PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)

OUTLINES OF TESTS SYLLABI AND COURSES OF READING

FOR

Bachelor of Vocation (Retail Management)

Session 2017-18

(1st to 6th Semester)
SCHEME OF B.Voc. (Retail Management)
(SEMESTER SYSTEM)

Semester I

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Title</th>
<th>Generic/ Skill Component</th>
<th>Theory/ Practical</th>
<th>Internal (Theory)</th>
<th>External (Theory)</th>
<th>Internal (Practical)</th>
<th>External (Practical)</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>*GEN -101</td>
<td>Communication Skills</td>
<td>Generic</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>*GEN -102</td>
<td>Fundamentals of Information Technology</td>
<td>Generic</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>RSC 103</td>
<td>Product Display &amp; Visual Merchandising</td>
<td>Skill</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>RSC 104</td>
<td>Customer Relationship Management In Retail</td>
<td>Skill</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>RSC 105</td>
<td>Sales Processing And Sales Management In Retail</td>
<td>Skill</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
</tbody>
</table>

SEMESTER II

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Title</th>
<th>Generic/ Skill Component</th>
<th>Theory/ Practical</th>
<th>Internal (Theory)</th>
<th>External (Theory)</th>
<th>Internal (Practical)</th>
<th>External (Practical)</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>*GEN 201</td>
<td>Soft Skills and Personality Development</td>
<td>Generic</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>GC 202</td>
<td>Business Ethics</td>
<td>Generic</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>RSC 203</td>
<td>Organizational Communication In Retail</td>
<td>Skill</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>RSC 204</td>
<td>Human Resource Management In Retail</td>
<td>Skill</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>RSC 205</td>
<td>Organizational Effectiveness In Retail</td>
<td>Skill</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>**SIT- 201</td>
<td>Summer Industrial Training</td>
<td>Skill</td>
<td>Practical</td>
<td>--</td>
<td>--</td>
<td>20</td>
<td>80</td>
<td>6</td>
</tr>
</tbody>
</table>

*Refer to Generic Components Common to all B.Voc. Courses

** Summer Industrial Training of 4-6 weeks in a relevant Industry after 2nd Semester Examinations during summer break. Training report by the student to be submitted within one week of start of 3rd Semester. Viva-Voce examination to be held within 3-weeks of the start of 3rd semester.

Job Role: ---- Team Leader
**Refer to Generic Components Common to all B.Voc. Courses**

** Summer Industrial Training of 4-6 weeks in a relevant Industry after 4th Semester Examinations during summer break. Training report by the student to be submitted within one week of start of 5th Semester. Viva-Voce examination to be held within 3-weeks of the start of 5th semester.

**Job Role:** --- Departmental Manager
<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Title</th>
<th>Generic/ Skill Component</th>
<th>Theory/ Practical</th>
<th>Internal (Theory)</th>
<th>External (Theory)</th>
<th>Internal (Practical)</th>
<th>External (Practical)</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>*GEN - 501</td>
<td>Critical Thinking and Elementary Statistics</td>
<td>Generic</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>GC 502</td>
<td>Introduction To Research Methodology And Report Writing</td>
<td>Generic</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>RSC 503</td>
<td>Accounting Applications</td>
<td>Skill</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>RSC 504</td>
<td>Business Laws for Retail</td>
<td>Skill</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>RSC 505</td>
<td>Business Environment</td>
<td>Skill</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
</tbody>
</table>

**Note: Winter Industrial/ In-house Training of 2-3 weeks in a relevant area after 5th Semester Examinations in winter break.**

**SEMESTER VI**

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Title</th>
<th>Generic/ Skill Component</th>
<th>Theory/ Practical</th>
<th>Internal (Theory)</th>
<th>External (Theory)</th>
<th>Internal (Practical)</th>
<th>External (Practical)</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>*GEN 601</td>
<td>Entrepreneurship Development Programme</td>
<td>Generic</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>GC 602</td>
<td>Total Quality Management</td>
<td>Generic</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>RSC 603</td>
<td>Financial Management for Retail</td>
<td>Skill</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>RSC 604</td>
<td>Marketing Management</td>
<td>Skill</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>RSC 605</td>
<td>Human Resource Management – II</td>
<td>Skill</td>
<td>Theory</td>
<td>20</td>
<td>80</td>
<td>--</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>**SIT-601</td>
<td>Summer Industrial/ In-house Training and Comprehensive Viva</td>
<td>Skill</td>
<td>Practical</td>
<td>--</td>
<td>--</td>
<td>20</td>
<td>80</td>
<td>6</td>
</tr>
</tbody>
</table>

