



**Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati  
Department of B.Voc Retail Management**

**Autonomous**

**Course Structure for F.Y.B.Voc Retail Management**

<b>Semester</b>	<b>Paper Code</b>	<b>Subject Name</b>	<b>No. of Credits</b>
<b>I</b>	RM 1101	Business Communication Skills-I	4
	RM 1102	Principles of Management-I	4
	RM 1103	Managerial Economics	4
	RM 1104	Introduction to Retailing	6
	RM 1105	Retail Sales Management	6
	RM 1106	Principles of Consumer Behavior-I	6
<b>II</b>	RM 1201	Business Communication Skills-II	4
	RM 1202	Principles of Management-II	4
	RM 1203	Principles of Consumer Behavior-II	4
	RM 1204	Life Skills and Computer Concepts	6
	RM 1205	Retail Management-I	6
	RM 1206	Retail Sales Management-II	6

**SYLLABUS (CBCS) FOR F.Y.B.Voc RETAIL MANAGEMENT (w.e.f. from June, 2019)**

**Academic Year 2019-2020**

**Class : F.Y. B. B.Voc. (RM) SEM-I**

**Paper Code: RM1101**

**Paper : I Title of Paper: Business Communication Skill - I**

**Credit : 4 No. of lectures: 60**

**A) Learning Objectives:**

- 1) To know about business communication
- 2) To know how to drafting of business letter

**B) Learning Outcomes:**

The main outcome of this course is to acquaint students of business communication.

**1101/ BUSINESS COMMUNICATION SKILLS-I (60 Hours)**

**TOPICS/ CONTENTS:-**

**UNIT 1: INTRODUCTION TO BUSINESS COMMUNICATION (15)**

- 1.1 Introduction, Meaning, Definition of Communication.
- 1.2 Features and Process of Communication.
- 1.3 Channels, Principles and Importance of Communication.
- 1.4 Barriers to Communication & Remedies.
- 1.5 Types of Communication & Merit and Limitations of each type.

**UNIT 2: MODES OF COMMUNICATION (20)**

**2.1 Written Communication:**

Business Letters: Meaning, Importance, Qualities and Essentials of Written Communication.

- Physical Appearance and layout of business letters.
- Types and Drafting of Business Letters: (Application for Job, Enquiry Letters, Sales Letters, and Complaint letters etc).

**2.2 Oral Communication: (15)**

- Meaning, Nature and Scope of Oral communication.
- Principles of Effective Oral Communication.
- Techniques of effective speech effective presentation skills.  
Practical – Group Discussion, Recording Audio, Watch Video's of Group Discussion

**UNIT 3: NEW TECHNOLOGIES IN BUSINESS COMMUNICATION (10)**

- 3.1 Internet: Email, Websites, ECS, Blogging.
- 3.2 Social Media.
- 3.3 E-mail writing, Study of websites contain

## Reference Books:

1. AshaKaul (1999), "Business Communication", Prentice Hall of India, New Delhi.
2. Chaturvedi P. D. &ChaturvediMukesh (2012), "Managerial Communication", Pearson, Delhi.
3. Madhukar R. K. (2005), "Business Communication", Vikas Publishing House Pvt. Ltd., New Delhi.
4. Mamoria C. B. &Gankar S. V. (2008), "Personnel Management", Himalaya Publishing House, Mumbai.
5. NawalMallika (2012), "Business Communication", Cengage Learning, Delhi.
6. Rajendra Pal &Korlahalli (2007), "Essentials of Business Communication", Sultan Chand & Sons, New Delhi.
7. Sharma R. C. &Krishan Mohan, "Business Correspondence & Report Writing", Tata McGraw Hill Publishing Co. Ltd.
8. Sinha K. K. (2003), "Business Communication", Galgotia Publishing Company, New Delhi. 9. Sinha K. K. (2008), "Business Communication", Galgotia Publishing Company, New Delhi. 10. VasishthNeeru& Rajput Namita (2006), "Business Communication", KitabMahal, Allahabad.

**Class : F.Y. B. B.Voc (RM) SEM-I**

**Paper Code : RM1102**

**Paper : I Title of Paper: Principles of Management - I**

**Credit : 4 No. of lectures: 60 Hours**

**A) Learning Objectives:**

- 1) To know about basics principles of management
- 2) To understand the planning and decision making process

**B) Learning Outcomes:**

The main outcome of this course is to acquaint students of basics of principles of management in any organization.

