies,	10



4	<b>Management and Its Functions :</b> <b>Management:</b> 1. Introduction, concept, nature, process and significance 2. Planning: concept, types and process, 3. Organizing: concept, nature, process and significance 4. Staffing: concept, nature and scope. 5. Controlling: concept, nature, process and significance	12
		48

<b>Learning Resources:</b>		
1	Text Books	a. Fundamentals of Management by Robbins, S.P. and Decenzo, D.A., Pearson Education Asia, New Delhi b. Management, Koontz and Wehrich, TMGH
2	Reference Books	1. Management, Stoner, et. al, Prentice Hall of India, New Delhi 2. Management-Text & Cases, Satya Raju, PHI, New Delhi 3. Management, Richard L.Draft, Thomson South Western



## Business Mathematics and Statistics

Semester	II		
Course Code	202	Component	Generic
<b>Business Mathematics and Statistics</b>			

### Course Outcomes:

1	This course will enable students to develop understanding of various mathematical and statistical tools and techniques and its application in practical problems.
2	This course will enable students' to perform mathematical, logical calculations required for decision making in day today retail operations.
3	Students will be enabled to monitor and manage store performance

### Syllabus:

Unit Number	Contents	Number of
1	<b>Interest</b> 1. Simple Interest 2. Compound interest (nominal and effective rate of interest ) 3. Equated Monthly Instalments (EMI) (Reducing and flat rate of interest) 4. Examples <b>Profit and Loss</b> 1. Concept of Cost Price, Marked Price and Selling Price 2. Trade Discount and Cash Discount 3. Commission and Brokerage	10
2	<b>Statistics:</b> 1. Meaning, Evolution & Scope Statistics in Economics, Management Science and Industry 2. Limitations and Applications, 3. Diagrammatic and graphical presentation of data, 4. Measures of Central Tendency and Dispersion.	10



3	<p><b>Measures of Central tendency</b></p> <ol style="list-style-type: none"> <li>Variables Qualitative and Quantitative, Raw data, Classification of data,</li> <li>Frequency distribution, cumulative frequency distribution,</li> <li>Histogram (finding mode graphically) Ogive curves and its uses.</li> <li>Measures of central tendency: Mean, Median for ungrouped and Grouped data.</li> </ol> <p><b>Measures of dispersion</b></p> <ol style="list-style-type: none"> <li>Concept of Dispersion</li> <li>Measures of Dispersion – Range, Variance and Standard Deviation (S.D.) for Grouped and ungrouped data</li> <li>Measures of relative dispersion- Coefficient of range and</li> </ol>	10
4	<p><b>Correlation:</b></p> <ol style="list-style-type: none"> <li>Meaning &amp; Types</li> <li>Karl Pearson coefficient of correlation</li> <li>Rank Correlation, Con current deviation method</li> </ol> <p><b>Linear Programming Problems:</b></p> <ol style="list-style-type: none"> <li>Graph of linear Equation</li> <li>Graph of linear Inequality</li> <li>Formulation of LPP, Solution by Graphical Method</li> </ol>	09
5	<p><b>Index Number:</b></p> <ol style="list-style-type: none"> <li>Index Number and Their uses in Business</li> <li>Construction of Simple and Weighed Price,</li> <li>Quantity and Value Index Numbers,</li> <li>Test for an Ideal Index Number.</li> <li>Time series: components and secular trends.</li> </ol>	9
		48
<b>Learning Resources:</b>		
1	Text Books	2. Business Mathematics by V.K. Kapoor (Sultan Chand And Sons)
2	Reference Books	<ol style="list-style-type: none"> <li>Gupta, S.P. &amp; M.P. Gupta, Business Statistical Methods by S.P. Gupta (Sultan Chand And Sons)</li> <li>Gupta, C.B., An Introduction to Statistical Methods</li> <li>Gupta, B.N., An Introduction to Modern Statistics</li> <li>Gupta, S.P., Statistical Methods</li> <li>Sharma, J.K., Business Statistics, Pearson Education, New Delhi</li> <li>Fundamentals of Statistics by S.C. Gupta (Himalaya Publishing House)</li> </ol>



## Retail Management

Semester	II		
Course Code	203	Component	Generic
<b>Retail Management</b>			

### Course Outcomes:

1	This paper will be useful in providing students with a comprehensive understanding of the theoretical and applied aspects of retail management.
2	This course will help students to identify various retail management functions and activities and enable them to understand their importance in satisfying customer needs.
3	Students will be enabled to effectively monitor and manage retail store

### Syllabus:

Unit Number	Contents	Number of
1	<b>Management of Retailing Operations, Retailing Management:</b> 1. Functions, strategic retail management process 2. Retail Communication Mix 3. Retail Sales Management and Sales Promotion 4. Retail Human Resources Management 5. Customer Service 6. The GAPs Model and Customer Relationship Management	14
2	<b>Information gathering in retailing:</b> 1. Retail strategic planning and operation management 2. Retail financial strategy 3. Target market selection and retail location 4. Store design and layout, visual merchandising and Displays	12
3	<b>Logistics Framework:</b> 1. Concept, objectives, scope 2. Transportation 3. Warehousing 4. Inventory Management 5. Packaging and unitization 6. communication and control	14
4	<b>Role of Information technology in Logistics:</b> 1. Role of ecommerce in retailing 2. Managing Retail operations in Rural Markets, Global Retailing 3. Legal and ethical issues in retailing 4. Mall introduction and Mall management	08
		48



Learning Resources:		
1	Text Books	1. Levy IM. And Weitz B.A (2004), Retailing Management, 5th ed., Tata McGraw Hill.
2	Reference Books	1.Berman B. Evans J. R. (2004), Retail Management, 9th Edition, Pearson Education. 2.Bajaj C; Tuli R., Srivanstava N.V. (2005), Retail Management, Oxford University Press, Delhi. 3.Dunne P.M, Lusch R.F. and David A. (2002), Retailing, 4th ed., South-Western, Thomson Learning Inc.



## Environmental Studies

Semester	II		
Course Code	204	Component	Generic
<b>Environmental Studies</b>			

### Course Outcomes:

1	This course will provide a comprehensive knowledge of mechanism of Ecological System
2	Students will be enabled to understand the various environmental issues and
3	This course will help students to understand the various elements of ecological system and its impact.