*Refer to Generic Components Common to all B.Voc. Courses

**Winter Industrial/ In-house Training of 2-3 weeks done after 5th Semester Examinations and before start of 6th semester. Training report by the student to be submitted within one week of start of 6th Semester. Viva-Voce examination to be held within 3-weeks of the start of 6th semester.

Job Role: -- Multichannel Retailer
Objective: The objective of the paper is to provide students with the fundamentals of organizing the display of products at a retail store and planning and implementing visual merchandising with regard to product displays.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I

Controls in display of products in retail environment. Reviewing display area before assembling materials for display and why that is important. Estimating quantities and size of products to be used for display and why that is important. Importance of selecting specific products for display to suit specific objectives (e.g. promotional requirements, appeal, seasonal, shelf life, demand). Sourcing product specifications and display information. Basic knowledge of products offered for sale. Positioning labels and correct information and why that is important. Basic principles for good display and presentation of products. Why displays may change as part of maintenance process.

UNIT II

Recognizing & reporting products that do not meet specification. Procedure for rejecting and isolating failed products. Types of cleaning materials appropriate for display equipment & accessories, their purpose and how they work. Safe handling & application of cleaning materials for display equipment and accessories. Accessing and interpreting cleaning schedule for display equipment and accessories.

UNIT III
Introduction to Visual Merchandising. Role of displays in marketing, promotional and sales campaigns and activities. Importance and content of the design brief. Using design brief to identify what you need for the display. Different approaches to designing displays for different types of merchandise, and why these are effective. Evaluating and assessing potential places to put the display so you meet the design brief.

UNIT IV
Company policies for visual design. How light, color, texture, shape and dimension combine to achieve the effects you need. The merchandiser or buyer that you need to consult about merchandise and props. Arranging delivery of merchandise and monitor the progress of deliveries. Why you must update stock records to account for merchandise on display, and how to do this.

Suggested Resources for Reading:
Latest Editions of the following books may be used:

5. David Gilbert, “Retail Marketing Management”, Pearson Education India
6. A. Sivakumar, “Retail Marketing”, Excel Books India

**********
B.Voc. (Retail Management)
Semester: I

Paper Title: CUSTOMER RELATIONSHIP MANAGEMENT IN RETAIL
Paper Code: RSC 104
Credits: 06

Job Role: Team Leader

Objective: The objective of the paper is to provide students with hands on approach to establish and satisfy customer needs in a retail store setting and to monitor and solve customer service problems.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I
Appropriate behavior with customers & assisted self-serve nature of retail environment. Maintaining brief, to-the-point, accurate and polite responses to customer queries. Avoiding being perceived as intrusive, or step back from a situation perceived to be intrusive by customer. Guiding customer with right information & advice, when solicited. Ensuring customer comfort, and avoid customer discomfort, within store premises.

UNIT II
Measurement & calibration of quantity and quality of product and supplies customer wants. Make near-appropriate judgments about different types of customers, their requirements, choices & preferences through proper attention, observing their behavior, listening and conversing to effectively suggest and sell products and supplies. Help select most appropriate products & supplies based on knowledge of such judgments. Provide logical, intelligent or creative suggestions – as warranted or solicited – about products and supplies. Suggesting suitable additions or enhancements & suitable alternative products and supplies when products customer wants are out of stock or when customer is undecided.

UNIT III
Maintaining & ensuring a conducive & congenial atmosphere for customers. Relevance of store offerings to different individual customers, their purchase habits and frequencies of purchase. Ensuring compliance with health, safety & hygiene requirements for stock, store environment and paraphernalia. Removing products and supplies from shelves / display. Not suggesting customers products & supplies beyond sell-by date or have perished or rendered non-consumable.
UNIT IV

Providing information & advice to customers about safely transporting, storing, safekeeping or refrigeration of products, especially when solicited. Utilizing sales techniques to effect customer purchases, as appropriate to situation. Providing accurate information on store promotions on offer at time of purchase. Organizational procedures & systems to deal with customers problems & identifying repeated customers problems. Successfully resolving customers problems & contributing to customers loyalty. Improving working relationships with service partners or internal customers. Negotiating with & reassuring customers while their problems are being solved.