**1102/ PRINCIPLES OF MANAGEMENT – I ( 60 Hours)**

**TOPICS/ CONTENTS:-**

**UNIT 1: BASICS OF MANAGEMENT (15)**

- 1.1 Meaning, Definition of Management: Is it Science, Art or profession?
- 1.2 Characteristics of Professional Management.
- 1.3 The need of Management Study. Process of Management, Level Of Management, Managerial Skills.
- 1.3 Challenges before management.
- 1.4 Brief Review of Management Thought with reference to FW Taylor & Henry Fayol, Gandhian thoughts, B.R. Ambedkar, Chanakya

**UNIT 2: PLANNING AND DECISION MAKING (15)**

- 2.1 **Planning**:-Meaning, Definition, Nature, Importance, Forms, Types Of Planning, Steps in Planning, Limitations Of Planning.
- 2.2 **Forecasting**-Meaning & Techniques. Decision Making- Meaning, Types Of Decisions & Steps In Decision Making.
- 2.3 Process of Decision making

**UNIT 3: ORGANIZATION & STAFFING (15)**

- 3.1 Meaning, Process & Principles.
- 3.2 Departmentalization, Organization Structure, Authority and Responsibility.
- 3.3 Delegation of authority, Difficulties in delegation of Authority.
- 3.4 Centralization versus Decentralization, Team Work.
- 3.5 **Staffing**-Meaning, Need & Importance of Staffing, Recruitment-Sources and Methods of Recruitment.

4.1 **Direction-** Meaning, Elements, Principles, Techniques & importance.

4.2 **Communication-** Meaning, Types, Process of Communication & importance of effective Communication.

4.3 Barriers to Communication.

**Reference Books:**

1. Stephen Robbin Et.al: Management, Pearson Publishers.
2. Principles of Management – Koontz & O'Donnel
3. The Management Process – R S Davar
4. Essentials of Management – Koontz & O' Donnel Traleil McGraw Hill Publishing House
5. Business Administration – Mritunjoy Banerjee
6. Principles & Practice – T N Chhabra, Dhanapat Rai & Co. of Management.
7. Management – LM .Prasad.
8. Super Highway: Bill Gates Foundation



**Class : F.Y. B. B.Voc (RM) SEM-I**

**Paper Code: RM1103  
Economics**

**Title of Paper: Managerial**

**Credit : 4**

**No. of lectures: 60**

**(A) Learning Objectives:**

- 1) To know the role of managerial economics
- 2) To understand the demand, supply and market structure

**(B) Learning Outcomes:**

The main outcome of this course is to get knowledge of market and effects of demand and supply of market.

**1103/ MANAGERIAL ECONOMICS**

**(60 Hours)**

**TOPICS/ CONTENTS:-**

**UNIT 1: INTRODUCTION**

**(10)**

- 1.1 Meaning and Scope of managerial economics.
- 1.2 Nature and Role of managerial economics.
- 1.3 Basic concept of micro economics and macro economics.

**UNIT 2: DEMAND ANALYSIS**

**(15)**

- 2.1 Meaning of demand, law of demand, demand curve.
- 2.2 Factors affecting demand, variation increase and decrease demand.
- 2.3 Elasticity of demand, individual and market demand.

**UNIT 3: PRODUCTION AND COSTS**

**(15)**

- 3.1 Meaning of production, types of production.
- 3.2 Factors of production, production function.
- 3.3 Importance of production function in managerial economics.
- 3.4 Importance of cost in managerial decision making, accounting cost, opportunity cost

**UNIT 4: MARKET STRUCTURE**

**(20)**

- 4.1 Meaning of market structure, types of markets.
- 4.2 Needs for analysis market.

4.3 **A) Perfect competitions and monopolistic competition** – meaning, definition, assumption of perfect competition

**B) Oligopoly and Monopolistic Competition Oligopoly** – definition and characteristics – Collusion and cartel – Non-Price competition – Price stickiness and kinked demand.

4.4 **Monopolistic competition**-definition and characteristics – Equilibrium-Price and output determination.

#### **Reference Books:-**

1. Managerial Economics, Dean Joel, Eastern Edition
2. Managerial Economics, Almanand, Excel Books, New Delhi
3. Managerial Economics, Hague, D., Longman, London
4. A study of Managerial Economics, Gopalakrishna, Himalaya Mumbai
5. Managerial Economics, Cauvery, R. Et al. , S. Chand, New Delhi.



**Class : F.Y. B. B.Voc (RM) SEM-I**

**Paper Code: RM1104**

**Paper : I**  
**retailing**

**Title of Paper: Introduction to**

**Credit : 6**

**No. of lectures: 90 Hours**

**A) Learning Objectives:**

- 1) To know about basics of retail structure
- 2) To understand the retail organization in India.

