

Appendix-LI - XXV

ORDINANCES
for
B. VOC.-Healthcare Management
-and
B. VOC.-Retail Management & IT

SEMESTER SYSTEM

Sem	I & II	(SESSION 2016 -2017)
Sem	III & IV	(SESSION 2017-2018)
Sem	V & VI	(SESSION 2018 -2019)

Bachelor of Vocation (B.Voc.) is launched under the scheme of University Grants Commission on skill development based higher education leading to Bachelor of Vocation (B. Voc.) Degree with multiple exits as Diploma/Advanced Diploma under the National Skill Qualification framework. The B.Voc. programme incorporate specific job roles and their National Occupational Standards along broad based general education.

1. B. Voc. Programme :

The B.Voc. Programme has been designed as per National Skill Qualification Framework (NSQF) emphasizing on skill based education.

2. Duration of Course : The duration of course is 3 Years integrated course with 3 exit points.

Award	Duration	CORE LEVEL / RESPONDING / NSQF
Diploma	1 Year	5
Advance Diploma	2 Year	6
B. VOC Degree	3 Year	7

Note:

1. After successful completion of second semester (1st Year) a Diploma will be awarded to the candidate.
2. After successful completion of fourth semester (2nd Year) an Advance Diploma will be awarded to the candidate.
3. After successful completion of sixth semester (3rd Year) B.Voc. Degree will be awarded to the candidate

3. Eligibility criteria for admission:

12th Class or equivalent in any stream. (UGC Guidelines for B.Voc. See Annexure A , 5)

4. Total number of seats:

- (i) B.Voc.- Healthcare Management- 50
- (ii) B.Voc.-Retail Management & IT-50

Reservation of Seats: As per rules of University of Delhi.

6. Course Fee : Student fee should be decided as per the prevalent mechanism for fee fixation for aided courses in the university/college. (*UGC Guidelines for B.Voc. See Annexure A , 9*)

7. Admission Process: Based on Merit (As per University rule).

8. Curriculum:

(i) Generic Component:

The general education component should adhere to the normal university standards. It should emphasise and offer courses which provide holistic development. However, it should not exceed 40% of the total curriculum. (*UGC guidelines for B.Voc. , Annexure A, 6.3(i)*)

(ii) Skill Component :

National Skill development Corporation (NSDC)& Sector Skill Council (SSC) will share the curriculum of the identified job roles which will be in alignment to Qualification Packs and National Occupational Standards. (*UGC - NSDCMoU, Annexure B, IV(7)*)

The university/college should develop the curriculum in consultation with industry. The industry representatives should be an integral part of the academic bodies of the university/college. While doing so, they should work towards aligning the skill components of the curriculum with the NOSs developed by the respective Sector Skill Council. (*UGC guidelines for B.Voc. , Annexure A, 6.6*).

In case NOS is not available for a specific area / job role, the university/college should get the curriculum for this developed in consultation with industry experts. (*UGC guidelines for B.Voc. , Annexure A, 6.4(iv)*)

9. Faculty:

The university/college should use its regular faculty for the conduct of general education component and also for the skills components, if existing. Additionally, they may hire faculty on contractual basis and guest faculty in the core trades only as per UGC norms. (*UGC guidelines for B.Voc. , Annexure A, 8.2*).

NSDC will coordinate the availability of the services of the trained skills faculty, subject to the requirement of institution, from its funded training partners at UGC approved remuneration as per guidelines of Community Colleges and NSDC funded training partner. (*UGC - NSDCMoU, Annexure B, IV(8)*).

10. Credit Calculation:

The following formula should be used for conversion of time into credit hours.

- a) One Credit would mean equivalent of 14 to 15 periods of 60 minutes each, for theory, workshops/labs and tutorials;
- b) For internship/field work, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;
- c) For self-learning, based on e-content or otherwise, the credit weightage for equivalent hours of study should be 50% or less of that for lectures/workshops. (*UGC Guidelines for B.Voc. See Annexure A , 6.5.1 to 6.5.3*).

NSQF Level	Skill Component Credits	General Education Credits	Total Credits (Cumulative)	Normal calendar duration	Exit Points / Awards
5 (Year 1)	36	24	60	Two semesters	Diploma
6 (Year 2)	36	24	120	Four Semesters	Advanced Diploma
7 (Year 3)	36	24	180	Six Semesters	Degree
Total	108	72			

10. Internal Assessment

- Generic Component: As per University guidelines (will be done by college).
- Skill Component: As per NSDC - SSC guidelines (will be done by SSCs)

11. EXAMINATION

(I) GENERAL EDUCATION COMPONENT (GEC)

The assessment for the General Education Component (GEC) should be done by the University of Delhi as per their prevailing standards and procedures (*UGC guidelines for B.Voc., Annexure A, 7.1*).

The course of study of B.Voc. shall be divided in to six semesters and university examination will be held at the end of every semester in the months of November/December (for semester I, III & V) and May/June (for semester II, IV & VI) or as fixed by the University of Delhi.

The medium of instruction and examination will be English/Hindi, except for the language subjects whose medium of instruction and examination will be that of the language subject.

The minimum number of marks required to pass the GEC examination in each part shall be 40% and details as per University of Delhi rules.

Internal assessment and its Components: Internal assessment, in each subject, shall be 25% of the total marks in each paper and shall be uniformly applicable to all the Subjects/Papers. The

three Components for Internal Assessment shall be as follows (to be divided equally, as per the credit of the paper:

(i)	Attendance:	20%	% of the Total Marks of the internal Assessment
(ii)	Written Assignment/Project :	40%	
(iii)	Mid-Semester Tests/Internal Examination	40%	

Papers having practical/viva, the marks of theory and practical/viva will be reduced equally percentage wise, to make room for 20% internal assessment(as per (b) above).

The Successful candidates shall be classified on the basis of aggregate marks secured

- a) 75% or more with Distinction.
- b) 60% or more in the First division.
- c) 50% or more but less than 60% in the Second division.
- d) 40% to below 50% in the Third division.