Suggested Resources for Reading:

Latest Editions of the following books may be used:

3. Philip Kotler, Marketing Management, Prentice Hall
4. Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall India

**********
Objective: The objective of the paper is to provide students with a broad overview of processing the sale of products in a retail store and maintaining the availability of goods for sale to customers.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I
Prevalent offers & commercial terms, including those associated with loyalty programs, as applicable on billing system & what to do if such details are not found on billing systems. Appropriate mode of cash & loose cash handling, counting and settlements with customers. Providing appropriate people in organization with various reports, as mandated, on sales, receipts & dispatches of products & supplies, payments, customer preferences & feedback. Efficiently concluding the customer purchase process with quick packing/wrapping of customer’s orders & billing.

UNIT II
Properly carrying out billing & payment processing to ensure customer satisfaction & minimal waiting times. Method(s) of processing payment or credit and ascertaining credit approval. Functioning of point of sale billing systems or traditional methods of raising a bill including devices & equipment such as bar code scanners, billing & payment processing systems. Functioning of bar code scanners or other means of product unit identification and the insertion of the product unit details into billing details. Steps to be taken when billing systems, bar code scanners or any other equipment at sale & checkout counter is not operational.

UNIT III
Positioning information to promote sales. How layout of selling area affects sales. Legal requirements for pricing goods for sales. Company’s standards for putting displays together, including standards for cleaning and preparations. Working out type & quantity of resources needed to set up displays. Briefing staff to encourage involvement. Checking work of staff preparing and putting displays together & giving feedback to staff on performance. Security, health & safety requirements & procedures relating to displaying goods.
Assessing, identifying, correcting displays against relevant standards to make them safe & secure. Checking information in displays is accurate and legal.

**UNIT IV**

Who can authorize changes in the display. Involving staff in assessing & changing displays. Checking stock rotation & the quantity of goods on display. What can happen to stock that is not stored correctly or renewed as needed. How to replenish & rotate stock & deal with sub-standard goods. Collecting and recording information about prices. Checking pricing and price marking, correct mistakes & change prices. Importance of recording price changes accurately. Using different price marking methods and technologies. Customer’s rights & the company’s duties & responsibilities.

**Suggested Resources for Reading:**

Latest Editions of the following books may be used:

1. David Gilbert, “Retail Marketing Management”, Pearson Education India

**********
B.Voc. (Retail Management)

Semester: II

Paper Title: BUSINESS ETHICS
Paper Code: GC 202
Credits: 06

Job Role: Team Leader

Theory: 80
Internal Assessment: 20
Total Marks : 100
Time: 3 hours

Objective: The objective of this paper is to familiarize the students with the importance of ethics in business and understanding of issues related to corporate social responsibility and corporate governance.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I

Business Ethics: Meaning and Concept, Principles of Business Ethics, Characteristics of Ethical Organisations, Theories of Business Ethics.

UNIT II

Globalization and Business Ethics, Stakeholder’s Protection, Corporate Governance and Business Ethics. Ethical Issues in Indian Business.

UNIT III

Professional Values: Objectives, Morals, Values, Ethics, Integrity, Work ethics, Service learning, Virtues, Respect for others, Living peacefully, Caring, Sharing, Honesty, Courage, Valuing time, Cooperation, Commitment, Empathy, Self-confidence, Challenges in the work place, Spirituality.

UNIT IV

Corporate Social Responsibility: Social Responsibility of business with respect to different stakeholders, Arguments for and against social responsibility of business, Social Audit, Corporate Social Responsibility and Corporate Governance.
**Suggested Resources for Reading:**

Latest Editions of the following books may be used:


**********
B.Voc. (Retail Management)

Semester: II

Paper Title: ORGANIZATIONAL COMMUNICATION IN RETAIL
Paper Code: RSC 203
Credits: 06

Job Role: Team Leader

Objective: The objective of the paper is to develop organizational communication skills in students, specific to a retail setting in order to help them communicate effectively with various stake-holders in the retail organization.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I
Different documents / report formats that you are required to keep. Making sure information is correct and current. Understanding organization’s procedures and policies for preparing and passing on written information. Making sure communication equipment is working properly and what to do if it isn’t.