### Syllabus:

Unit Number	Contents	Number of
1	<b>Environmental Studies:</b> 1. Nature, Scope and Importance of Environmental Studies, 2. Need for Public Awareness, 3. Natural Resources, Renewable and Non-Renewable Resources, 4. Use and Over-Exploitation/Over- Utilization of Various Resources and Consequences, 5. Role of an Individual in Conservation of Natural Resources, 6. Equitable use of Resources for Sustainable Lifestyles	10
2	<b>Ecosystems:</b> 1. Concept, Structure and Function of an Ecosystem 2. Energy Flow in the Ecosystem 3. Ecological Succession, Food Chains, Food Webs and Ecological Pyramids 4. Types of Ecosystem: Forest Ecosystem, Grassland Ecosystem Desert Ecosystem, Aquatic Ecosystems	10
3	<b>Problems or Issues Related to Environment:</b> <b>Environmental Pollution:</b> 1. Definition, Causes, Effects and Control Measures of Different 2.Types of Pollutions, Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Thermal Pollution, Nuclear Hazards, 3. Role of an Individual in Prevention of Pollution <b>Solid Waste Management:</b> 1.Causes, Effects and Control Measures of Urban and Industrial Wastes	10





4	<b>Social Issues and the Environment:</b> 1. Sustainable Development 2. Urban Problems Related to Energy, Water Conservation, Rain Water Harvesting, Watershed Management 3. Resettlement and Rehabilitation of People, Its Problems and Concerns 4. Climate Change, Global Warming, Acid Rain, Ozone Layer Depletion, Nuclear Accidents and Holocaust, Wasteland Reclamation, Consumerism and Waste Products	10
5	<b>Environmental legislation:</b> 1. Environment Protection Act. 2. Air (Prevention and Control of Pollution) Act. 3. Water (Prevention and Control of Pollution) Act, 4. Wildlife Protection Act, Forest Conservation Act.	08
		48

#### Learning Resources:

1	Text Books	1. Rajagopalan R, Environmental Studies, Oxford University Press, NewDelhi
2	Reference Books	1. Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers 2. Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi 3. Ubaroi, N.K., Environment Management, Excel Books, NewDelhi <b>Note:</b> Latest and additional good books may be suggested and added from time to time.



## 205 COMPUTER PRACTICALS-II (MS- Power point & Internet)

Semester	II		
Course Code	205	Component	Skill
Computer Practicals II (MS-Powerpoint & Internet)			

### Course Outcomes:

1	This course will enhance the knowledge of students regarding basic elements and use of Power Point and Internet in performing various business activities.
2	This course will help students to acquire proficiency in application such as power point.
3	Students will be enabled to understand the various elements of Internet, functioning of the same and latest concepts and will help them to work upon them.

### Syllabus:

Unit Number	Contents
1	<p><b>I - MS POWERPOINT</b></p> <ol style="list-style-type: none"> <li>1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.</li> <li>2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.</li> <li>3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out – The presentation should work in custom mode.</li> <li>4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.</li> <li>5 Design presentation slides for the Seminar/Lecture Presentation using animation Effects and perform the following operations: Creation of different slides, changing background color, font color, size, bold, italic, underline, bullet points, etc.</li> </ol>
2	<p><b>II – INTERNET</b></p> <ol style="list-style-type: none"> <li>1. Create an e-mail id and check the mail inbox.</li> <li>2. Learn how to use search engines and visit yahoo com, bing.com, hotmail.com and google.com</li> <li>3. Working with E-Commerce websites, shopping cart, online shopping.</li> <li>4. Visit your University and college websites and collect the relevant data</li> <li>5. Web Designing: , HTML ,Basic structure of HTML document, creating HTML document, Heading Tags, formatting tags, HTML tags, working with lists, tables, hyperlinks, images.</li> </ol>



3	BVRM -205 Computer Practical-II, 50 Marks will be for Computer Practical File and 50 marks will be for Practical (MS-Power Point and Internet) to be conducted by External Examiner appointed by University.
---	--

### 206 Lab in Retail Store Operations-I

Semester	II	Component	Skill
Course Code	206	Component	Skill
Lab in Retail Store Operations-I			

Course Outcomes:	
1	This course will help students to learn tactics of retail store operations practically.
2	This will help students in gaining insights into retail store planning, organizing and managing.

#### Syllabus:

Unit Number	Contents
1	<p>For Lab in Retail Store Operations-I, the students will visit a retail store and shall proceed for their store operations training of two weeks duration during the semester.</p> <p>Following areas of study to be included:</p> <ul style="list-style-type: none"> <li>• Managing Retail Operations</li> <li>• What are Store Operations</li> <li>• Productivity &amp; Operating Efficiency</li> <li>• Most Common Mistakes of Retailers</li> <li>• Controls Essential for successful operations</li> <li>• Measuring Performance</li> <li>• Stock Turn</li> <li>• Store Appearance &amp; House Keeping</li> <li>• Functions of a Store Manager</li> <li>• Promotion, Planning and Execution Retail Operations</li> </ul>
2	<p><b>Report and Viva – Voce</b></p> <p>The students are required to prepare a Training Report which shall be evaluated by External Examiner at the time of viva-voce.</p>



## Semester III Business Economics

<b>Semester</b>	III		
<b>Course Code</b>	301	<b>Component</b>	Generic
<b>Business Economics</b>			

### Course Outcomes

1	This course is to make the student understand how the business organizations work by applying economic principles in their Business Management.
2	This course will provide practical knowledge about business economics to students

### Syllabus:

Unit Number	Contents	Number of Sessions
1	Business Economics: Meaning, Nature and Scope, Law of Demand, Exceptions to Law of Demand, Change in demand, Elasticity of Demand: Types , measurement and determinants Law of Supply, elasticity of Supply.	10
2	Theory of Consumer Behaviour: Utility Analysis and Indifference Curve Analysis, Derivation of demand curves,	10
3	Theory of Cost, Type of Costs, Short and Long Run Costs, Revenue, Break- even point, Theory of Production- Returns to Factor and Returns to Scale	14
4	Markets: Perfect competitions, Monopoly, Monopolistic Competitions and Oligopoly: Features and Comparison	14
		48

### Learning Resources:

1	Text Books	1. Advance Economic Theory H.L. Ahuja
2.	Reference Books	1. Joel Dean: Managerial Economics 2. Sankaran : Business Economics 3. Varsheney and Maheswari: Managerial Economics 4. Seth M L Text Book of Economic Theory 5. Petersen & Lewis: Managerial Economics





## Human Resources Management

Semester	III		
Course Code	302	Component	Generic
<b>Human Resources Management</b>			

### Course Outcomes:

1	This course is aimed at providing comprehensive knowledge of Human Resources Management
2	This course will provides knowledge of all the functions of HRM