Attendance and Other Requirements: Every candidate will be required to attend a minimum of 66.6% lectures delivered to that class in each paper as well as 75% of the laboratory work, seminars etc. separately. Provided that a deficiency in attendance may be condoned for special reasons, as per the relevant ordinances on the subject.

Re-evaluation of scripts: Re-evaluation of scripts as per University of Delhi Rule.

Award of Medal/Prizes: The general rules and conditions of the University for the Award of Medal/Prizes etc.

(II) ASSESSMENT OF SKILL EDUCATION COMPONENT (SEC):

- NSDC will ensure that post training, the assessment and certification of vocational component is done by NSDC approved Sector Skill Councils. The assessment will be done by Sector Skill Councils(SSC)/Industry Partner through its affiliated Assessment Bodies who have SSC trained certified assessors. (*UGC -NSDCMoU, See Annexure B, II(4)*).
- The university may like to consult the respective Sector Skill Council for designing the examination and assessment pattern for the skill development components. The university may also consider using the designated assessors of Sector Skill Councils/Industry Partners for the conduct of practical assessment. (*UGC guidelines for B.Voc., Annexure A, 7.2*).

B.VOC (RETAIL MANAGEMENT & IT)

**JESUS AND MARY COLLEGE
UNIVERSITY OF DELHI**

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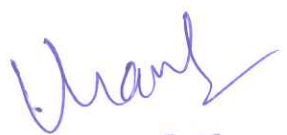
Course Structure of B.Voc. Retail Management & IT

B.Voc. Retail Management & IT				
Semester-1			Credits	
1.	General Education Component (GEC)	GEC 1.1 Environmental Science/English Communication	4	
2.		GEC 1.2 Computer Fundamentals	4	
3.		GEC 1.3 Soft Skills	4	
General Component Total			12	
4.	Skill Component (SEC) Theory	SEC 1.1 Introduction to Retail and Store Operations	1	
5.		SEC 1.2 Consumer Buying Behavior and Retail Sales	3	
6.		SEC1.3 Customer Service and Customer Relationship Management	3	
7.		SEC 1.4 Health, Safety & Security	1	
8.		SEC 1.5 Team and Organizational Dynamics	1	
Total			9	
	Skill Component (PRACTICAL-RETAIL LAB)	SEC 1.6 Understanding Consumer Buying Behavior and Retail Sales	1	
		SEC 1.7 Customer Service and Customer Relationship Management	1	
Total			2	
Internship Project			7	
Skill Component Total			18	
Semester-1 Total			30	
Semester – 2				
1.	General Education Component (GEC)	GEC 2.1 English Communication/ Environmental Science	4	
2.		GEC2.2 Hindi / MIL	4	
3.		GEC2.3 Making Decisions	4	
General Component Total			12	
4.	Skill Component (SEC) Theory	SEC 2.1 Store Display and Visual Merchandising	3	
5.		SEC 2.2 Sales Management	3	
6.		SEC 2.3 Organization and Team Dynamics	2	
7.		SEC 2.4 Customer Experience Management	1	
8.	Total		9	

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Skill Component (PRACTICAL-RETAIL LAB)		Application of Theory Concepts in Retail lab (Role Play/Workbook/ Viva Voce)	Credits
		SEC 2.5 Store Display and Visual Merchandising	1
		SEC 2.6 Customer Experience Management	1
		Total	2
		Internship Project	7
		Skill Component Total	18
		Semester-2 Total	30
		1st Year Total	60
Semester – 3			
1	General Education	GEC 3.1 English	5+1
2	Component (GEC)	GEC 3.2 Fundamentals of Accounting	5+1
		General Component Total	12
3	Skill Component (SEC) THEORY	SEC 3.1 Retail Store Operations and Profitability Management	5
4		SEC 3.2 Customer Experience Management	5
		Application of Theory Concepts in Retail lab (Role Play/Workbook/ Viva Voce)	
	Skill Component (PRACTICAL-RETAIL LAB)	SEC 3.3 Retail Store Operations and Profitability Management	2
		Internship Project	4
		Skill Component Total	16
		Semester 3 Total	28
Semester – 4			
	General Education Component (GEC)	GEC 4.1 Fundamentals of Management	5+1
		GEC 4.2 Self and Personal Growth	5+1
		General Component Total	12
	Skill Component (SEC)	SEC 4.1 Understanding Leadership	4
		SEC 4.2 Team and Organizational Dynamics	4
	Skill Component (PRACTICAL-RETAIL LAB)	SEC 4.3 Application of Leadership Principles (Situational Leadership Styles)	2
		Internship Project	10
		Skill Component Total	20
		Semester 4 Total	32


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			2 nd Year Total	60
Semester 5				Credits
1	General Education Component (GEC)	GEC 5.1 Basic Statistics and Probability		6
2		GEC 5.2 Human Resource Management		6
			General Component Total	12
3	Skill Component (SEC) THEORY	SEC 5.1 Retail Stores Operations and Sales		4
4		SEC 5.2 Process Compliance, Safety and Security		4
		SEC 5.3 Retail Stores Operations and Sales (LAB)		2
		Skill Component (PRACTICAL-RETAIL LAB)	Internship Project	
			Skill Component Total	14
			Semester Total	26
Semester – 6				
1	General Education Component (GEC)	GEC 6.1 Marketing Management		6
2		GEC 6.2 Entrepreneurship and Small Business		6
3	General Component Total			12
	Skill Component (SEC) THEORY	SEC 6.1 People, Process and Profitability Management		5
	Skill Component (PRACTICAL-RETAIL LAB)			2
		SEC 6.2 Profitability Management		
		Internship Project		15
			Skill Component Total	22
			Semester Total	34
			3rd Year Total	60

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GEC Papers to be taught under B.Voc –Retail Management & IT