**B) Learning Outcomes:**

The main outcome of this course is to understand retail organization in India and careers in retail.

**1104/ INTRODUCTION TO RETAILING**

**(90 Hours)**

**TOPICS/ CONTENTS:**

**UNIT 1: INTRODUCTION**

**(20)**

- 1.1 Meaning and definition of retailing.
- 1.2 Functions of retailer, social and economic importance of retailing.
- 1.3 Wholesalers V/s retailers, global retail market.
- 1.4 Organization Structure in Retail

**UNIT 2: RETAIL ORGANIZATIONS IN INDIA**

**(15)**

- 2.1 Classification on the basis on ownership, formation and classification (Sole Proprietorship, partnership, LLP, Joint Ventures, Companies)
- 2.2 Classification on the basis of Products (Departmental Stores, Speciality Store, Super Market, Hyper Markets, Convenience Store etc)
- 2.3 Classification on basis of Pricing Policies (Discount and warehouse stores)
- 2.4 Classification of basis of services offered and Organized Structures
- 2.5 Out of Stores Classifications (Websites, E-Retailing, TV Shopping, Door to Door Selling, Direct Retailing.

**UNIT 3: PLANNING IN RETAILING**

**(15)**

- 3.1 Introduction, retail market strategy.
- 3.2 Retail planning process, target market.
- 3.3 Retail formats.
- 3.4 International retailing.

#### **UNIT 4: CARRERS IN RETAIL**

**(10)**

4.1 Understanding requisite skill sets needed to work in retail organizations.

(Role of Sales Associate, Customer Service Representative, Team Leader, Inventory Analyst, Category Manager, Store Head, Departmental Head etc)

#### **SKILLING/PRACTICAL COMPONENTS**

#### **UNIT 5: TIME MANAGEMENT SKILLS, NEGOTIATION SKILLS,**

**RESUME WRITING, BASIC UNDERSTANDING OF MERCHANDISING,  
SALES PoS**

**(10)**

#### **UNIT 6: LAB WORK**

**(20)**

#### **Reference Books:**

1. Retailing Management – SwapnaPradhan;
2. Retail Marketing Management – SwapnaPradhan;
3. Retail Management – Gibson Vedamani;
4. Retail Management – Levy &Weitz;
5. Channel Management & Retail Management – MeenalDhotre

**Class : F.Y. B. B.Voc (RM) SEM-I**

**Paper Code : RM1105**

**Paper : I**

**Title of Paper: Retail Sales Management**

**Credit : 6**

**No. of lectures: 90 Hours**

**A) Learning Objectives:**

- 1) To know about retail sales management
- 2) To understand the credit management & CRM

**B) Learning Outcomes:**

The main outcome of this course is to get knowledge of retail sales management & CRM.

**1105/ RETAIL SALES MANAGEMENT**

**(90 Hours)**

**TOPICS/CONTENTS:**

**UNIT 1: INTRODUCTION**

**(10)**

- 1.1 Concept of Retail Sales.
- 1.2 Industry Size in India, Concept of Customer Service Executive.

**UNIT 2: SALES**

**(20)**

- 2.1 Effective Sales: Sales Call, Demonstration, Customer Assistance.
- 2.2 Type of sales, Do & Don't of Sales, Concept of Good Service.
- 2.3 Consumer Psychocology, Expected Behavioral patterns, Cross Selling.
- 2.4 Basics of Digital Marketing and Sales

**UNIT 3: BUSINESS AND PRODUCTIVITY TARGETS**

**(10)**

- 3.1 Maximizing Sales, Effective delivery.
- 3.2 Creating positive image, Promote continuous improvement.
- 3.3 Inventory- Concept, methods and management.

**UNIT 4: CREDIT MANAGEMENT**

**(10)**

- 4.1 Processing Credit applications, Capability building for Credit management.
- 4.2 Accounting methods, Billing in stores.
- 4.3 Consumer Query Resolution Techniques and methods.

**UNIT 5: CUSTOMER RELATIONSHIP MARKETING**

**(10)**

- 5.1 Introduction, meaning, relationship marketing.
- 5.2 Loyalty marketing of retailers.
- 5.3 Analyze and using customer data.

## **SKILLING/PRACTICAL COMPONENTS**

### **UNIT 6: GROOMING (10)**

- 6.1 Communication Skills, Presentations skills.
- 6.2 Customer Behavioral patterns.
- 6.3 Goal Setting, SWOT Analysis.