UNIT II
Limits of your authority and responsibility for passing on information. Regulations or policies that you should follow for using communications systems, including for private use. What to do if there are problems in using communications equipment, and the location of alternatives that you could use. Terminology to be used in communication mediums (phonetic alphabet, the 24 hour clock, call signs, etc).

UNIT III
Who to ask if you need to clarify something, or ask questions about your work. Talking and working with others to work efficiently, without adversely affecting your own work; the difference between hearing and listening. Using and reading body language effectively. Using questions to check that you understand what customers are telling you. Summarizing and speaking clearly.

UNIT IV
Relevant legislation, organizational policies and procedures that apply to joint working. Roles and functions of your stake-holders and their broad structures, methods of communication and decision making processes. Principles and benefits of joint working between different stakeholders. Factors likely to hinder joint working.
Suggested Resources for Reading:

Latest Editions of the following books may be used:

1. Shirley Taylor, V.Chandra, “Communication for Business: A practical approach”, Pearson Education India

**********
Objective: The objective of the paper is to provide knowledge to the students about allocating and checking work in a team as a team leader and to sensitize them towards maintaining health and safety in the retail organization.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I
Ways to communicate effectively with members of team. Importance of confirming/clarifying work required of the team with manager & doing this effectively. Planning work of team, including identifying priorities or critical activities & available resources. Identifying sustainable resources & ensuring their effective use when planning work of a team. Identifying and taking account of health & safety issues in the planning, allocation & checking of work. Importance of allocating work across the team on a fair basis & how to do so. Importance of briefing team members on work they have been allocated & standard or level of expected performance & how to do so.

UNIT II
Cultural diversity of team members from different country or culture & how your own culture may appear to them. Ways of encouraging team members to ask questions and/or seek clarification & make suggestions in relation to work they have been allocated. Effective ways of regularly & fairly checking progress & quality of work of team members. Providing prompt & constructive feedback to team members. Selecting & applying different methods to motivate, support & encourage team members to complete work & improve performance, & for recognizing achievements.

UNIT III
Importance of monitoring team for conflict & identifying cause(s) of conflict when it occurs & dealing with it promptly and effectively. Taking account of diversity & inclusion issues. Importance of identifying unacceptable or poor performance by members of team & how to discuss cause(s) & agree ways of improving performance with team members. Logging information on ongoing performance of team members & using this information for performance appraisal. Problems & unforeseen events that may occur & supporting team members to deal with them.
UNIT IV

Importance of maintaining team morale, circumstances when morale is likely to flag, & kinds of encouragement and support valued by colleagues. Importance of good working relations, & techniques for removing tension between colleagues. Who can help you set goals, help you plan your learning, and give you feedback about your progress.

Suggested Resources for Reading:

Latest Editions of the following books may be used:


*******
B.Voc. (Retail Management)
Semester: II

Paper Title: ORGANIZATIONAL EFFECTIVENESS IN RETAIL
Paper Code: RSC 205
Credits: 06

Job Role: Team Leader

Objective: The objective of the paper is to provide knowledge to the students about firstly, how to work effectively in a retail team, and secondly, how to work effectively in the retail organization.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I

UNIT II
Team’s purpose, aims & targets. Responsibility for contributing to team’s success. Colleagues’ roles & main responsibilities. Importance of sharing work fairly with colleagues. Factors that can affect your own and colleagues’ willingness to carry out work, including skills & existing workload. Importance of being a reliable team member. Factors to take account of when making commitments, including existing workload & degree to which interruptions and changes of plan are within your control.

UNIT III
Identifying knowledge & skills needed to achieve goals. Checking your progress. Adjusting plans to meet goals. Asking for feedback on progress. Responding positively. Helping others to learn in the workplace. Working out what skills and knowledge you can usefully share with others. Health, safety and security risks that are likely to arise when people are learning on the job, and how to reduce these risks.