Semester	Paper Code	Paper Title	Credits	Source
1	GEC 1.1	Environmental Science / English Communication	4	UGC / AECC (DU – B.A./B.Com. English)
	GEC 1.2	Computer Fundamentals	4	B.A.P -sem I
	GEC1.3	Soft Skills	4	AEEC - (B.A. Eng. Hons. Paper-3)
2	GEC 2.1	English Communication / Environmental Science	4	AEEC (DU – B.A./ B.Com. English) / UGC
	GEC 2.2	Hindi	4	AEEC- B.A./B.Com - Sem-3
	GEC 2.3	Making Decisions	4	AEEC - B.A. in Psychology P-03
3	GEC 3.1	English	5+1	Core - English (B.A/B.Com)
	GEC 3.2	Fundamentals of Accounting	5+1	Prepared as per NSDC guidelines
4	GEC 4.1	Fundamentals of Management	5+1	Core - B.A(VS)-Tourism,Sem-1
	GEC 4.2	Self & Personal Growth	5+1	BA-PSY P-03
5	GEC 5.1	Basic Statistics and Probability	5+1	Core - B.A(P)-Statistics, Sem -1
	GEC 5.2	Human Resource Management	5+1	B.A.(VS) HRM, SEM-5.1
6	GEC 6.1	Marketing Management	5+1	Core, BBE-Sem-4
	GEC 6.2	Entrepreneurship and Small Business	5+1	BA(VS)- Tourism, Sem-2

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B. VOC. – Retail Management & IT Environmental Science SEMESTER – 1 GEC 1.1

Credit: 4 Lecture: 60

Max Marks: 100

Hours: 3

Unit 1 : Introduction to environmental studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; Need for public awareness.

Unit 2 : Ecosystems

What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems :

1. a) Forest ecosystem
2. b) Grassland ecosystem
3. c) Desert ecosystem
4. d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 3 : Natural Resources : Renewable and Non-renewable Resources

- Land resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 4 : Biodiversity and Conservation

- Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.


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- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit 5 : Environmental Pollution

- Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial waste.
- Pollution case studies.

Unit 6 : Environmental Policies & Practices

- Sustainability and sustainable development.
- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act.
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit 7 : Human Communities and the Environment


- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management: floods, earthquake, cyclones and landslides.
- Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Unit 8: Field work

- Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.



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- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystems-pond, river, Delhi Ridge, etc.

Suggested Readings:

1. Bharucha, E. 2003, Textbook for Environmental Studies, University Grants Commission, New Delhi and Bharati Vidyapeeth Institute of Environmental Education and Research, Pune. 361.
2. Carson, Rachel. 1962. Silent Spring (Boston: Houghton Mifflin, 1962), Mariner Books, 2002
3. Economy, Elizabeth. 2010. The River Runs Black: The Environmental Challenge to China's Future.
4. Gadgil, M. & Ramachandra, G. 1993. This fissured land: an ecological history of India. Univ of California Press.
5. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
6. Grumbine, R. Edward, and Pandit, M.K. Threats from India's Himalaya dams. Science 339.6115 (2013): 36-37.
7. Heywood V.H. & Watson, R.T. 1995. Global Biodiversity Assessment. Cambridge University Press.
8. McCully, P. 1996. Silenced rivers: the ecology and politics of large dams. Zed Books.
9. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
10. Odum, E.P., Odum, H.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders.
11. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic press, 2011.
12. Rao MN and Datta AK, 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
13. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. Environment. 8edition. John Wiley & Sons.
14. Ricklefs, R. E., & Miller, G.L. 2000. Ecology. W. H. Freeman, New York.
15. Robbins, P. 2012. Political ecology: A critical introduction. John Wiley & Sons.
16. Rosencranz, A., Divan, S. & Noble, M.L.. Environmental law and policy in India. 2001. Tripathi 1992.
17. Sengupta, R. 2003. Ecology and economics (OUP): An approach to sustainable development." OUP Catalogue.
18. World Commission on Environment and Development. 1987. Our Common Future. Oxford: Oxford University Press.
19. Singh, J.S., Singh, S.P. and Gupta, S.R. 2006. Ecology, Environment and Resource Ecology, Environment and Resource Conservation. Anamaya Publishers.
20. Sodhi, N.S., Gibson, L. & Raven, P.H.G. (eds). 2013. Conservation biology: voices from the Tropics. John Wiley & Sons.
21. Van Leeuwen, C. J., & Vermeire, T. G. 2007. Risk assessment of chemicals.



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B. VOC. – Retail Management & IT Computer Fundamentals SEMESTER – 1 GEC 1.2

Credit: 2 (T) + 4 (P) = 4

Hours: 28 (T) + 56 (P)

Total Marks: 100 (Theory: 50, Practical: 25, Internal Assessment: 25)

Introduction: Introduction to computer system, uses, types.

Data Representation: Number systems and character representation, binary arithmetic.

Human Computer Interface: Types of software, Operating system as user interface, utility programs

Devices: Input and output devices (with connections and practical demo), keyboard, mouse, joystick, scanner, OCR, OMR, bar code reader, web camera, monitor, printer, plotter

Memory: Primary, secondary, auxiliary memory, RAM, ROM, cache memory, hard disks, optical disks

Computer Organisation and Architecture: C.P.U., registers, system bus, main memory unit, cache memory, Inside a computer, SMPS, Motherboard, Ports and Interfaces, expansion cards, ribbon cables, memory chips, processors.