### **UNIT 7: ROLE PLAY/ CASE STUDY / FILED ASSIGNMENT/ OJT (10)**

### **UNIT 8: INDUSTRIAL VISIT TO RETAIL INDUSTRY (10)**

#### **Reference Books:**

1. Retail Marketing by Dravid Gilbert-
2. Retailing – George H, Lucas Jr., Robert P. Bush, Larry G Greshan
3. The Art of Retailing by A. J. Lamba
4. Retail Management; A Strategic Approach by Barry Berman, Joel R Evans-
5. Retailing Management – SwapnaPradhan;
6. Retail Marketing Management – SwapnaPradhan;

**Class : F.Y. B. B.Voc (RM) SEM-I**

**Paper Code : RM1106**

**Paper : I Title of Paper: Principles of Consumer Behavior -I**

**Credit : 6 No. of lectures: 90 Hours**

**A) Learning Objectives:**

- 1) To know about basics of consumer behavior.
- 2) To understand the perception and behavior.

**B) Learning Outcomes:**

The main outcome of this course is to handled the customer and understand the needs and wants of customers.

**1106/ PRINCIPLES OF CONSUMER BEHAVIOR –I (90 Hours)**

**TOPICS/CONTENTS:**

**UNIT 1: AN INTRODUCTION TO CONSUMER BEHAVIOUR (20)**

- 1.1 Meaning and definition.
- 1.2 Consumer research, marketing mix, social responsible marketing.
- 1.3 Technology and consumer behaviour, customer value, satisfaction and retention.
- 1.4 Process of consumer behaviour, factors affecting on consumer behaviour

**UNIT 2: CONSUMER PERCEPTION (20)**

- 2.1 Concepts underlying Perception.
- 2.2 External and Internal Factors.
- 2.3 The Perceptual Process.
- 2.4 Consumer Image and Marketing Implications.
- 2.5 Perceived Risk.

**UNIT 3: CONSUMER LEARNING (20)**

- 3.1 Meaning and definition of consumer learning.
- 3.2 Elements of Learning Process.
- 3.3 Types of Learning Process.
- 3.4 Consumer Memory Habit.
- 3.5 Brand Loyalty, Customer Loyalty.

**UNIT 4: PERSONALITY AND LIFESTYLE INFLUENCE. (10)**

- 4.1 Meaning of lifestyle, AIO and values framework.
  - 4.2 Changing lifestyle Trends of Indian consumers.
  - 4.3 Personality (Meanings and Properties.)
  - 4.4 A Business Today – Synovate study. Personality influence and consumer Behaviour. Certain Inter-Related Consumption and possession personality traits.
- Self Concept or Self Image.

**UNIT 5: ATTITUDE AND BEHAVIOUR (10)**

- 5.1 Attitude (Definition and characteristics)
- 5.2 Nature of Consumer Attitude
- 5.3 A Simple Model of the Relationship between Attitude and Behavior.
- 5.4 Attitude Measurement, Attitude Change.
- 5.5 Factors involved in Attitude Formation or Development.
- 5.6 Strategies for Attitude Reinforcement and Change.

**UNIT 6: MOTIVATION. (10)**

- 6.1 Difference between Motives, Motivating and Motivation.
- 6.2 Needs of Goals.
- 6.3 The Dynamic characteristics of Motivation.
- 6.4 Theory of Needs (Maslow).
- 6.5 Motivational Research.

**Reference Books:**

1. Consumer Behaviour, Schiffman, L.G. and KanukL.L., Prentice Hall, India.
2. Consumer Behaviour, Concepts and Applications, Loudon, D.L. and Bitta, A.J.D, Tata McGraw Hill.
3. Consumer Behaviourssr and Marketing Startegy, Peter, J.P. and Olson, J.C., ,Schiffman, L.G. and KanukL.L., Prentice Hall, India.

**Class : F.Y. B. B.Voc (RM) SEM-II**

**Paper Code : RM1201**

**Paper : II Title of Paper: Business Communication Skill - II**

**Credit : 4 No. of lectures: 60 Hours**

**A) Learning Objectives:**

- 1) To know about business etiquettes.
- 2) To understand the communication strategies.

**B) Learning Outcomes:**

The main outcome of this course is to acquaint students of communication strategies and business etiquette.

**1201/ BUSINESS COMMUNICATION SKILL - II (60 Hours)**

**TOPICS/ CONTENTS:**

**UNIT 1: COMMUNICATION IN ORGANIZATION (15)**

- 1.1 Types, Different Purposes of Communication in Organization.
- 1.2 Modes and levels, Directions, Networks, Channels.
- 1.3 Crisis Communication in Organization.

