



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

Structure for T. Y. B.Voc Retail Management

T.Y.B.Voc

Semester	Paper Code	Subject Name	No. of Credits
V	RM 1501	Marketing Research	4
	RM 1502	Bank Finance	4
	RM 1503	Human Reseource Management for RM	4
	RM 1504	Internship	6
	RM 1505	Material & Logistics Management	6
	RM 1506	Retail Store Operation-III	6
VI	RM 1601	Marketing Management	4
	RM 1602	Retail Financial Services	4
	RM 1603	Entreprenership Development	4
	RM 1604	Internship	6
	RM 1605	E-Commerce & Digital Marketing	6
	RM 1606	Retail Store Operation-IV	6

Class : T.Y. B. B.Voc (RM) SEM-V

Paper Code: RM1501

Paper : V

Credit : 4

Title of Paper: Marketing Research

No. of lectures: 60

A) Learning Objectives:

To understand the process of marketing research and how it helps in decision making process.

B) Learning Outcomes:

- 1.This course is aimed various concepts & terms associated with scientific business research.
2. This course is explaining the terms and concepts used in all aspects of scientific business research.

**1501/ Marketing Research
Hours)**

(60

TOPICS/ CONTENTS: -

UNIT 1: INTRODUCTION TO MARKETING RESEARCH

(15)

- 1.1 Introduction, Research Objectives
- 1.2 Marketing Research & Classification of Marketing Research
- 1.3 Process of Marketing Research, Marketing Research Service Providers

UNIT 2: REASERCH DESIGN

(15)

- 2.1 Introduction & Need of Research Design
- 2.2 Types of Research Design
- 2.3 Product Research Design

UNIT 3: SAMPLE DESIGN

(15)

- 3.1 Introduction, Distinction between Census and Sampling
- 3.2 Steps of Sampling Design, Characteristics of Good sampling design
- 3.3 Types of Sample Design, Questioner designing
- 3.4 Analytical, Graphical Design, Presentation Chart etc.

UNIT 4: MEASUREMENT AND SCALING TECHNIQUES

(15)

- 4.1 Introduction, Tools of Measurement
 - 4.2 Nominal Scale-Ordinal Scale-Interval Scale, Scaling
- Practical (Based on the above Units):** Case Studies and Presentations

Books recommended

1. Marketing Research: An Applied orientation Malhotra Naresh K.
2. Research Methodology Methods & Techniques – C.R.Kothari
3. Marketing Research –Hair, Bush, Ortinau (2nd edition Tata McGraw Hill)
4. Marketing Research Text & Cases – (Wrenn, Stevens, Loudon Jaico publication)

Class : T.Y. B. B.Voc (RM) SEM-V

Paper Code: RM1502

Paper : V

Credit : 4

Title of Paper: Bank Finance

No. of lectures: 60

A) Learning Objectives:

To make students aware about Banking and its commercial services

B) Learning Outcomes:

1. On successful completion of the course the learner will be able to explain the Regulatory Framework in the Indian Banking system.
2. On successful completion of the course the learner will be able to discuss the various laws related to banking.

1502/ Bank Finance Hours)	(60)
--------------------------------------	-------------

TOPICS/ CONTENTS: -

UNIT 1: INDIAN FINANCIAL SYSTEM (10)

- 1.1 Introduction, Functions of Financial System
- 1.2 Structure of Indian Financial System
- 1.3 Financial Market-Money Market-Capital Structure-Financial Services.

UNIT 2: THE BANKING SYSTEM IN INDIA (10)

- 2.1 Introduction, Definition, Structure of Indian Banking System
- 2.2 The Reserve Bank of India, Functions of RBI, types of bank, NBFs

UNIT 3: COMMERCIAL BANKING (10)

- 3.1 Introduction, Functions of Commercial Banks
- 3.2 Types of Charges on Assets

UNIT 4: CREDIT APPRAISAL (15)

- 4.1 Introduction, Meaning, Process of Credit Appraisal of a loan by Commercial Bank
- 4.2 Receipt of Application-Pre sanction visit by a bank officer and its report
- 4.3 Preparation of loan proposal
- 4.4 Approval of proposal and sanction loan, Credit Rating

UNIT 5: DEVELOPING BANK (15)

- 4.1 Meaning, Concept, Features, Role of SIDBI in Development of MSMEs in India

4.2 IFCI,SFC, NIDC, ICICI, IDBI and its role, NABARD, NHB Financial institution

Practical (Based on the above Units): Case studies and Presentations

Books recommended

1. “Indian Financial System and Markets” Saha S.S.
2. “Marchant Banking and Financial Services” Paul S.
3. “Financial Institutions and Markets” Bhole L.M.

Class : T.Y. B. B.Voc (RM) SEM-V

Paper Code : RM1503

Paper : V

Business

Credit : 4

Title of Paper: HRM for Retail

No. of lectures: 60

A) Learning Objectives:

The objective of this course is to understand Human Resource Management

B) Learning Outcomes:

1. This course is aimed at providing comprehensive knowledge of Human Resources Management
2. This course will provide knowledge of all the functions of HRM & the role of Human Resource Function in Retail Sector.