Overview of Emerging Technologies: Bluetooth, cloud computing, big data, data mining, mobile computing and embedded systems, Orientation to POS software(s)

Reference Books:

1. A. Goel, Computer Fundamentals, Pearson Education, 2010.
2. P. Aksoy, L. DeNardis, Introduction to Information Technology, Cengage Learning, 2006
3. P. K.Sinha, P. Sinha, Fundamentals of Computers, BPB Publishers, 2007

Practical :

The practical assignment must include connecting parts of a computer and assembling it to an extent, media formatting and installation of software


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B. VOC. – Retail Management & IT Soft Skills

SEMESTER -1 GEC 1.3

Credit: 4 Lecture: 60

Max Marks: 100

Hours: 3

Paper 3: Soft Skills (4 credits)

- * Teamwork
- * Emotional Intelligence
- * Adaptability
- * Leadership
- * Problem solving

Suggested Readings

1. S.P. Dhanavel. English and Soft Skills. Orient BlackSwan, 2013
2. Dale Carnegie. How to Win Friends and Influence People. Gallery Books, 1936.
3. Gopaldaswamy Ramesh & Mahadevan Ramesh. The Ace of Softskills: Attitude, Communication and Etiquette for Success. Pearson, 2010.



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B. VOC. - Retail Management & IT

**English Communication
Semester - 2 GEC-2.1**

Credit - 4

Lecture: 60

Max Marks: 100

Hours : 3

Introduction:

Theory of Communication: Types and modes of Communication

Language of Communication:

Verbal and Non-verbal
(Spoken and Written)

Personal, Social and Business Barriers and Strategies Intra-personal, Inter-personal and Group communication

Speaking Skills

Monologue
Dialogue
Group Discussion
Effective Communication / Mis- Communication
Interview
Public Speech

Reading and Understanding

Close Reading
Comprehension
Summary Paraphrasing
Analysis and Interpretation
Translation(from Indian language to English and vice-versa) Literary/Knowledge Texts

Writing Skills

Documenting
Report Writing
Making notes
Letter writing

Recommended Readings:

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, DrRanjanaKaul, DrBratiBiswas

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B. VOC. – Retail Management & IT
Hindi

SEMESTER -2

GEC-2.2

Credit: 4 Lecture: 60

Max Marks: 100

Hours: 3

संस्कृत कार्यालयी हिंदी

इकाई-1 : कार्यालयी हिंदी का स्वरूप, उद्देश्य तथा क्षेत्र

- अभिप्राय तथा उद्देश्य
- कार्यालयी हिंदी का क्षेत्र
- सामान्य हिंदी तथा कार्यालयी हिंदी : संबंध तथा अंतर
- कार्यालयी हिंदी की स्थिति और संभावनाएँ

इकाई-2 : कार्यालयी हिंदी की शब्दावली

- कार्यालयी हिंदी की पारिभाषिक शब्दावली
- पदनाम तथा अनुभाग के नाम
- मुख्य कार्यालय, क्षेत्रीय कार्यालय और अन्य प्रशासनिक अधिकारियों के लिए प्रयुक्त होने वाले संबोधन,

निर्देश आदि

- औपचारिक पदावलि/अभिव्यक्तियाँ ; सूची विभाग द्वारा तैयार की जाएगी

इकाई-3 : कार्यालयी पत्राचार के विविध प्रकार

- सामान्य परिचय
- कार्यालय से निर्गत पत्रा ; ज्ञापन, परिपत्रा, अनुस्मारक, पृष्ठांकन, आदेश, सूचनाएँ, निविदा आदि
- रिक्त पदों पर भर्ती हेतु विज्ञापन
- आवेदन-लेखन

इकाई-4 : टिप्पण, प्रारूपण और संक्षेपण

- टिप्पण का स्वरूप, विशेषताएँ और भाषा शैली
- प्रारूपण के प्रकार, भाषा शैली, प्रारूपण की विधि
- संक्षेपण के प्रकार, विशेषताएँ और संक्षेपण की विधि
- उपर्युक्त सभी इकाइयों पर आधारित व्यावहारिक प्रश्न

7

सहायक ग्रंथ

ऋ प्रयोजनमूलक हिंदी μ माधव सोनटक्के

ऋ प्रारूपण शासकीय पत्राचार और टिप्पण लेखन विधि μ राजेंद्र प्रसाद श्रीवास्तव

ऋ प्रयोजनमूलक हिंदी की नई भूमिका μ कैलाशनाथ पाण्डेय

ऋ प्रयोजनमूलक भाषा और कार्यालयी हिंदी μ कृष्ण कुमार गोस्वामी

ऋ प्रयोजनमूलक हिंदी : सि(ति और प्रयोग μ दंगल झाल्टे


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B. VOC. – Retail Management & IT
Making Decisions
SEMESTER -2 **GEC 2.3**

Credit - 4 Lecture: 60 Max Marks: 100 Hours: 3

Objective: Students will learn various strategies through which they can make good decisions.

Unit 1:

Introduction: Basic concepts of decision making, Importance of making good decisions, self-efficacy.

Unit 2:

Making effective decisions: Decisions regarding career, Decision making in interpersonal context, Decision making at the workplace

Readings:

Adler, R.B & Proctor, R.F (2009). Communication Goals and Approaches. Wadsworth cengage Learning, India

Chadha, N.K. & Bhatia, H. (2014). Career Development-different voices, different choices. The

Readers Paradise: New Delhi. Sherfield, R.M., Montgomery, R.J., & Moody, P.G. (2009). Developing soft skills. Pearson Education, India.



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B. VOC. - Retail Management & IT

English

Semester - 3

GEC 3.1

Credit – 5+1

Lecture: 75

Max Marks: 100

Hours : 3

Writing skills

- Diary entry
- Paragraph writing
- Summary/Note-making
- Formal and informal letter writing
- CV/ Resume writing
- Book/ Film reviews

Internal assessment

Speaking skills, Listening/ Comprehension

Project work (Suggested projects)

Sports writing, Poetry about women/ men, Poetry in translation, Telling a story, Fantasy writing, Chat shows, The menace of dowry, A success story

Recommended Readings:

Fluency in English Part I, Delhi: Macmillan, 2005.

El Dorado: A Textbook of Communication Skills, Orient Blackswan Private Limited, Hyderabad, 2014, Units 1 – 5.

Interchange, Workbook III, Fourth Edition, Cambridge University Press, Delhi, 2015, Units 1 - 8.

New Headway, Intermediate Student's Book, 3rd Edition, Oxford University Press, 2012, Units 1-6.