**UNIT 2: COMMUNICATION STRATEGIES FOR MANAGERS (20)**

- 2.1 Communicating different types of messages: Positive, Negative, Neutral etc.
- 2.2 Team Communication, Cross Cultural Communication.
- 2.3 Corporate Communication, Leadership Communication.

**UNIT 3: COMMUNICATION FOR KNOWLEDGE MANAGEMENT (15)**

- 3.1 Writing Reports.
- 3.2 Types, and Formats and writing reports.
- 3.3 Writing Business Proposals.
- 3.4 Business Plans.

**UNIT 4: BUSINESS ETIQUETTE AND PROFESSIONALISM (10)**

- 4.1 Concept of Etiquette.
  - 4.2 Business Etiquette.
  - 4.3 Methods of developing good business etiquette.
- Practical: Case study on each chapter, role play and assignment required

## Reference Books:

1. AshaKaul (1999), "Business Communication", Prentice Hall of India, New Delhi.
2. Chaturvedi P. D. &ChaturvediMukesh (2012), "Managerial Communication", Pearson, Delhi.
3. Madhukar R. K. (2005), "Business Communication", Vikas Publishing House Pvt. Ltd., New Delhi.
4. Mamoria C. B. &Gankar S. V. (2008), "Personnel Management", Himalaya Publishing House, Mumbai.
5. NawalMallika (2012), "Business Communication", Cengage Learning, Delhi.
6. Rajendra Pal &Korlahalli (2007), "Essentials of Business Communication", Sultan Chand & Sons, New Delhi.
7. Sharma R. C. &Krishan Mohan, "Business Correspondence & Report Writing", Tata McGraw Hill Publishing Co. Ltd.
8. Sinha K. K. (2003), "Business Communication", Galgotia Publishing Company, New Delhi. 9. Sinha K. K. (2008), "Business Communication", Galgotia Publishing Company, New Delhi. 10. VasishthNeeru& Rajput Namita (2006), "Business Communication", KitabMahal, Allahabad.



**Class : F.Y. B. B.Voc (RM) SEM-II**

**Paper Code: RM1202**

**Paper : II**

**Title of Paper: Principles of Management - II**

**Credit : 4**

**No. of lectures: 60**

**A) Learning Objectives:**

- 1) To know about basics principles of management
- 2) To understand the organization system

**B) Learning Outcomes:**

The main outcome of this course is to get the perfect knowledge of organization system.

**1202/ PRINCIPLES OF MANAGEMENT – II**

**(60 Hours)**

**TOPICS/ CONTENTS**

**UNIT 1: BEHAVIOR OF PEOPLE AT WORKPLACE**

**(12)**

- 1.1 Defining, scope and importance of organizational behavior.
- 1.2 Relationship between OB and the individual.
- 1.3 Evolution of OB.
- 1.4 Theoretical framework (cognitive, behavioristic and social cognitive).
- 1.5 Limitations of OB.

**UNIT 2: INDIVIDUAL PROCESS & BEHAVIOR**

**(12)**

**2.1 Attitude:** Importance of attitude in an organization, Right Attitude, Components of attitude, Relationship between behavior and attitude, Developing Emotional intelligence at the workplace, Job attitude, Barriers to changing attitudes

**2.2 Personality and values:** Definition and importance of Personality for performance, The Myers-Briggs Type Indicator and The Big Five personality model, Significant personality traits suitable to the workplace (personality & job – fit theory), Personality Tests and their practical applications.

**2.3 Motivation:** Definition & Concept of Motive & Motivation, The Content Theories of Motivation (Maslow's Need Hierarchy & Herzberg's Two Factor model Theory), The Process Theories (Vroom's expectancy Theory & Porter Lawler model), Contemporary Theories- Equity Theory of work motivation.

**2.4 Leadership:** Concept of Leadership, Styles of Leadership, Trait Approach, Contingency Leadership Approach, Contemporary leadership, Meaning and significance of contemporary leadership, Concept of transformational leadership, Contemporary issues in leadership, Contemporary theories of leadership, Success stories of today's Global and Indian leaders.

### **UNIT 3: INTERPERSONAL PROCESS AND BEHAVIOR**

**(12)**

**3.1 Foundations of Group Behavior:** The Meaning of Group & Group behavior & Group Dynamics, Types of Groups, The Five -Stage Model of Group Development

**3.2 Managing Teams:** Why Work Teams, Work Teams in Organization, Developing Work Teams, Team Effectiveness & Team Building.

**3.3 Leadership:** Concept of Leadership, Styles of Leadership, Trait Approach, Contingency Leadership Approach, Contemporary leadership, Meaning and significance of contemporary leadership, Concept of transformational leadership, Contemporary issues in leadership, Contemporary theories of leadership, Success stories of today's Global and Indian leaders.