UNIT IV
Company procedures & legal requirements for dealing with accidents & emergencies & reporting accidents & emergencies to promote health and safety. Health & safety requirements laid down by company & by

**Suggested Resources for Reading:**

Latest Editions of the following books may be used:

1. Uday Kumar Haldar, Leadership and Team Building, Oxford University Press
2. Timothy M. Franz, Group Dynamics and Team Interventions: Understanding and Improving Team Performance, John Wiley & Sons
4. Leigh L. Thompson, “Making the Team”, Pearson Education

**********
B.Voc. (Retail Management)

Semester: III

Paper Title: E-COMMERCE
Paper Code: GC 302
Credits: 06

Job Role: Departmental Manager

Theory: 80
Internal Assessment: 20
Total Marks : 100
Time: 3 hours

Objective: The objective of this paper is to provide fundamental knowledge to the students about E-Commerce so that they can better perform in any area of operation and can excel in the field of commerce.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I


UNIT II


UNIT III


UNIT IV

Suggested Resources for Reading:

Latest Editions of the following books may be used:

2. ‘Frontiers of Electronic Commerce’ by Ravi Kalakota, and Andrew B. Shinston, Addison Wesley.
4. ‘Electronic Commerce’ by Gray P. Schneider, Course Technology, Delhi.

***********
Objective: The objective of the paper is to provide knowledge to the students about operations of a retail store and to monitor and manage store performance, as departmental manager.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I

Monitoring retail operations against targets. Make recommendations to improve retail operations to relevant people. Different ways of communicating effectively with members of store team. Setting store business objectives which are SMART (Specific, Measurable, Achievable, Realistic and Time-bound). Planning the achievement of store team objectives & importance of involving team members in this process. Importance of & being able to show store team members how personal work objectives contribute to achievement of team objectives.

UNIT II

Size and space allocation of Retail organization, location strategy, Factors affecting the location of retail store, Objectives of good store design. Store Layout and Space planning, Types of Layouts. Store Management, Responsibilities of Store Manager, Store Security, Store Record and Accounting System, Coding System, Material Handling in Stores, Mall Management, Factors influencing Mall establishments.

UNIT III

Recruitment & Selection of Store Employees, Motivating & Managing Store employees, Importance of encouraging others to take lead & ways to achieve this. Benefits of & how to encourage and recognize creativity & innovation within a team.
UNIT IV

Evaluation of Store Employees, Compensation & Reward for Store Employees, Cost Control, Inventory loss. Logistic and Information system, Improved product availability, Improved assortments, Strategies, Quick Response System.

Suggested Resources for Reading:

Latest Editions of the following books may be used:


************
B.Voc. (Retail Management)

Semester: III

Paper Title: RETAIL SERVICING AND MARKETING
Paper Code: RSC 304
Credits: 06

Job Role: Departmental Manager

Objective: The objective of the paper is to provide knowledge to the students about developing individual retail service opportunities and marketing to retail customers and clients.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I
Sales targets and when & how to achieve them. Client profiles relevant to the brands & services you are personally responsible for selling. Number and types of clients needed to meet your sales targets. Company policies & procedures for developing business relationships with clients. Balancing your time between finding new clients & selling to existing clients.

UNIT II
How often to review progress in finding new clients. Measuring progress in ways that helps decide if change your approach is needed. When and how to report your progress to your manager. Business relationships you need to create with potential clients. Image that company wants to promote to customers. Difference between features & benefits. Features and benefits of service you provide. How to talk to potential clients in a persuasive way about your service.

UNIT III
Finding out about competitors’ services. Comparing competitors’ services with yours, so that potential clients can understand how using your service would benefit them. Identifying suitable opportunities for approaching potential clients. Approaching potential clients in a way that creates positive impression of you and your company and is likely to help create a business relationship. Creating a rapport quickly with prospective clients.

UNIT IV
Information needed to exchange with potential clients. Keeping promises you make to potential clients, for example sending them information they have asked for. Recording information about potential clients so
that you can use it effectively. Importance of client confidentiality to business relationship. Relevant aspects of data protection laws and company policy with respect to client confidentiality.