Write to be Read: Reading, Reflecting & Writing, Cambridge University Press, Delhi, First South Asian edition 2014, Units 1-4.



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B. VOC. - Retail Management & IT

Fundamentals of Accounting Semester - 3 GEC 3.2

Credit – 5+1

Lecture: 75

Max Marks: 100

Hours: 3

Objectives:

To make the student familiar with generally accepted accounting principles of financial accounting and management Accounting and their applications in business organizations.

Unit- I Financial Accounting: Nature and scope, Limitations of Financial Accounting. Basic Concepts and Conventions, Accounting Standards: Meaning, Significance, Generally Accepted Accounting Principles (GAAP). Accounting Process: From recording of transactions to preparation of final accounts.

Unit- II Final accounts of Sole Traders: Manufacturing, Trading, and Profit and Loss Account and Balance Sheet.

Unit- III Working Capital Decisions: Concepts of working capital, the risk-return trade off, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management and payables management.

Unit- IV Cost Concepts and Classification, Elements of cost, Preparation of Cost Sheet . Inventories: Meaning. Significance of inventory valuation. Inventory Record Systems: periodic and perpetual. Methods: FIFO, LIFO and Weighted Average.

Unit V Analysis of financial statements, Common size balance sheet, Ratio analysis

List of Reading

1. Bhushan Kumar Goyal and HN Tiwari, *Financial Accounting*, International Book House
2. S.N. Maheshwari, *Financial Accounting*, Vikas Publication, New Delhi
3. P.C. Tulsian, *Financial Accounting*, Tata McGraw Hill, New Delhi
- 4.M.Y. Khan & P.K. Jain: *Financial Management Text Problem and Cases*, Tata McGraw Hill PUBLISHING Co. Ltd.
5. R. P. Rustogi: *Financial Management: Theory Concepts and Practices*, Taxmann Publication
6. Maheshwari, S.N. and S.N. Mittal. *Cost Accounting: Theory and Problems*. Shri Mahavir Book Depot, New Delhi.

Latest Edition of the Books shall be used



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B. VOC. - Retail Management & IT
Fundamentals of Management
Semester - 4 GEC 4.1

Credit – 5+1

Lecture: 75

Max Marks: 100

Hours : 3

Objectives:

To acquaint the students with the basics of Commerce and Business; concepts and functions of Business Organization and provide them practical exposure of entrepreneurial role in business using Commerce lab work and assignments. To acquaint the students with the Principles, functions and practice of management and provide them practical exposure giving stories of success/failure businessmen

Unit I

Concepts: Business, trade, industry and commerce – Business: Features of business – Trade: Classification, Aids to Trade – Industry: Classification – Commerce - Relationship between trade, industry and commerce - Business Organization: Concept - Functions of Business. Sources of finance: Long Term, Short Term.

Unit II

Business Organization: Forms of Business Organization – Classification – Factors influencing the choice of suitable form of organization. Sole Proprietorship: Meaning – Characteristics – Advantages & Disadvantages – Suitability. Partnership: Meaning – Characteristics – Kinds of partners - Registration of partnership – Partnership deed – Rights and obligations of partners. - Joint Hindu Family Business: Characteristics – Advantages and limitations.

Unit III

Joint Stock Company: Meaning – Characteristics – Advantages - Kinds of Companies – Difference between private and public companies – Promotion of A Company: Stages - Promoters – Characteristics – Registration – Capital subscription – Commencement of Business – Preparation of Important documents: Memorandum of Association: Significance, Clauses – Articles of Association: Contents – Prospectus: Contents – Statement in lieu of Prospectus. Meetings: types and procedure to hold.

Unit IV

Management: Meaning – Significance- Management Vs Administration – Functions of management – Levels of Management – Skills of management – Leadership: Leader Vs Manager - Traits of successful Leaders - Scientific Management: Features - Fayol's Principles of Management. Planning: Meaning – Significance – Types of Plans – Decision making & Steps in Process Decision making.

Unit V

Organizing: Meaning – Features – the process of organization – Principles of organization - Elements of organizations – Organization chart. Delegation of authority: Meaning - Elements – Principles – Types – Difficulties in delegation – Guidelines for making delegation effective. Centralization – Decentralization: Meaning – Differences between delegating and decentralization. Selection and recruitment, Motivation and its techniques, Leadership and its styles



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Suggested Readings:

1. Vijay Kumar Kaul, Business Organisation and Management-Text and Cases, Pearson
2. Vijay Kumar Kaul, Principles And Practices Of Management , Vikas Publishing
3. Bhushan Y K: Business Organization and Management, Sultan Chand
4. RK Sharma and ShashiK.Gupta: Industrial Organization and Management, Kalyani
5. CB Gupta : Industrial Organization and Management, Sultan Chand
6. Sherlekar: Business Organization and Management, Himalaya
7. Govindarajan and Natarajan: Principles of Management, PHI
8. RK Sharma and ShashiK.Gupta: Industrial Organization and Management, Kalyani
9. SubbaRao P: Management and Organizational Behavior, Himalaya
10. Satyaraju&Parthasarathy: Management - Text and Cases, PHI
11. Chandra Bose: Principles of Management and Administration, PHI
12. Aryasree& Murthy: Industrial Organistion&Manaement, Tata McGraw Hill.
13. Surendar and Madhavi: Industrial Organization and Management, Himalaya
14. Bhatia RC: Business Organization and Management, Ane Books
15. Robins S P: Management, PHI
16. Rao VSP: Management, Excel
17. Gupta CB: Entrepreneurship Development in India, Sultan Chand
18. Prasad L M: Management, Sultan Chand
19. Dubrin: Essentials of Management, Cengage
20. Moshal: Organization and Management, Galgotia



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B. VOC. - Retail Management & IT

Self and Personal Growth Semester - 4 GEC 4.2

Credit – 5+1

Lecture: 75

Max Marks: 100

Hours : 3

- 1. Introduction:** Notion of Personality, perspectives, Self as an object and as a process. Bases of Self knowledge.
- 2. Self from a Developmental Perspective:** Ideas of William James, M. Lewis, Mead, Cooley, Robert Kegan; Carl Rogers.
- 3. Self in the Indian Thought:** contributions of Indian thought to the understanding of self.
- 4. Personal Growth:** Self and Personal growth; Developing character strengths and virtues.