### **UNIT 4: ORGANIZATION SYSTEM**

**(12)**

**4.1 Organizational Culture:** Meaning & Definition of Organizational Culture.

**4.2** Creating & Sustaining Organizational Culture.

**4.3** Types of Culture (Strong vs. Weak Culture, Soft vs. Hard Culture & formal vs. Informal Culture).

**4.4** Creating Positive Organizational Culture.

**4.5** Concept of Workplace Spirituality.

### **UNIT 5: CHANGE MANAGEMENT**

**(12)**

**5.1 Organizational Change:** Meaning, definition & Nature of Organizational Change, Types of Organizational change, Forces that acts as stimulants to change.

**5.2 Implementing Organizational Change:** How to overcome the Resistance to Change, Approaches to managing Organizational Change, Kurt Lewin's Three step model, Seven Stage model of Change & Kotter's Eight-Step plan for Implementing Change, Leading the Change Process, Facilitating Change, Dealing with Individual & Group Resistance, Intervention Strategies for Facilitating Organizational Change, Methods of Implementing Organizational Change, Developing a Learning Organization.

## **Reference Books:**

### **1 Text Books**

Organizational Behavior by Robins

Organizational Behavior by Nelson & Quick

Organizational Behavior by Fred Luthans

Organizational Behavior by Stephen Robins, Timothy Judge, NeharikaVohra

Organizational Behavior by M N Mishra

Organizational Behavior by K Ashwathappa

### **2 Reference Books**

Understanding OB by UdayPareek

Change & Knowledge Management by Janakiram, Ravindra and ShubhaMurlidhar

### **3 Supplementary Reading Material**

Contemporary Leadership Theories: Enhancing the Understanding of the complexity, subjectivity and dynamic of leadership by Ingo Winkler

Organizational Performance in a Nutshell by Daniel M. Wentland.

**Principles of Consumer Behavior - II**

**Class : F.Y. B. B.Voc (RM) SEM-I**

**Paper Code: RM1203**

**Paper : II Title of Paper: Principles of Consumer Behavior - II**

**Credit : 4 No. of lectures: 60**

**A) Learning Objectives:**

- 1) To know about consumer decision making process
- 2) To understand the consumer satisfaction and consumerism.

**B) Learning Outcomes:**

The main outcome of this course is to acquaint students of basics of principles of management in any organization.

**1203/ PRINCIPLES OF CONSUMER BEHAVIOR – II**

**(60 Hours)**

**TOPICS/CONTENTS:**

**UNIT 1: CONSUMER DECISION MAKING**

**(10)**

- 1.1 Introduction, process of consumer decision making.
- 1.2 Decision making inputs.
- 1.3 Three states of consumer decision consists a) need recognition b) pre-purchase search c) Evaluation alternatives.

**UNIT 2: CONSUMER SATISFACTION**

**(15)**

- 2.1 The relationship between Consumer Expectations and satisfaction.
- 2.2 Implications for shaping expectations, Satisfaction no satisfaction judgment.
- 2.3 Measuring of consumer satisfaction, The concept of perceived value customer satisfaction and loyalty.
- 2.4 Customer satisfaction versus service quality level and customer loyalty.
- 2.5 Few studies to measure customer satisfaction ,Towards Building customer loyalty Customer satisfaction in services market, Tackling Customer Dissatisfaction ,Handling of customer complaints.

### **UNIT 3: RELATIONSHIP MARKETING**

**(15)**

- 3.1 **Relationship marketing** – meaning and importance, Can organizations retain customers through loyalty programmes?
- 3.2 Six model markets and relationship marketing.
- 3.3 The relationship management chain Position segmenting and targeting, Customer retention improvement plan understanding of brand equity and brand loyalty.

### **UNIT 4: CONSUMERISM**

**(10)**

- 4.1 Introduction to consumerism, Consumerism in India.
- 4.2 The Indian consumer, Reasons Behind rise of consumerism.
- 4.3 Benefits of consumerism, Government measures.
- 4.4 The consumer protection ACT No. 68 of 1986, MRTP ACT 1986 ICRPC.
- 4.5 Awareness of Green consumerism

### **UNIT 5: ONLINE CONSUMER BEHAVIOUR**

**(10)**

- 5.1 Brief History of The Internet and E – Commerce.
  - 5.2 The Internet in India On – Line Decision making process.
  - 5.3 Development and concerns in Indian net connections.
- Practical: Product Survey, Cse study on Amazon, Flipcard, facebook advertising, flash add impact on consumer etc.