### Syllabus:

Unit Number	Contents	Number of
1	An Introduction to Human Resource Management Definition, Importance Objectives, Scope & functions of Human Resource Management, Qualification and Qualities of Human Resource Manager in our Organization	10
2	Recruitment Selection and Training Recruitment: Meaning, Steps in Recruitment Policy, Sources and Modes of Recruitment, Factors Affecting Recruitment; Selection: Meaning, Essentials of Selection Procedure, Training: Need, Importance, Methods of Training:	12
3	Wage and Wage Incentives Wages: Methods of Wage Programme: Time Wages and Piece Wages Methods, Concept of Wages: Fair, Minimum and Living Wage, Factors Determining Wage Structure of an Organization.	12
4	Industrial Relation : concept, Importance, objective of Industrial relations, contents and participants of Industrial relations, Essentials of good Industrial Relations Programme, Participative Management.	14
		48

### Learning Resources:

1	Text Books	01. Human Resource Management: Concepts and Issues, by T.N. Chhabra, Dhanpat Rai & Co. New Delhi.
2	Reference Books	1. Human Resource Management by R. Wayne Mondy, Pearson Publications, Delhi.





## Supply Chain Management

Semester	III		
Course Code	303	Component	Generic
<b>Course Title: Supply Chain Management</b>			

### Course Outcomes:

1	This course will create awareness about the supply chain activities taken in order to deliver the goods
2	This will be helpful to understand tools and techniques of supply chain management in the retail sector

### Syllabus:

Unit Number	Contents	Number of Session
1	Supply Chain Management: Global Optimization, Importance, Key Issues, Inventory Management, Economic Lot Size Model, Supply Contracts, Centralized vs. Decentralized System.	10
2	Supply Chain Integrates: Push, Pull Strategies, Demand Driven Strategies, Impact on Grocery Industry, Retail Industry, and Distribution Strategies (ERG)	10
3	Supply Chain Benchmarking- Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking	08
4	Recent Trends in Supply Chain Management-Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Make ship, The Role of E- Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management	20
		48

### Learning Resources:

1	Text Books	01. Supply chain management , Kulkarni Sarika & Sharma Ashok 02. Supply chain management concepts and cases, Ragul V. Altekar 03. Text book of logistics and supply chain management, Prof D.K. Anand
2	Reference Books	1. Rushton, A., Oxley, J & Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management. Kogan Page. 2. Simchi-Levi, David, Kaminsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill 32





## Consumer Behaviour

Semester	III		
Course Code	304	Component	Generic
<b>Consumer Behaviour</b>			

### Course Outcomes:

1	This course will impart conceptual knowledge about consumer behaviour and other related issues
2	This course will be useful to understand the retail customer and its origin of various retail strategies

### Syllabus:

Unit Number	Contents	Number of
1	Nature and Scope of Analysing Consumer Behaviour, Factors influencing consumer behaviour, Building Customer Satisfaction, consumer trends for the future	10
2	Connecting with consumers : building and delivering Customer values, Satisfaction and loyalty. Cultivating customer relationship, Customer Equity	14
3	Organising buyer behaviour: Key psychological process, Motivation, Consumer Attitude and Attitude Change	14
4	Consumer Buying Decision Process - Problem Recognition, Situation Influence, Post Purchase Action.	10
		48

### Learning Resources:

1	Text Books	1. Consumer Behavior: Satish K Batra & S H H Kajmi
2	Reference Books	1. Consumer Behavior: Solomon, Michael R 2. Consumer Behavior: Evans, Martin, Jamal, Ahmad 3. Marketing Management : Philip Kotler





## 305 Research Paper Writing and Presentation on Retailing Sector I

Semester	III		
Course Code	305	Component	Skill
<b>Research Paper Writing and Presentation (I)</b>			

Course outcomes	
1	This course will provide students conceptual understanding of different operating processes and their significance in running retail operations by undergoing research into the same.
2.	It also helps develop understanding about necessary skills for undertaking research paper writing task and presentation.

### Syllabus:

Unit Number	Contents
1	For Research paper writing and presentation students are required to undertake research (Primary , secondary research ) related to various areas of retail store operations. Students will prepare a research paper on some of the following areas and are required to present the same : Organize Retail Sector Various Formats Most Prefer Organize Retail Format Unorganized Retail Sector Problem of Unorganized Retail Sector Survival Strategies for Unorganized Retail Sector
2	<b>Presentation of Research Paper:</b> They The students are required to Present the research paper.

Learning Resources:	
Reference Books	1. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi 2. Barry Berman, Joel R. Evans, Retail Management, Pearson Education



## 306 Practical Training - retail store Operations- II

Semester	II		
Course Code	306	Component	Skill
Practical Training - retail store Operations- II			

### Course Outcomes

1	This course provide practical experience and exposure to students.
2.	This course will make students understand various aspects of retail store operation

### Syllabus:

1	Student should work in organize retail store/ any format of retail store for learning retail store operations. It is expected student should prepare the report of this practical training
2.	<b>Report and Viva – Voce</b> BVRM - 306 Paper will be evaluated on the basis of Project report and Viva-Voce by Internal Examiner and external examiner.





### 307 Desk Research in Retailing Sector

Student should select one company/organization of retail sector and prepare the report of following points

01. Company Profile
02. Product Profile
03. Industry Profile
04. SWOC
05. Competitor Analysis
06. Porter five forces modes
07. Strategies of organization
08. Learning and Outcome



## Semester IV Personality and soft skill Development

Semester	IV		
Course Code	401	Component	Generic
<b>Personality and Soft Skill Development</b>			

### Course Outcomes:

1	This course will enable students to understand different aspects of personality development and soft Skills.
2	This course will help students to understand need and importance of personality and soft skill development in workplace and will enable them to work on personality and soft skill development of themselves.
3	This course will enable students to shape themselves appropriately while behaving in social and professional circles.