Readings:

- Carr, A. (2004). Positive Psychology: The science of happiness and human strength. UK: Routledge.
Chadha, N.K. & Seth, S. (2014). The Psychological Realm: An Introduction. Pinnacle Learning, New Delhi. Ciccarelli, S. K., & Meyer, G. E. (2010). Psychology: South Asian Edition. New Delhi: Pearson Education.



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B. VOC. - Retail Management & IT
Basic Statistics & Probability
Semester - 5 GEC 5.1

Credit – 5+1

Lecture: 75

Max Marks: 100

Hours : 3

Unit 1

Concepts of a statistical population and sample from a population, quantitative and qualitative data, nominal, ordinal and time-series data, discrete and continuous data. Presentation of data by tables and by diagrams, frequency distributions for discrete and continuous data, graphical representation of a frequency distribution by histogram and frequency polygon, cumulative frequency distributions (inclusive and exclusive methods).

Unit 2

Measures of location (or central tendency) and dispersion, moments, measures of skewness and kurtosis, cumulants. Bivariate data: Scatter diagram, principle of least-square and fitting of straight lines and parabolas. Correlation and Regression. Karl Pearson coefficient of correlation, Lines of regression, Spearman's rank correlation coefficient.

Unit 3

Random experiment, sample point and sample space, event, algebra of events, Definition of Probability - classical, relative frequency and axiomatic approaches to probability, merits and demerits of these approaches (only general ideas to be given). Theorem on probability, conditional probability, independent events. Baye's theorem and its applications.

REFERENCES:

1. J.E. Freund (2009): *Mathematical Statistics with Applications*, 7th Ed., Pearson Education.
2. A.M. Goon, M.K. Gupta and B. Dasgupta (2005): *Fundamentals of Statistics*, Vol. I, 8th Ed., World Press, Kolkatta.



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B. VOC. - Retail Management & IT

Human Resource Management Semester - 5 GEC 5.2

Credit – 5+1

Lecture: 75

Max Marks: 100

Hours : 3

Objective: The objective of the course is to acquaint students with the techniques and principles to manage human resource of an organization.

Unit 1: Introduction

Human Resource Management: Concept and Functions, Role, Status and competencies of HR Manager, HR Policies, Evolution of HRM, HRM vs HRD. Emerging Challenges of Human Resource Management like Workforce diversity, Downsizing, Work life balance

Unit 2: Acquisition of Human Resource

Human Resource Planning- Quantitative and Qualitative dimensions; job analysis – job description and job specification; Recruitment – Concept and sources; Selection – Concept and process; test and interview; placement and induction

Unit 3: Training and Development

Concept and Importance; Identifying Training and Development Needs; Designing Training Programs; Role-Specific and Competency-Based Training; Evaluating Training Effectiveness; Training Process Outsourcing; Management Development; Career Development.

Unit 4: Performance Appraisal

Nature, objectives and importance; Modern techniques of performance appraisal; potential appraisal and employee counseling; job changes - transfers and promotions; Compensation: concept and policies; job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation.

Unit 5: Maintenance

Employee health and safety; employee welfare; social security; Employer-Employee relations- an overview; grievance-handling and redressal; Industrial Disputes: causes and settlement machinery

Suggested Readings:

1. Gary Dessler. A Framework for Human Resource Management. Pearson Education.
2. DeCenzo, D.A. and S.P. Robbins, Personnel/Human Resource Management, Pearson Education.
3. Bohlendar and Snell, Principles of Human Resource Management, Cengage Learning
4. Ivancevich, John M. Human Resource Management. McGraw Hill.
5. Wreather and Davis. Human Resource Management. Pearson Education.
6. Robert L. Mathis and John H. Jackson. Human Resource Management. Cengage Learning.
7. TN Chhabra, Human Resource Management, Dhanpat Rai & Co., Delhi
8. Biswajeet Pattanayak, Human Resource Management, PHI Learning

Note: Latest edition of text books shall be used.



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**B. VOC. - Retail Management & IT
Marketing Management
Semester -6 GEC 6.1**

Credit – 5+1

Lecture: 75

Max Marks: 100

Hours : 3

UNIT I: INTRODUCTION I

Importance and Scope of Marketing, Core Marketing Concepts, Company Orientations, Marketing Myopia

UNIT II: MARKETING ENVIRONMENT AND COMPETITIVE ANALYSIS

Marketing Environment: Scanning the Indian Marketing Environment: Economic, Demographic, Sociocultural, Technological, Political and Legal. Competitive Analysis: Michael Porter's Model of Competitive analysis, BCG Matrix, ANSOFF Matrix, SWOT Analysis.

UNIT III: SEGMENTATION, TARGETING AND POSITIONING

Market Segmentation: Levels of segmentation, Marketing segmentation Procedure, Bases for segmenting Consumer Markets, VALS segmentation, Effective segmentation Market Targeting: Evaluating and Selecting Market Segments. Positioning: Positioning Statement, determining which positioning to promote, positioning possibilities, Points-of-Parity, Points-of-Difference

UNIT IV: PRODUCT

Product life cycle: The Concept and its Strategic Implications, Product Mix: Levels, Hierarchy, Classifications, Mix. Product line decisions: Product Line Analysis, Product Line Length, Line Modernization, Featuring, Pruning. Differentiation: Differentiation tools: Product, services, personnel, channel, image differentiation. Branding: Brand decisions, building brand identity, Brand Equity, Branding Challenges, Brand Name Decisions, Brand Building Tools, Devising a Branding Strategy, Brand Repositioning Services: Characteristics of services.