#### **Reference Books:**

1. Consumer Behavior, Schiffman, L.G. and KanukL.L., Prentice Hall, India.
2. Consumer Behavior, Concepts and Applications, Loudon, D.L. and Bitta, A.J.D, Tata McGraw Hill.
3. Consumer Behavior and Marketing Startegy, Peter, J.P. and Olson, J.C., ,Schiffman, L.G. and KanukL.L., Prentice Hall, Indi.

**Class : F.Y. B. B.Voc (RM) SEM-II**

**Paper Code: RM1204**

**Paper : I Title of Paper: Life Skills and Computer Concept**

**Credit : 6 No. of lectures: 90**

**A) Learning Objectives:**

- 1) To know about basics computer knowledge
- 2) To understand the MS-Office

**B) Learning Outcomes:**

The main outcome of this course is to acquaint students of basics of computer and how to implement in retail management.

**1204/ LIFE SKILLS AND COMPUTER CONCEPT (90 Hours)**

**TOPICS/ CONTENTS:**

**UNIT 1: Team Management, Effective Allocation Of Responsibilities In Team As Per Their Strengths. (15)**

**Practical: Case Study**

**UNIT 2: Effective Communication With All Stakeholders, Time Management And Personality Development Working Effectively In Organization. (15)**

**Practical: Role Play**

**UNIT 3: BASIC CONCEPTS IN COMPUTERS (30)**

**3.1 Assignment based on MS Office Word.**

- a. Text Manipulation Change the font size and type aligning and justification of text Underlining the text Indenting the text
  - b. Usage of Numbering, Bullets, Footer and Headers Usages of Spell check and Find and Replace
  - c. Table and Manipulations Creation, Insertion, Deletion (Columns & Rows) and usage of Auto Format.
  - d. Picture Insertion and alignment.
  - e. Creation of documents using templates Creation of templates.
  - f. Mail Merge concepts.
  - g. Copying text and picture from Excel.
- Any relevant assignments based on syllabus

### **3.2 Assignment based on MS Office Excel**

- a. Type the data in excel worksheet and save it as first.xls
  - b. Type the data in excel worksheet and save it as second.xls.
  - c. Enter the data and save it in grade.xls
  - d. Using grade.xls to perform the various formatting operations
  - e. Generates an average report based on the data in excel worksheet.
- Any relevant assignments based on syllabus.

## **UNIT 4: MS Office Power Point**

**(30)**

### **4.1 Assignment based on MS Office Power Point.**

- a. Create a PowerPoint presentation adding the guidelines for each slide
- b. Create a PowerPoint presentation using custom animation effects.
- c. Create a PowerPoint presentation Adding a piece of clip-art
- d. Create a PowerPoint presentation with Add a sound to entrance effect.
- e. Any relevant assignments based on syllabus.

### **4.2 Assignment based on MS Office Publisher.**

- a. Setup an outlook Express E-mail Account
  - b. Insert E-mails Attachments and restore your outlook Express E-mail.
  - c. Take a backup of Emails and E-mail Account in Outlook Express.
  - d. Setup a Second outlook Express Account.
  - e. Add a Signature to all out going E-Mail.
- Any relevant assignments based on syllabus.

### **Reference Books:**

1. Absolute Beginner's Guide to Computer Basics by Michael Miller
2. Fundamental of Computers by AkashSaxena, Kratika Gupta
3. Fundamentals of Information Technology, Alexis and Mathew
4. Computers Today, Donald H. Sanders.

**Class : F.Y. B. B.Voc (RM) SEM-II**

**Paper Code: RM1205**

**Paper : I**

**Title of Paper: Retail Management - I**

**Credit : 6**

**No. of lectures: 90**

**A) Learning Objectives:**

- 1) To know concept of retail business
- 2) To understand the visual merchandising in retail management

**B) Learning Outcomes:**

The main outcome of this course is to get practical knowledge to visit various malls

**1205/ RETAIL MANAGEMENT**

**(90 Hours)**

**TOPICS/CONTENTS:**

**UNIT 1: RETAILING IN INDIA**

**(10)**

- 4.1 Introduction, Indian retail sector.
- 4.2 Challenges of rural retail management.
- 4.3 Strategies to overcome challenges.

**UNIT 2: VISUAL MERCHANDISING**

**(20)**

- 2.1 Concept, Features, Methods of Improving Visual Merchandising, Stock Check
- 2.2 **Product Display-** Compliance with Norms and guiding staff on display, up to date record of displays, standards for display, changes in display reasons and actions, Estimation of area, accessories, quantities, Concept of Shelf Life.
- 2.3 **Slow or non moving stock Labeling** – Importance, , Display areas and methods, health, safety and hygiene requirements.