### Syllabus:

Unit Number	Contents	Number of Sessions
1	<b>Introduction:</b> 1. Concept of Personality 2. Personality Consciousness 3. Personality Patterns 4. Personality Pattern, Persistence and Change	10
2	<b>Key Elements Related to Personality:</b> 1. Personality Traits and Types 2. Personality Determinants 3. Personality Development 4. Healthy Personalities 5. Developing Self Awareness 6. Examples	10
3	<b>Managing for Good Personality:</b> 1. Managing Personal Stress 2. Solving Problems Analytically and Creatively 3. Grooming, Appearance, Dress Sense, Personal Hygiene, Etiquettes and Body Language 4. Time Management 5. Public Speaking	14



4	<b>Interpersonal and Group Skills:</b> 1. Building Positive Relationship 2. Strategies for Gaining Power and Influence 3. Fostering Motivational Environment 4. Interviewing Skills 5. Conducting Meetings	14
		48

### Learning Resources:

1	Text Books	<ul style="list-style-type: none"> <li>• Hurlock, Elizabeth B, Personality Development, Tata McGraw Hill, NewDelhi</li> </ul>
2.	Reference Books	<ul style="list-style-type: none"> <li>• McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India Pvt. Ltd., NewDelhi</li> <li>• Wehtten, David A and Kim S Cameron, Developing Managerial Skills, Pearson Education, NewDelhi</li> <li>• <b>Note:</b> Latest and additional good books may be suggested and added from time to time.</li> </ul>





## Store Layout and Design

Semester	IV		
Course Code	402	Component	Generic
<b>Store Layout and Design</b>			

### Course Outcomes:

1	This course will help students in gaining comprehensive knowledge of Store Location, layout and operations.
2	This course will help students to understand crucial elements of store layout and design to maximise sales of goods & services promote continuous improvement
3	This course will help students to develop the sense of understanding about the importance of effective store layout and design in facilitation consumer purchases and maximizing sales of the store

### Syllabus:

Unit Number	Contents	Number of
1	<b>Store Location:</b> <ol style="list-style-type: none"> <li>1. Nature and significance of Retail Location</li> <li>2. Types and factors affecting store location</li> <li>3. Location and Sight Evaluation, Trading Area Analysis</li> <li>4. Recent Trends in Location of Store</li> </ol>	10
2	<b>Nature and Objective of Store Layout:</b> <ol style="list-style-type: none"> <li>1. Allocation of floor space</li> <li>2. Classification of store offering</li> <li>3. Traffic flow pattern of store</li> <li>4. Retail Store Space Management</li> </ol>	12
3	<b>Store Design :</b> <ol style="list-style-type: none"> <li>1. Objective and Types of Store Format</li> <li>2. Retail Store Design Elements: Interior and Exterior Store</li> <li>3. Impact on Consumer Behaviour</li> <li>4. Impulsive Buying,</li> <li>5. Out – store and In-Store Tactics</li> <li>6. Store Security</li> </ol>	12



4	<b>Planning and Controlling of Inventory:</b> 1. Planning and Controlling of Inventory 2. Retail Logistics 3. Retail Supply Chain Management 4. The Supply Channel 5. Store Maintenance	14
		48

#### Learning Resources:

1	Text Books	1. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi 2. Barry Berman, Joel R. Evans, Retail Management, Pearson Education
2	Reference Books	1. The Retail Revival- Reimagining Business: Dougs Stephens 2. Retail Analytics : The Secret Weapon by Enmets Cox 3. Emerging Trends in Retail Management : N Panchanatham & R



## Organizational Behaviour

Semester	IV		
Course Code	403	Component	Generic
<b>Course Title: Organizational Behavior</b>			

### Course Outcomes:

1	This course will provide a foundation for understanding individual, group and organizational behavior, which is essential for better management of an organization.
2	This course will help students to understand various behavioral aspects affecting the operations of an organization.

### Syllabus:

Unit Number	Contents	Number of Session
1	<p><b>Overview of the concept and relevance of organizational behavior :</b></p> <p>1. Meaning, features, approaches, models</p> <p>2. Challenges and opportunities</p> <p><b>Foundation of individual behavior</b></p> <p>1. Biography, ability, personality (determinants and models)</p> <p>2. Perception (definition, components, factors affecting, perception in decision making).</p>	10
2	<p><b>Individual behavior</b></p> <p>1. Attitude: types - Job satisfaction, involvement, commitment, effects of employee attitude, changing attitudes</p> <p>2. Learning: Nature, theories classical conditioning, operant conditioning, cognitive learning, social learning</p> <p>3. Motivation: Concept and theories (Maslow, Mc-Gregor, Herzberg,</p>	10
3	<p><b>Communication, Group Dynamics and Team Work</b></p> <p>1. Communication: Definition, interpersonal communication, process of communication, formal &amp; informal communication, barriers to effective communication, building effective communication, recent trends in communication</p> <p>2. Group dynamics: Nature, theories, types of group</p> <p>3. Team work: Nature, effectiveness, potential problems</p>	08



4	<b>Working with others</b> 1. Leadership: Meaning, skills needed, basic leadership styles, theories of leadership - Trait theory, behavioral, Contingency 2. Power and Politics: Concepts, bases of power, power and leadership, causes and consequences of politics 3. Conflict: Meaning, process, types 4. Negotiation: Concept, process, approaches - traditional, modern	10
5	<b>Organizational Culture &amp; Life in organizations</b> 1. <b>Organizational culture:</b> Definition, types, maintaining and changing cultures 2. Organizational climate - features, dimensions, significance <b>Life in organizations</b> 1. Change: Forces stimulating change, resistance to change, managing change 2. <del>Stress Management: Nature, potential sources, consequences</del>	10
		48

Learning Resources:		
1	Text Books	1. Robbins S.P. (1999) Organizational Behaviour, concepts, controversies and applications, Prentice-Hall, New Delhi. 2. Rao, V.S.P. (2009) Organizational Behaviour, Excel Books, India.
2	Reference Books	1. Luthans, Fred (2002) Organization Behaviour (9th ed), McGraw Hill, India. 2. Mishra M.N. (2001) Organizational Behaviour, Vikas Publishing House Pvt. Ltd., New Delhi. 3. Newstrom W. John, Davis Keith (1996) Organization Behaviour, McGraw Hill, India. 4. Sharma R.A. (1982) Organization Theory and Behaviour, Tata McGraw-Hill, India. 5. Andre, R. (2009) Organizational Behaviour, Pearson, India. 6. Chodha, N.K. (2010) Perspectives in Organizational Behaviour



## Elements of Salesmanship

Semester	IV		
Course Code	404	Component	Generic
<b>Elements of Salesmanship</b>			

### Course Outcomes:

1	This course will impart conceptual knowledge of salesmanship and understanding consumer behaviour.
2	This course will enable students in understanding the importance of creation of positive image of self and organisation in the customers mind.