UNIT V: PRICING

Significance of pricing, factors influencing pricing, pricing objectives, Pricing Strategies and Procedure, psychological pricing
UNIT VI: DISTRIBUTION Channels: Channel Functions and Flows, Channel Levels, Channel Integration and Systems (Vertical Marketing System, Horizontal Marketing System, Integrated Multichannel Marketing System) Retailing: Types of retailers, marketing decisions in retailing
Wholesaling: Types of wholesalers

UNIT VII: PROMOTION

Promotion Mix, Factors affecting Promotion Mix, concept of Integrated Marketing Communication Advertising: advertising objectives, advertising budget, message generation, Media (types, reach frequency, impact) and measuring advertising effectiveness. Sales promotion (Objectives, Advertising versus Promotion, Major Decisions in sales promotion), Events and Experiences, Public Relations and Publicity (Marketing Public Relations, tools), Direct Marketing, Interactive Marketing (introduction to online marketing), Word of Mouth, Personal selling (Principles of personal selling, Negotiation).



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UNIT VIII: EMERGING TRENDS IN MARKETING

Ethics in Marketing, Relationship marketing, Holistic marketing, Green marketing, Political marketing, Rural marketing, People, Processes and Physical Evidence as other P 's of Marketing Mix. Note: Case Study and Case Lets of Indian context must be included in teaching methodology.

Suggested Readings:

1. Kotler, P. & Keller, K. L. (2012). Marketing Management (14th ed.). Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & UHaq, E. (2010). Principles of Marketing - A South Asian Perspective. (13th ed.). Pearson.
3. Ramaswamy, V.S., Namakumari, S. (2009). Marketing Management: Global Perspective Indian Context. (4th ed.). Macmillan Publishers India Limited.
4. Iacobucci, D Marketing Management, Cengage Learning (2013).
5. Etzel, Michael J, Walker, Bruce J, Stanton William J and Pandit, Ajay (2009). Marketing (14th ed.). Tata McGraw Hill.



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B. VOC. - Retail Management & IT
Entrepreneurship & Small Business

Semester - 6 GEC 6.2

Credit – 5+1

Lecture: 75

Max Marks: 100

Hours : 3

Unit I

Meaning, elements, determinants and importance of entrepreneurship and creative behavior. Entrepreneurship and creative response to the society' problems and at work. Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, enetpreneurship, ecopreneurship, and social entrepreneurship.

Unit II

Entrepreneurship and Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and family business in India. The contemporary role models in Indian business: their values, business philosophy and behavioral orientations. Conflict in family business and its resolution. Managerial roles and functions in a small business. Entrepreneur as the manager of his business. The need for and the extent of professionalization of management of small business in India.

Unit III

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

Unit IV


Sources of business ideas and tests of feasibility. Significance of writing the business plan/project proposal. Contents of business plan/ project proposal. Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered). Project submission/presentation and appraisal thereof by external agencies, such as financial/non-financial institutions

Unit V

Mobilizing resources for start-up. Accommodation and utilities. Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems. Operations management: designing and redesigning business processes, layout, production planning & control, implementing quality management and productivity improvement programs. Input-analysis, throughput analysis and output analysis. Basic awareness of inventory methods. Basic awareness about the need for and means of environment (eco-) friendliness and energy management. Organization of business office. Basic awareness of manual and computerized office systems and procedures. Introductory word processing, spreadsheet preparation and data sorting and analysis, internet browsing.

Suggested Readings:

1. Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
2. Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.
3. Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. McGraw Hill.
4. Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.
5. Jain, Arun Kumar. *Competitive Excellence: Critical Success Factors*. New Delhi: Viva Books Limited
6. Panda, Shiba Charan. *Entrepreneurship Development*. New Delhi, Anmol Publications.
7. Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi: Prentice-Hall of India.
8. SIDBI Reports on Small Scale Industries Sector.
9. Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.


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B. VOC. – Retail Management & IT

Introduction to Retail and Retail Store Operations

SEMESTER -1 SEC 1.1

Credit : 1

Lecture : 15

1. Define Retailing
2. Evolution of Retail in India
3. Indian Retail Industry
4. Organized and Unorganized Retail Sector
5. Types of Retail Formats
6. Pre-Store Opening
7. Store Opening and Closing
8. Loss Prevention & Shrinkage
9. Store Merchandise Handling
10. Basics of Visual Merchandising
11. Processing of credit applications for purchases (RAS/N0114)



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B. VOC. – Retail Management & IT Consumer Buying Behavior and Retail Sales SEMESTER -1 SEC 1.2

Credit : 3

Lectures : 45

1. Basics of Consumer Shopping Behavior
2. Knowledge of Products & Services
3. Retail Selling techniques
4. Importance of Product Demonstration (RAS/N0125)
5. Help customers choose right products and provide (RAS/N0126)
6. Specialist Support in facilitating Purchases (RAS/N0127)
7. Techniques to Maximize sale of goods and services (RAS/N0128)

Note: RAS/NO means National Occupational Standard (NOS) prepared by Retailer Association Sector Skill Council according to a particular Job Role



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B. VOC. – Retail Management
Customer Service and Customer Relationship
Management
SEMESTER -1 SEC 1.3

Credit : 3

Lecture : 45

1. Positive Image Building (RAS/N0130)
2. Monitoring and Solving Customer Service Issues (RAS/N0135)
3. Continuous Service Improvement (RAS/N0136)
4. Customer Relationship Management (RAS/N0134)
5. Personalized and Post-Sales Service Support (RAS/N0129)
6. To resolve customer concerns (RAS/N0132)
7. Organizing Service Delivery (RAS/N0133)

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**B. VOC. – Retail Management
Health, Safety and Security
SEMESTER -1 SEC 1.4**

Credit : 1

Lectures : 15

1. Store Safety & Security (RAS/N0120)
2. Health and Safety (RAS/N0122)



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**B. VOC. – Retail Management
Team and Organizational Dynamics
SEMESTER -1 SEC 1.5**