Observation and Report writing

**2.4 Practical:**

- a. Preparing products for display estimating their quantities as per demand and other factor
- b. Labelling requirements, positioning, confirmation, visibility and safety
- c. Replacement of products and repositioning of products.
- d. Identification of purpose, content, style, equipment's and installation of display and design brief.
- e. Visual effects- colour, text, improving visual effects.
- f. Alternate merchandise identification, replacements deliverables and record keeping.

Effective organization and display of stock with adequate approvals.



### **UNIT 3: MANAGEMENT SERVICES (20)**

- 3.1 Introduction, strategies advantages for through customer services.
- 3.2 Customer service strategies, role of expectation, perceived service.
- 3.3 To know what customers want the knowledge gap.

### **UNIT 4: MANAGEMENT OF RETAIL BUSINESS (20)**

- 1.1 Introduction, retail market segmentation.
- 1.2 Types of retail market, retail strategy, strategies for market penetration.
- 1.3 Growth strategies, retail location, importance of location in retail.
- 1.4 Types of location, factors determining retail location.
- 1.5 Steps to choose the right retail location, measuring the success of location.

### **UNIT 5: STORE SAFETY MANAGEMENT (20)**

1.1 Assessment of Risks, Company Policy and Legal Requirements, Accidents and Emergencies, Evacuation Procedures ,Reporting of Risk

#### **1.2 Practical:**

- a. Handling and reporting accidents and emergencies as per organizational policies and guidelines.
- b. Following health, safety guidelines laid down by government and organizations.
- c. Identification of risk related to work and timely communicating and mitigating the same.
- d. MOOCs Course on Retail Management
- e. (Swayam Platform- MHRD Website)

#### **Reference Books:**

- 1. The Art of Retailing by A. J. Lamba
- 2. Retail Management; A Strategic Approach by Barry Berman, Joel R Evans-
- 3. Retailing Management – SwapnaPradhan;

**Class : F.Y. B. B.Voc (RM) SEM-II**  
**Paper Code: RM1206**

**Paper : II**

**Title of Paper: Retail Sales Management - II**

**Credit : 6**

**No. of lectures: 90 Hours**

**A) Learning Objectives:**

- 1) To know about sales management in retail
- 2) To understand the concept of service

**B) Learning Outcomes:**

The main outcome of this course is to acquaint students of sales management and service concept

**1206/ RETAIL SALES MANAGEMENT - II**  
**Hours)**

**(90**

**TOPICS/ CONTENTS:**

**UNIT 1: SALES MANAGEMENT**

**(30)**

1.1 Sales process, Helping customers with product identification and selection of right product.

1.2 Extend appropriate courtesy to customers during the sales process, Maintain prescribed levels of store.

1.3 Environmental and personal hygiene and ensure health and safety within the store environs and peripheral areas.

1.4 Pricing terms and agreements- customers acceptance, sales policies, modes of payments, credit lines.

1.5 Ensuring that customers fulfil their purchase process smoothly from start to billing by minimizing waiting times at different stages of the process. Conclude dealing with customers with appropriate and prescribed mannerisms. Goods and Inventory management.

**1.6 Practical:**

- a. Role Play on Consumer Behaviour- Identification of requirements, solving customer queries, guiding them to right place, courtesy to customer.

- b. Helping customer select the correct product, guiding them for sample the product as per business policy, supporting customer for smooth purchase procedure from decision to billing.
- c. Maintain prescribed levels of store, environmental and personal hygiene and ensure health and safety within the store environs and peripheral area

## **UNIT 2: CUSTOMER SERVICE**

**(20)**

2.1 Monitor & Resolve Customer Service issues, Train staff in Customer Relationship, Train staff in Customer service problems

### **2.2 Practical:**

- a) Understanding and solving customer problems as per organizational policies and guidelines.
- b) Communicating action taken on customer problems and timely communication to all.
- c) Identification of various options of solving customer queries with its pros and cons and adjusting to change.

## **UNIT 3: BUILDING A STRONG BRANDS**

**(20)**

3.1 Introduction, positioning of brand competition.

3.2 Brand identity, brand strength, brand quality, product life cycle and positioning.

## **UNIT 4: MARKETING ETHICS**

**(20)**

4.1 Introduction, principals of ethical marketing specific issues in marketing.

4.2 Responsibilities of seller.

### **Reference Books:**

1. Retail Marketing by Dravid Gilbert-
2. Retailing - George H, Lucas Jr., Robert P. Bush, Larry G Greshan
3. Retail Marketing Management – Swapna Pradhan