### Syllabus:

Unit Number	Contents	Number of
1	<b>Introduction:</b> 1. Concept of Salesmanship & Types of Selling 2. Changing Roles and Functions of a Salesman 3. Importance of Personal Selling in the Context of Competitive Environment	10
2	<b>Salesman Career:</b> 1. Career Counselling & Guidance 2. Types of Salesman, Duties, Responsibilities 3.	14
3	<b>Buyer Behaviour:</b> 1. Introduction, Classification of Buyer 2. Buying Motives- Rational and Emotional 3. Factors Influencing Purchase of a Product , Shopping Behaviour 4. Methods of Identifying Customer Perceptions 5. Finding out Customer's Needs, Problems and Potentialities	14
4	<b>Sales Presentation:</b> 1. Introduction and Planning Sales Presentation, 2. Objectives of Sales Planning, Sales Talk, Supporting Evidence etc. 3. Steps involved in product presentation and demonstration	10
		48

### Learning Resources:

1	Text Books	1. Salesmanship and Sales Management, 3 <sup>rd</sup> Revised Edition, Kishore Chand Raut and Pramod K Sahu. 2. Sales Management: Theory & Practice, 2 <sup>nd</sup> Edition ,Bill Donaldson
---	------------	---



2	Reference Books	1.How to Sell Anything to Anybody, Joe Girard 2.How to Master the Art of Selling , Tom Hopkins 3.Coaching Salespeople into Sales Champions, Keith Rosen's
---	-----------------	---



## 405 Research Paper Writing and Presentation (II) on Retail Store Operations

Semester	IV		
Course Code	405	Component	Skill
<b>Research Paper Writing and Presentation (II)</b>			

Course Outcomes:	
1	This course will provide students conceptual understanding of different operating processes and their significance in running retail operations by undergoing <u>research into the same</u> .
2.	This course will help students to develop necessary skills for undertaking research paper writing task and presentation.

### Syllabus:

Unit Number	Contents
1	<p>For Research paper writing and presentation students are required to undertake research (Primary , secondary research ) related to various areas of retail store operations. Students will prepare a research paper on some of the following areas and are required to present the same :</p> <ul style="list-style-type: none"> <li>•Managing Retail Operations</li> <li>•What are Store Operations</li> <li>•Productivity &amp; Operating Efficiency</li> <li>•Most Common Mistakes of Retailers</li> <li>•Controls Essential for successful operations</li> <li>•Measuring Performance</li> <li>•Managing and controlling stock of retail merchandise</li> <li>•Store Appearance &amp; House Keeping</li> <li>•Functions of a Store Manager</li> </ul>
2	<p><b>Presentation of Research Paper:</b> They The students are required to Present the research paper.</p>

### Learning Resources:

Reference Books	<p>1. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi</p> <p>2. Barry Berman, Joel R. Evans, Retail Management, Pearson Education</p>
-----------------	---







## 406- Project Work on Retail Consumer Buying Behavior and Satisfaction

Semester	IV		
Course Code	406	Component	Skill
Project work on Retail Consumer Buying Behavior and Satisfaction			

### Course Outcomes:

1.	This course will provide practical experience and exposure to students.
2.	This course will help students to understand various aspects of consumer buying behaviour and customer satisfaction and factors affecting the same.
3.	This course will help students develop necessary skills for planning and managing for better customer services in a retail store.

### Syllabus:

1	<p>Students will have to do Project work based on the following areas related to Retail Consumer Buying Behaviour and Customer Satisfaction:</p> <ul style="list-style-type: none"> <li>-Consumer Buying Process with reference to specific product category sold by retail store</li> <li>-Factors Influencing Consumer Buying behaviour for particular product from retail store</li> <li>-Customer satisfaction for particular retail store</li> <li>-Factors affecting customer satisfaction for customer services provided by store</li> <li>-Retail store strategies for managing customer satisfaction</li> <li>- Role of sales force in consumer buying behaviour</li> <li>- Role of Sales Force in Customer Satisfaction</li> </ul>
2.	<p><b>Report and Viva – Voce</b></p> <p>BVRM - 406 Paper will be evaluated on the basis of Project report and Viva-Voce by external examiner.</p>



## Semester V Merchandise buying and Planning

Semester	V		
Course Code	501	Component	Generic
<b>Merchandise buying and</b>			

### Course Outcomes:

1	This course will make student understand about Merchandise buying and Planning
2	This course enables students develop strategies about Merchandise buying and Planning

### Syllabus:

Unit Number	Contents	Number of Sessions
1	Merchandise Management: Objective, Presentation and Demonstrating Merchandise; Strategies for Creating Good looking Retail Stores Displays, Retail Plano Gram.	10
2	Visual Merchandise: Objective and Principle of successful visual Merchandise. Signage: Types and Character, Visual Display	10
3	Management of Service and Quality in Merchandise Planning, Devising Merchandise Plan: Innovativeness, Assortment, Category Management.	14
4	Role of Information Technology in Point-of-Sale System; Electronic Fund Transfer at POS; Data Ware House and Data Mining, General Merchandise Planning Software.	14
		48

### Learning Resources:

1	Text Books	Retail Management: Pateric M Dulle & Robert FLusch
2.	Reference Books	<ol style="list-style-type: none"> <li>1. Retail Management: GauravGhosal</li> <li>2. Data Driven Marketing: Mark Jeffrey</li> <li>3. Reflection in Retailing: StanleyMarcus</li> <li>4. Retail Merchandising: Risch E.H.</li> <li>5. Merchandise Buying : M SmithBohlinger</li> </ol>



## Retail Operations

Semester	V		
Course Code	502	Component	Generic
<b>Retail Operations</b>			

### Course Outcomes:

1	This course get the student acquainted with the knowledge of retail operations performed in a retail organisation
2	This course will make students understand retail operation

### Syllabus:

Unit Number	Contents	Number of
1	Retails Operation: Elements and Components, Store Administration and Management of Store Floor. Management of the Premises, Opening and Closing Activity of Store, Skills and Responsibility of Retails Store Manager.	10
2	Method and Approaches to Retail Operations: Retail Location: Strategies and Decisions, Retail Branding.	12
3	Retail Marketing Mix: Role of Personal Selling in Retail processes. Retail Promotion: Role and Objective, Store Security	12
4	Supply Chain Management: Objectives, Integration of Supply Chain Strategies; Bottlenecks and Remedies, Supply Chain Performance.	14
		48

### Learning Resources:

1	Text Books	1. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi
2	Reference Books	1. Supply Chain Management for Retail : RajeshRay 2. Logistic and Retail Management : JohnFervieleighs 3. Retail management- A Strategies approach : Barry Berman and Joen REvan 4. Marketing at Retail : Robert Lilejenwale and Barba



## Entrepreneurship Development

<b>Semester</b>	V		
<b>Course Code</b>	503	<b>Component</b>	Generic
<b>Course Title: Entrepreneurship Development</b>			

### Course Outcomes:

1	This course will provide a foundation for Entrepreneurship Development
2	This course will make the students to prepare business plans