Credit : 1

Lecture : 15

1. Job responsibilities of a Sales Associate
2. Skills of a competent Sales Associate
3. Working effectively in a Team (RAS/NOS 137)
4. Working effectively in an Organization (RAS/NOS 138)

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B. VOC. – Retail Management

SEMESTER -1

Lab work and Internship

SKILL COMPONENT (LAB)	Application of Theory concepts in Retail lab (Role Play/Workbook/Viva Voce)	Credits	Hours
1. Understanding Consumer Buying Behavior and Retail Sales		1	30
2. Customer Service and Customer Relationship Management		1	30
3. Internship Project		7	210



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B. VOC. – Retail Management

Store Display and Visual Merchandising SEMESTER -2 SEC 2.1

Credit : 3

Lecture : 45

1. Store Hygiene and Cleanliness
2. Organize the display of products at the store(RAS/NO146)
3. Plan visual merchandising(RAS/NO139)



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B. VOC. – Retail Management Sales Management

SEMESTER -2

SEC 2.3

Credit : 3

Lecture : 45

1. Product and Service Knowledge
2. Retail markets - Competition and Best Practices
3. Availability of goods for sale to customers (RAS/NOS148)
4. Process Sale of Products(RAS/NO147)
5. Goal Setting / Target Allocation & Monitoring (RAS/NO131)



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B. VOC. – Retail Management

Organization and Team Dynamics

SEMESTER -2

SEC 2.3

Credit : 2

Lecture : 30

1. Company Vision, Mission, Values
2. Job Role of Team Leader and skill sets of a competent Team Leader
3. Understanding Company Policies and Procedures Work effectively in your Team (RAS/N0137)
4. Work effectively in your organization (RAS/N0138)
5. Health and safety (RAS/N0122)



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B. VOC. – Retail Management

Customer Experience Management-1 SEMESTER -2 SEC 2.4

Credit : 1

Lecture : 15

1. Establish and satisfy customer needs (RAS/N0140)
2. Monitor and solve customer service problems (RAS/N0150)
3. Effective Stakeholder communication (RAS/N0145)
4. Effective After Sales Service
5. Customer feedback Management



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B. VOC. – Retail Management

Semester 2 Lab work and Internship

SKILL COMPONENT (LAB)

Application of Theory concepts in Retail lab (Role Play/Workbook/Viva Voce)		Credit	Hours
SEC 2.5	Store Display and Visual Merchandising	1	30
SEC 2.6	Customer Experience Management	1	30
SKILL COMPONENT	Internship Project	7	210

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B. VOC. – Retail Management

Retail Store Operations and Profitability Management

SEMESTER -3

SEC 3.1

Credit: 5

Lecture : 75

1. Inventory Management
2. Merchandise Management
3. Develop Sales Strategy and Campaigns
4. Plan visual merchandise (RAS/N0139)
5. Monitor and manage store performance (RAS/N0141)
6. Manage a budget (RAS/N0151)

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B. VOC. – Retail Management

Customer Experience Management-2

SEMESTER -3

SEC 3.2

Credit : 5

Lecture : 75

1. Establish and satisfy customer needs (RAS/N0140)
2. Communicate effectively with stake-holders (RAS/N0145)
3. Develop individual retail service opportunities (RAS/N0144)
4. Customer Experience Innovation

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B. VOC. – Retail Management

Semester 3 Lab work
Credit-2 Hours: 30

SEC 3.3 Retail Store Operations and Profitability Management (Topics under "Retail Store Operations and Profitability Management" are to be considered for Practicals to ensure application of knowledge)



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B. VOC. – Retail Management
Understanding Leadership
SEMESTER -4 **SEC 4.1**

Credit : 4

Lecture : 60

1. Provide leadership for your team (RAS/N0142)
2. Build and manage store team (RAS/N0143)



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**B. VOC. – Retail Management
Team and Organizational Dynamics
SEMESTER -4 SEC 4.2**

Credit : 4

Lecture : 60

1. Allocate and check work in your team (RAS/N0131)
2. To work effectively in your team (RAS/N0137)
3. To work effectively in your organisation (RAS/N0138)
4. Help maintain healthy and safety (RAS/N0122)



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B. VOC. – Retail Management

Semester 4 Lab work
Credit-2 Hours: 30

Application of Leadership Principles (Situational Leadership styles)



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B. VOC. – Retail Management
Retail Store Operations and Sales
SEMESTER -5 **SEC 5.1**

Credit : 4

Lecture : 60

1. Retail Store Management and its Value Chain
2. Stock optimization to maximize availability of stocks and minimize losses (RAS/N0152)
3. Execution of visual merchandising standards and guidelines (RAS/N0155)
4. Implementation of promotions and special events (RAS/N0157)
5. Price benchmarking and market study (RAS/N0155)



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B. VOC. – Retail Management
Process Compliance, Safety and Security
SEMESTER -5 **SEC 5.2**

Credit : 4

Lecture : 60

1. Process and policy adherence while ensuring timely and accurate reporting (RAS/N0153)
2. Ensure overall safety and security of the store (RAS/N0156)



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B. VOC. – Retail Management

LAB WORK

SEMESTER -5

SEC 5.3

Credit- 2

Hours: 60

Retail Store Operations and Sales

(Topics under "Retail Store Operations and Sales" are to be considered for Practicals to ensure application of knowledge)



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B. VOC. – Retail Management
People, Process and Profitability Management
SEMESTER -6 **SEC 6.1**

Credit : 5

Lecture : 75

1. Develop Retail Store Strategy to increase Market share and Profitability*
2. Technology in Retail
3. Customer Relationship Management
4. Manpower planning and training (RAS/N0158)
5. Managing sales and service delivery to increase store profitability (RAS/N0154)



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B. VOC. – Retail Management
Profitability Management (Practical-Retail Lab)
SEMESTER -6 **SEC 6.2**

Credit: 2

Hours: 60



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