**Suggested Resources for Reading:**

Latest editions of the following books may be used:

2. David Gilbert, “Retail Marketing Management”, Pearson Education India
3. A. Sivakumar, “Retail Marketing”, Excel Books India
B.Voc. (Retail Management)

Semester: III

Paper Title: RETAIL STORE TEAM MANAGEMENT
Paper Code: RSC 305
Credits: 06

Job Role: Departmental Manager

Theory: 80
Internal Assessment: 20
Total Marks: 100
Time: 3 hours

Objective: The objective of the paper is to provide knowledge to the students about building and managing retail store teams.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I

Principles of effective communication and how to apply them in retail store teams. Identifying diversity of expertise, knowledge, skills and attitudes required to achieve team purpose. Importance of selecting store team members with required expertise, knowledge, skills & different personalities so they can play complementary roles within the team, and how to do so.

UNIT II

Importance of agreeing with team members the behaviours that are likely to help achievement of team purpose & those that are likely to hinder progress & should be avoided. Helping team members to understand their unique contribution to team purpose, contributions expected of fellow team members & how these complement & support each other.

UNIT III

Importance of providing opportunities for team members to get to know each other’s strengths, weaknesses and build mutual respect & trust. Encouraging team members to get to know each other’s strengths and weaknesses and build mutual respect and trust. Importance of encouraging open communication between team members, and how to do so.

UNIT IV

Providing feedback to team members to enhance performance of fellow team members and team as a whole. Importance of allowing time for team to develop through its stages of growth (forming, storming, norming, performing), and how to do so. Importance of celebrating team & individual successes together and commiserating together when things go wrong. Ways of refocusing team’s energy on achieving its purpose.
Suggested Resources for Reading:

Latest Editions of the following books may be used:

1. Uday Kumar Haldar, Leadership and Team Building, Oxford University Press
2. Timothy M. Franz, Group Dynamics and Team Interventions: Understanding and Improving Team Performance, John Wiley & Sons
4. Leigh L. Thompson, “Making the Team”, Pearson Education

**********
Objective: The objective of this paper is to provide knowledge to students about the essentials of undertaking projects in an organizational environment.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I


UNIT II


UNIT III


UNIT IV

Suggested Resources for Reading:

Latest Editions of the following books may be used:

2. Project Management: The Managerial Process (Special Indian Edit.) - Clifford F Gray, Oregon State University.

**********
B.Voc. (Retail Management)

Semester: IV

Paper Title: LEADERSHIP IN RETAIL
Paper Code: RSC 403
Credits: 06

Job Role: Departmental Manager

Theory: 80
Internal Assessment: 20
Total Marks : 100
Time: 3 hours

Objective: The objective of the paper is to provide knowledge to the students about providing leadership to the retail team as departmental manager.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I

Different ways of communicating effectively with members of a store team. Setting store business objectives which are SMART (Specific, Measurable, Achievable, Realistic and Time-bound). Planning the achievement of store team objectives and the importance of involving team members in this process.

UNIT II

Different styles of leadership which exist. Leadership Theories. Leaders Vs Managers. Leader and Team player. Sources of power. Power centers. Power and Politics, Co-ordination while working in a team.

UNIT III

Leadership in Groups and Teams. Importance of and being able to show store team members how personal work objectives contribute to achievement of team objectives. Selecting and successfully applying different methods for motivating, supporting & encouraging team members and recognizing their achievements.

UNIT IV

Types of difficulties and challenges that may arise, including conflict, diversity and inclusion issues within the team, and ways of identifying and overcoming them. Importance of encouraging others to take lead and ways in which this can be achieved. Benefits of and how to encourage and recognize creativity and innovation within a team.
Suggested Resources for Reading:

Latest Editions of the following books may be used:

2. UdaiPareek, “Understanding Organisational Behaviour”, Oxford Higher Education
5. Graham R. Little, “Retail Store Leadership”, Westland

************
B.Voc. (Retail Management)

Semester: IV

Paper Title: BUDGETARY CONTROL IN RETAIL
Paper Code: RSC 404
Credits: 06

Job Role: Departmental Manager

Objective: The objective of the paper is to provide knowledge to the students about managing budgets and budgetary control in the retail organization.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I

Introduction to budgets and budgetary systems. Purposes of budgetary systems. Importance of spending time on & consulting with others in preparing budget. Importance of agreeing revisions to budget & communicating changes. Importance of providing regular information on performance against budget to other people. Importance of using implementation of budget to identify information & lessons for preparation of future budgets.