### Syllabus:

Unit Number	Contents	Number of Session
1	Entrepreneurship: Introduction to Entrepreneur, Entrepreneurship and Enterprise, Importance and Relevance of the Entrepreneur, Factors Influencing Entrepreneurship, Pros and Cons of being an Entrepreneur, Women Entrepreneurs, Problems and Promotion, Types of Entrepreneurs, Competency Requirement for Entrepreneurs.	10
2	Entrepreneurship theories: Theories of entrepreneurship, entrepreneurial Development Programmes, EDP objectives	10
3	Preparing the Business Plan (BP): Introduction, meaning, objectives and significance of a business plan, components of BP, contents of BP, Feasibility study and Common Pitfalls to be avoided in Preparation of a BP, legal formalities and documentation.	08
4	Small Scale Industries: Meaning, definition, nature, scope, Importance, of Small Scale Industries/ Tiny Industries/Ancillary Industries/ Cottage Industries, Product Range, Capital Investment, Ownership Patterns, Problems Faced by SSI's and the Steps Taken to Solve the Problems, Policies Governing SSI's; Sources of finance, nature , scope, role in	
		48

### Learning Resources:

1	Text Books	1. Robbins S.P. (1999) Organizational Behaviour, concepts, controversies and applications, Prentice-Hall, New Delhi. 2. Rao, V.S.P. (2009) Organizational Behaviour, Excel Books, India.
2	Reference Books	1Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition. 2. Udai Pareek and T.V. Rao, Developing Entrepreneurship 3. S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems 4. Srivastava, A Practical Guide to Industrial Entrepreneurs



## Advertising and Brand Management

Semester	V		
Course Code	504	Component	Generic
<b>Advertising and Brand Management</b>			

Course Outcomes	
1	This course will make the students understand the importance of advertising and medias' role in advertising and Brand management.
2	This course enables to develop the various strategies of Advertising and Brand Management

### Syllabus:

Unit Number	Contents	Number of
1	Introduction to Advertisement: Concept and Definition of Advertisement, Social, Economic and Legal Implications of Advertisements, Setting Advertisement Objectives, Advertisement Agencies, Selection and Remuneration, Advertisement Campaign.	10
2	Advertisement Media: Media Plan, Type and Choice Criteria, Reach and Frequency of Advertisements, Cost of Advertisements Related to Sales, Media Strategy and Scheduling.	14
3	Design and Execution of Advertisements: Message Development, Different Types of Advertisements, Layout, Design Appeal, Copy Structure, Advertisement Production, Print, Radio. T.V. and Web Advertisements, Media Research, Testing Validity and Reliability of Ads, Measuring Impact of Advertisements	14
4	Brand Management: Meaning, definition, scope, building, measuring, managing Brand Equity, Brand positioning: developing and communicating a positioning strategy	10
		48

### Learning Resources:

1	Text Books	1. Salesmanship and Sales Management, 3 <sup>rd</sup> Revised Edition, Kishore Chand Raut and Pramod K Sahu. 2. Sales Management: Theory & Practice, 2 <sup>nd</sup> Edition, Bill Donaldson
2	Reference Books	1. Kenneth Clow. Donald Back, "Integrated Advertisements, Promotion and Marketing Communication", Prentice Hall of India, New Delhi, 2003. 2. S.H.H.Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001. 3. George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 1998. 4. Julian Cummings, "Sales Promotion", Kogan Page, London 1998.



## 505 Fundamentals of Visual Merchandising (VM)

Semester	V		
Course Code	505	Component	Skill
<b>Fundamentals of Visual Merchandising (VM)</b>			

Course Outcomes:	
1	This course aims at learning basic visual merchandising concepts and theories essential in the store image, its merchandise, and displays.
2	This course will helpful to formulate Strategies of Visual Merchandising (VM)

### Syllabus:

Introduction to VM

Pre- opening Operations: Preparation of check chart, Point of sale mechanism, Customer service, Value addition and Loyalty Programmes, Personality development and grooming of employees, Pre Opening Operations and check chart, Personal grooming of staff members , POS, Management information System , Free Items / Schemes , Customer care and Loyalty programs

Visual Merchandising: Devising a merchandising plan, Factors in VM, Visual merchandising in online retail formats, Preparation of a Retail business plan, Global practices in Retail formats,

Devising merchandise plan: Innovation, Assortment, Category management, Out store-In store tactics, Security, Renovation planning, Store planning and layout

Visual merchandising details: Props and Signage, Visual display and design, Mannequins, Tools and materials of trade, Fixtures and lighting,

Preparation of a retail business plan: Business plan formats, financial assistance, Steps involved in starting a business venture, Licensing and registration process

# Projects will be given to students related to Extensive practical sessions, Visit to various stores and projects, putting up displays etc.

### Learning Resources:

Reference Books	<ol style="list-style-type: none"> <li>1. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi</li> <li>2. Barry Berman, Joel R. Evans, Retail Management, Pearson Education</li> </ol>
-----------------	--





## 506- Summer Project

Semester	V		
Course Code	506	Component	Skill
Summer Project			

### Course Outcomes:

1	This course will provide practical experience and exposure to students.
2.	This course will make students understand various aspects of retail sector
3.	It also helps develop necessary skills for planning and managing for better customer services in a retail store.

### Syllabus:

1	<p>Students will have to do Project work based on the following areas related to</p> <ul style="list-style-type: none"> <li>• Changes in organized retail sector and unorganized retail sector</li> <li>• Comparison between Retailing in Metro City, Urban area and Rural Areas</li> <li>• Organized Retailing Vs Unorganized Retailing</li> <li>• Changes in shopping</li> <li>• Research on retailers, supply chain in retailing</li> <li>• Project on various retailing formats and consumer preference</li> <li>• Development of new retail format as per local need of consumer</li> </ul>
2.	<p><b>Report and Viva – Voce</b></p> <p>BVRM - 506 Paper will be evaluated on the basis of Project report and Viva-Voce by Internal and external examiner.</p>





**Semester VI**  
**601 Strategic Management**

Semester	VI		
Course Code	601	Component	Generic
<b>Strategic Management</b>			

**Course Outcomes:**

1	This course will enable students to understand various perspectives and concepts in Strategic Management
2	This course will enable students to develop skills for applying these concepts to different Business situations.
3.	This course will help students to understand the analytical tools of strategic