UNIT II

Factors, processes, trends likely to affect setting of budgets in retail industry/sector. Area or activity that budget is for. Vision, objectives and operational plans for your area of responsibility. Budgeting period(s) used in your organization. Organizational guidelines & procedures for the preparation and approval of budgets & for monitoring & reporting of performance against budgets & revising budgets. The limits of your authority. Who needs information in your organization about performance against your budget, what information they need, when they need it and in what format.

UNIT III

Getting & evaluating available information to prepare a realistic budget. Discussing, negotiating and confirming a budget with people who control the finance & key factors that should be covered. Using a budget to actively monitor & control performance for a defined area or activity of work. Agreed budget, how it can be used and how much it can be changed without approval.
UNIT IV

Main causes of variances and how to identify them. Different types of corrective action which could be taken to address identified variances. Unforeseen developments that can affect a budget & how to deal with them. Identifying types of fraudulent activities. What to do and who to contact if you suspect fraud has been committed.

Suggested Resources for Reading:

Latest Editions of the following books may be used:

1. Inamdar Satish, “Cost and Management Accounting”, Everest Publishing House

**********
B.Voc. (Retail Management)

Semester: IV

Paper Title: MANAGEMENT INFORMATION SYSTEM FOR RETAIL
Paper Code: RSC 405
Credits: 06

Job Role: Departmental Manager

Theory: 80
Internal Assessment: 20
Total Marks: 100
Time: 3 hours

Objective: The objective of the paper is to enable the students to acquire knowledge of MIS in a retailing context and to understand Computer based information system and MIS support for retail management.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I
Introduction to Information Systems – definition, features of MIS - steps in design and implementation of MIS in retail organizations - need for information, information system for decision making- MIS as competitive advantages – MIS structures. MIS - Strategic information system - MIS support for planning - organising – controlling - MIS for specific functions - personnel, finance, marketing, inventory.

UNIT II
Concept of information : definition, features, types, process of generation and communication; quality of information; information overload; techniques for managing overload; summarizing; filtering; inferences and message routing. System concepts: definition, types and characteristics of system-control in systems.

UNIT III

UNIT IV
Systems Development and Implementation in Retail: System development methodologies; SDLC approach; prototyping approach and user development approach - Systems Analysis; Systems Design; system documentation – information system audit. Security of information resources; threats to information resources; security systems for risk management. Enterprise Resource Planning Systems –Features-ERP Modules - implementation of ERP in retail organizations.
Suggested Resources for Reading:

Latest Editions of the following books may be used:

5. Effy Oz, Management Information Systems, Vikas Publishing House, New Delhi

**********
Objective: The objective of the module is to familiarize the students with basics of research methodology like types of research, data collection, sampling techniques and report writing.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I

UNIT II

UNIT III
Sampling Design and Sampling procedure. Sampling and non sampling errors. Data analysis and interpretation. Role of computers in research.

UNIT IV

Suggested Resources for Reading:
Latest Editions of the following books may be used:

**********
Objective: The objective of the paper is to provide students with an understanding of the basic accounting concepts, double entry book keeping system and various books of accounts and preparation of final accounts, and introduce them to cost and management accounting.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I


UNIT II


UNIT III

Introduction to Cost Accounting. Preparation of Cost Statements-Cost Data collection, Cost Sheet formats, Preparation of Cost Sheets (historical cost sheets and estimated cost sheets).

UNIT IV

Fundamentals of Management Accounting : Marginal Costing and Break-even analysis – basic knowledge, Application of Marginal Costing for decision-making.
Suggested Resources for Reading:

Latest Editions of the following books may be used:

1. Grewal, T.S. : Double Entry Book Keeping, S
2. Shukla and Grewal : Advanced Accountancy
3. Gupta and Radhaswamy : Advanced Accountancy
5. Saxena V., Vashist, C: Advanced Cost & Management Accounting
7. Inamdar, S. M.: Cost & Management Accounting
8. Kishore, R. M: Cost & Management Accounting, Taxman

***********
Objective: The objective of the paper is to enable the students to acquire knowledge of legal aspects of business and understand aspects of legislations relevant to the retail industry.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I

UNIT II


UNIT III

UNIT IV
Suggested Resources for Reading:

Latest Editions of the following books may be used:

1. Elements of Mercantile Law - N.D. Kapoor
2. A Manual of Mercantile Law - Shukla M.C.
3. Hand Book of Mercantile Law – Venkatesan
4. Mercantile Law - Pandia R. H.
5. Banking Law & Practice - K.P.Kandasami

***********
Objective: The objective of the paper is to acquaint the students with various environmental factors that create a profound impact on the retail organization. It would also make the students capable of analyzing and understanding the implications of different macroeconomic policies implemented by the Government.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I


UNIT II


UNIT III


UNIT IV

Natural Environment: Ecological Issues and Indian Business.

**Suggested Resources for Reading:**

Latest Editions of the following books may be used:

3. Fernando, A.C.; Business Environment, Pearson Education.
4. Dutt & Sundaram; Indian Economy. S. Chand & Sons.
6. Adhikary, M; Economic Environment of Business, Sultan Chand & Sons.

**********
B.Voc. (Retail Management)

Semester: VI

Paper Title: TOTAL QUALITY MANAGEMENT
Paper Code: GC 602
Credits: 06

Job Role: Multichannel Retailer

Objective: The objective of the paper is to provide knowledge to students of the concepts of total quality management and to inculcate among them a concern for quality and customer satisfaction.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I
Introduction: Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs and its Analysis, Basic concepts of Total Quality Management, Principles of TQM.

UNIT II

UNIT III

UNIT IV
Suggested Resources for Reading:

Latest Editions of the following books may be used:


************
Objective: The objective of the paper is to familiarize the students with principles and practices of financial management.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

UNIT I

UNIT II
Cost of Capital: Determination of Cost of Capital, Components of Cost of Capital, Computation of Cost of Debt, Equity Capital, Preference Share Capital and Retained Earnings, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital.

UNIT III

UNIT IV
Dividend Policy- Relevance and Irrelevance Theories
Suggested Resources for Reading:

Latest Editions of the following books may be used:


************
B.Voc. (Retail Management)

Semester: VI

Paper Title: MARKETING MANAGEMENT
Paper Code: RSC 604
Credits: 06

Job Role: Multichannel Retailer

Theory: 80
Internal Assessment: 20
Total Marks : 100
Time: 3 hours

Objective: The objective of the paper is to provide knowledge to students about marketing concepts, philosophies, processes and techniques in order to manage the overall marketing operations of the retail organization.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

Unit-I
Introduction to marketing: meaning, nature and scope of marketing, marketing philosophies, marketing management process, concept of marketing mix, market analysis: understanding marketing environment, consumer and organization buyer behaviour, market measurement and marketing research, market segmentation, targeting and positioning.

Unit-II
Product planning and pricing: product concept, types of products, major product decisions, brand management, product life cycle, new product development process, pricing decisions, determinants of price, pricing process, policies and strategies.

Unit-III
Promotion and distribution decisions: communication process, promotion tools: advertising, personal selling, publicity and sales promotion, distribution channel decisions-types and functions of intermediaries, selection and management of intermediaries.

Unit-IV
Marketing organization and control in retail: organizing for marketing, marketing implementation & control, ethics in marketing, emerging trends and issues in marketing: consumerism, rural marketing, societal marketing, direct and online marketing, green marketing, customer relation marketing.
Suggested Resources for Reading:

Latest Editions of the following books may be used:

5. Zikmund, A., Marketing, Thomson Learning, Mumbai

**********
Objective: The objective of the paper is to familiarize the students with the different aspects of managing human resources in the retail organization.

Instructions for Examiner:
1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

Unit-I

Unit-II

Unit-III
Unit-IV
Internal Mobility and Transfers: Promotions, Demotions and Other Forms of Separations, Definitions, Purpose, and Basis of Promotions. Transfer: Definitions, Purpose, Types and Transfer Policy.

Compensation Management: Concept, Methods of Wage payments and Incentive Plans, Fringe Benefits

Suggested Resources for Reading:

Latest Editions of the following books may be used:


**********