**Syllabus:**

Unit Number	Contents	Number of
1	<b>Strategic Management: An Introduction</b> 1. Concepts: Vision, Mission, Goals, Objectives, Strategy 2. Meaning of strategic management and concept of strategy, policy and strategy, strategy and tactic, Strategy and strategic plan 3. Nature of strategic plan and nature of strategic decisions 4. approaches to strategic decision making 5. levels of strategies 6. The strategic management process	10
2	<b>External Environment:</b> 1. Analysis and appraisal Concept of environment 2. Environmental scanning and analysis 3. Components of environment, 4. SWOT: A tool of environment analysis, techniques of environmental search and analysis, 5. ETOP: A technique of diagnosis, decision making on environmental information.	10
3	<b>Organizational change and innovation:-</b> 1. Planned and unplanned change 2. Causes or forces of organizational change 3. Managing planned change, choosing a change strategy 4. Creativity and innovation in organizations 5. Organizational creativity and innovation process, learning organization	08



4	<p><b>Strategic Framework in Retail:</b></p> <ol style="list-style-type: none"> <li>1. Retailing organizations, Formulation and evaluation of strategic options within retailing organizations, Mergers, Acquisition and strategic alliances involving retailers</li> <li>2. Analysis of organization structure and design among retail organizations</li> <li>3. Retail Mix</li> <li>4. Retail Product and Pricing Strategies</li> <li>5. Retail Store Location strategies and decisions</li> <li>6. Retail Promotion Mix</li> </ol>	10
5	<p><b>Generic competitive strategy:</b></p> <ol style="list-style-type: none"> <li>1. Generic vs. Competitive strategy,</li> <li>2. Generic competitive strategy, competitive marketing strategy option, offensive vs. defensive strategy, Corporate strategy:- Concept of corporate strategy , offensive strategy, defensive strategy, scope and significance of corporate strategy</li> </ol> <p><b>Strategic evaluation and control:-</b></p> <ol style="list-style-type: none"> <li>1. Evaluation of strategy and strategic control , Need of Evaluation</li> <li>2. Criteria for evaluation and the evaluation process,</li> <li>3. Strategic control process, types of external controls.</li> </ol>	10
		48

#### Learning Resources:

1	Text Books	1. Strategic Management and Business Policy by Azhar Kazmi, Tata McGraw-Hill, Third Edition.
2.	Reference Books	<ol style="list-style-type: none"> <li>1. Strategic Management by Ireland, Hoskisson &amp; Hitt, Indian Edition, Cengage Learning, 2008 Edition</li> <li>2. Concepts in Strategic Management &amp; Business Policy by Thomas L. Wheelen &amp; J. David Hunger, Pearson, 12th ed.</li> <li>3. Strategic Management by Dr. Yogeshwari L. Giri</li> </ol>



## 602 Business Ethics

Semester	VI		
Course Code	602	Component	Generic
<b>Business Ethics</b>			

### Course Outcomes:

1	This course will provide conceptual and comprehensive knowledge of Business Ethics
2	This course will impart knowledge to students of dilemmas of ethical decision making
3	This course will provide basic understanding of ethics management and overview of ethics in different functional areas
4	This course will develop understanding of the relationship between corporate social responsibility and business ethics among students.

### Syllabus:

Unit Number	Contents	Number of
1	<b>Introduction to Business Ethics:</b> 1. Definition of ethics and business ethics, Law vs. Ethics 2. Ethical Principles in Business 3. Approaches to Business Ethics: Teleology, Deontology and Utilitarianism 4. Importance of Business Ethics 5. Debate for and against Business Ethics	10
2	<b>Ethical Decision Making in Business:</b> 1. Ethical dilemmas in business 2. Ethical universalism and relativism in business 3. Factors affecting the business ethics 4. Process of ethical decision making in business 5. Individual differences in managers and ethical judgment	12



3	<b>Ethics Management:</b> 1. Role of organizational culture in Ethics 2. Structure of ethics management: Ethics programs, code of conduct, ethics committee, ethics officers and the CEO 3. Communicating ethics: communication principles, channels, training programs and evaluation 4. Ethics audit, corporate governance and ethical responsibility, transparency 5. International and other ethical bodies, recent trends, issues	14
4	<b>Ethics in Functional Areas:</b> 1. Marketing, HR, Production, IT/Systems and Finance 2. Environmental Ethics 3. Gender ethics 4. Ethics in International Business	06
5	<b>Corporate Social Responsibility:</b> 1. Concept, benefits, challenges of Corporate Social Responsibility 2. Laws relating to CSR, 3. Experience in India, CSR & ethics	06
		48

#### Learning Resources:

1	Text Books	1. Ghosh P. K. (2010) Business Ethics, Vrinda Publications. 2. John R. Boatright (2008) Ethics and the Conduct of Business, Pearson Education.
2	Reference Books	1. Manuel G. Velasquez (2008) Business Ethics, Pearson Prentice-Hall. 2. Trevino K. Linda and Katherine A. Nelson (1995) Managing Business Ethics, John Wiley & Sons. 3. Albuquerque Daniel (2010) Business Ethics, Oxford University Press. 4. Chakraborty S. K. (2003) Management and Ethics Omnibus, Oxford University Press.



## 603 Research Methodology

Semester	VI		
Course Code	603	Component	Generic
<b>Research Methodology</b>			

### Course Outcomes:

1	This course will provide a foundation for conceptual understanding of essential elements in Research.
2	This course will develop understanding of need & importance of research, conduct of research and application of various essential elements.
3	This course will enable students to understand the basic framework of Research Methodology.

### Syllabus:

Unit Number	Contents	Number of Session
1	<b>Introduction of Research Methodology :</b> 1. Meaning and Scope 2. Need for business research 3. Steps in Research Process 4. Identification of research problem 5. Introduction and importance of Review of Literature 6. Components of Literature Review	10
2	<b>Variable &amp; Classification of Research:</b> 1. Variables 2. Types of variables 3. Developing hypothesis based on variables. 4. Types of Hypotheses	08
3	<b>Scale &amp; Research Design</b> 1. Importance of Measurement 2. Types of Scale 3. Purpose of Research Designs 4. Classification of Research Designs 5. Types of Data Sources 6. Methods of Data Collection	10



4	<b>Framing of objectives , Rationale &amp; Sampling</b> 1. Purpose of Research Objectives. 2. Framing of Research objectives 3. Connecting research objectives with data requirement and appropriate research design 4. Need for Sampling 5. Sampling Plan 6. Types of sampling techniques and their application	10
5	<b>Designing Data Collection Tools</b> 1.Questionnaire & its design process 2.Designing Focus Groups 3.Observations Study 4. Interview schedule 5. Data Collection, Field Work & its challenges.	10
		48

#### Learning Resources:

1	Text Books	1. Research Methodology: Methods and Techniques, by C.R.Kothari, 2 <sup>nd</sup> Edition
2	Reference Books	1. Practical Research Methods, by Catherine Dawson 2. Business Research Methods, by Alan Bryman 3. Business Research Methods, by Donald Cooper and P Schindler, 12 <sup>th</sup> Edition



## 604 Customer Relationship Management in Retail

Semester	VI		
Course Code	604	Component	Generic
<b>Customer Relationship Management in Retail</b>			

### Course Outcomes:

1	This course will enable students to learn the basics of Customer Relationship Management.
2	This course will enable students to understand the role and changing face of CRM as IT enabled functions, and application of CRM activities in retail business
3	Students will be enabled to manage Customer Relationships.

### Syllabus:

Unit Number	Contents	Number of
1	<b>Introduction :</b> 1. Customer Relationship Management: Meaning, Definition and Scope 2. Acquiring customers, - Customer loyalty and optimizing customer relationships 3. Building Loyalty 4. Types of Relationship Marketing 5. Customer Lifecycle	10
2	<b>Customer Relationship Management (CRM):</b> 1. CRM: Overview and Evolution of the Concept 2. CRM and Relationship Marketing 3. CRM Strategy 4. Importance of Customer Divisibility in CRM 5. Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling 6. CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement	10
3	<b>Building Customer Value:</b> 1. Satisfaction and Loyalty 2. Total Customer Satisfaction 3. Cultivating Customer Relationship 4. Sales Force Automation 5. Contact Management 6. CRM in India	08



4	<p><b>Value Chain:</b></p> <ol style="list-style-type: none"> <li>1. Value Chain: Concept, Integration Business Management,</li> <li>2. Benchmarks and Metrics,</li> <li>3. Culture Change,</li> <li>4. Alignment with Customer Eco System,</li> <li>5. Vendor Selection</li> </ol> <p><b>CRM links in e-Business:</b></p> <ol style="list-style-type: none"> <li>1. E-Commerce and Customer Relationships on the Internet Enterprise Resource Planning (ERP)</li> <li>2. Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM)</li> </ol>	10
5	<p><b>CRM Implementation</b></p> <ol style="list-style-type: none"> <li>1. Defining success factors –</li> <li>2. Preparing a business plan requirements, justification and processes</li> <li>3. Choosing CRM tools –</li> <li>4. Managing customer relationships - conflict, complacency,</li> <li>5. Resetting the CRM strategy</li> <li>6. Selling CRM internally - CRM development Team - Scoping and prioritizing - Development and delivery - Measurement</li> </ol>	10
		48

<b>Learning Resources:</b>		
1	Text Books	<ol style="list-style-type: none"> <li>1. Relationship Marketing: S. Shajahan - Tata Mc Graw Hill,</li> <li>2. Customer Relationship Management concepts and cases by Rai A K</li> </ol>
2	Reference Books	<ol style="list-style-type: none"> <li>1. Customer Relationship Management by G. Shainesh and Jagdish N Sheth</li> <li>2. Customer Relationship Management by Dr. K. Govind Bhat</li> <li>3. "Customer Relationship Management: A strategic Approach to</li> </ol>



## 605 Lab in Retail Selling Skills

Semester	VI		
Course Code	605	Component	Skill
<b>Lab in Retail Selling Skills</b>			

Course Outcomes:	
1	This course will provide conceptual understanding of various essential elements for maximising retail sales and their significance in successful retail business operations with effective sales performance.
2.	This course will help to develop understanding about necessary skills for undertaking various selling activities and better customer service to the retail store

### Syllabus:

Unit Number	Contents
1	<p>For Lab in Retail Selling Skills, sessions will be taken for the students on the following areas of study:</p> <p><b>1.Understanding of Selling Process:</b></p> <ul style="list-style-type: none"> <li>• <b>Personal Selling Skills:</b> objectives of Personal Selling, Identifying the potential Customers, Receiving &amp; Greeting, Ascertaining the needs and Arousing Interest.</li> <li>• <b>Process of Personal Selling,</b> Handling Objections, Closing the Sale, Customer Follow up</li> <li>• Negotiation Strategies.</li> </ul> <p><b>2.Managing self :</b></p> <ul style="list-style-type: none"> <li>• <b>Basic Grooming :</b> Knowing Self, SWOT Analysis, Code of Conduct</li> <li>• <b>Manners &amp;Etiquettes:</b> Body Language, Face Expressions &amp; Gestures &amp; Postures, Self Presentation, Voice Modulations</li> </ul> <p><b>3.Required Skills :</b></p> <ul style="list-style-type: none"> <li>• <b>Basic Communication Skills:</b> Use of Words, Use of Signs, Communicating with Customers</li> <li>• <b>Conversational Skills Development on Phone:</b> How to Make calls, Answering the Calls, Representing the Company, Following the Company's Procedure</li> <li>• <b>Refreshing Knowledge:</b> Building General Awareness, New Development in Retail, Enhancing Reasoning Abilities</li> </ul> <p><b>4. Managing Key Performance Areas:</b></p> <ul style="list-style-type: none"> <li>• <b>Customer Dealing:</b> How to Build Patience, Developing Listening Skills,</li> </ul>
2	<p><b>Report and Viva – Voce</b></p> <p>The students are required to prepare a Report which shall be evaluated on the basis of viva-voce.</p>



### Learning Resources:

Reference Books	<ol style="list-style-type: none"><li>1. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi</li><li>2. Hurlock, Elizabeth B, Personality Development, Tata McGraw Hill, NewDelhi</li><li>3. How to Sell Anything to Anybody, Joe Girard</li><li>4. How to Master the Art of Selling , Tom Hopkins</li><li>5. Coaching Salespeople into Sales Champions, Keith Rosen's</li></ol>
-----------------	--



## 606- Desk Research

Semester	VI		
Course Code	606	Component	Skill
Desk Research			

### Course Outcomes:

1	This course will provide the foundation for understanding retail strategies and CRM activities of retail store
2.	This course will enable students to understand various aspects of retail store strategies and its implementation.
3.	This course will help them to understand various CRM activities run by retail stores and customer response to CRM Programs of the retail store.

### Syllabus:

Syllabus:	
1	Students will have to do desk research based on the following areas related to Retail strategies and CRM activities of retail store: - Retail Strategies adopted by retail store-Product, Price, Place and Promotion - Factors Influencing Retail Strategies of the retail store -Customer Relationship Management Activities adopted by retail store -Retail store strategies for managing customer satisfaction and Loyalty - Customer Loyalty Programs and customer response to the programs -Any other relevant topics related to retail strategies and CRM
2.	<b>Report and Viva – Voce</b> BVRM - 606 Paper will be evaluated on the basis of desk research report and Viva-Voce by external examiner.