1503/ HUMAN RESOURCE MANAGEMENT FOR RETAIL BUSINESS (60 Hours)

TOPICS/ CONTENTS: -

UNIT 1: HUMAN RESOURCE MANAGEMENT

(15)

- 1.1 Meaning, Nature and Scope, HRM functions and objectives, Role of HRM, Importance of HRM, Functions of HRM, HRM in Retailing
- 1.2 Evolution – difference between Personnel Management and HRM
- 1.3 Trends and Challenges of HRM in Retailing
- 1.4 HRM Models: Harvard Model
- 1.5 Strategic Human Resource Management: Nature and Importance of Strategic Management

UNIT 2: HUMAN RESOURCE PLANNING

(15)

- 2.1 Definition, purposes, processes and Barriers to HRP
- 2.2 Job Analysis, Job Description, Job Specification
- 2.3 Recruitment-Sources of Recruitment, Selection Process, Induction and Orientation, Retention of Employees Importance of retention, strategies of retention.
- 2.4 Career Planning- Process of career planning and development, Succession Planning-Transfer and Promotion

UNIT 3: TRAINING AND DEVELOPMENT

(15)

- 3.1 Objectives and Needs, Training and Development Process
- 3.2 Methods of Training, Tools and Aids, Evaluation of Training Programs, Training Need Assessment, Types of training
- 3.3 Difference between training and development, Evaluation of Training Effectiveness: Kirkpatrick model.
- 3.4 **Performance Appraisal**: Definition, Objective, Importance, Process and Appraisal Methods. Needs to measure performance and its purpose
- 3.5 **Compensation Management**: Concepts and Components of salary, Job Evaluation- Incentives and Benefits, Fringe Benefits

UNIT 4: RETIREMENT

(15)

- 4.1 Superannuation, Voluntary Retirement Schemes, Golden Hand Shake, Resignation, Discharge, Dismissal, Suspension, Layoff. Grievance Procedure in Indian Industry
- 4.2 **Emerging Trends in HRM**: HR Accounting, HR Audit, HR Shared Services & its - Concept, Objective, Scope & Process
- 4.3 HRIS- Need, Advantages & Uses of HRIS

Books recommended

1. Aswathappa K(2007) Human Resource and Personnel Management, Tata McGraw Hill, 5th Ed.
2. Rao VSP (2009) Human Resource Management, Text and Cases, Excel Books, 2nd Ed.
3. Ivansevich(2007)- Human Resource Management, Tata McGraw Hill, 10th Ed.
4. Dessler(2009) Human Resource Management, Prentice Hall, 10th Ed.
5. Bernard(2009) Human Resource Management, Tata McGraw Hill, 4th Ed.

SYLLABUS (CBCS) FOR T.Y.B.Voc RETAIL MANAGEMENT (w.e.f. from June, 2021)

Class : T.Y. B. B.Voc (RM) SEM-V

Paper Code: RM1504

Paper : V

Credit : 6

Title of Paper: Internship

1504/ Internship

The students are expected to work for **30 days*8 Hours a day= 240 hours** in aggregate in retail industry and prepare a report about their day-to-day learning's and submit the same with necessary authorization from industry mentor.

The students will be issued a letter from department regarding internship once a institution is decided. The students are expected to learn on the job about

- a. Concept of Billing
- b. Process of Store Operation

- c. Concept of HRM
- d. Understand various offers (Schemes for consumers)

Class : T.Y. B. B.Voc (RM) SEM-V

Paper Code: RM1505

Paper : V

Credit : 4

Title of Paper: Retail Logistics Management

No. of lectures: 90

A) Learning Objectives:

The objective of this course is to understand Human Resource Management

B) Learning Outcomes:

1 This paper will be useful in providing students with a comprehensive understanding of the theoretical and applied aspects of logistics management.

2. Students will be enabled to effectively monitor and manage logistics.

1505/ RETAIL LOGISTICS MANAGEMENT

(90Hours)

TOPICS/ CONTENTS: -

UNIT 1: LOGISTICS

(15)

1.1 Objectives, Components, Significance

1.2 Supply Chain Management - Objectives, Components, Significance, Trade off Customer Service & Cost

1.3 Supply Chain Structure: Shift from enterprise to network, Structure of a SC, push based SC, Pull based SC, Tradeoff between Push & Pull, Identifying appropriate Push & Pull Strategy for SC, Commodity & cost centric SC, Agile SC
1.4 HRM Models: Harvard Model

UNIT 2: INVENTORY MANAGEMENT

(15)

2.1 Inventory concepts- Need, Pressures for Low Inventory, Pressures for High Inventory, Role of inventory in Operations,

2.2 Types of inventory – seasonal, decoupling, cyclic, pipeline, Safety stock.

2.3 Costs associated with Inventory - Carrying costs, ordering costs, shortage costs.

Basic EOQ Model - EOQ with discounts

2.4 Classification of material -ABC Analysis - VED, HML, FSN, GOLF, SOS

2.5 Inventory Control systems: Continuous Review (Q) systems, Periodic Review (P) systems, ABC Classification system, Issues in the P and Q systems of inventory control

UNIT 3: PURCHASING MANAGEMENT

(15)

3.1 Responsibilities of Purchase Department, Purchase Cycle

3.2 Negotiation & Bargaining

3.3 Vendor relations

3.4 Purchasing Methods

3.5 Global sourcing

Just-In-Time: Principles of just-in-time, Core logic of JIT, Main features for stocks, Achieving just-in-time operations, Other effects of JIT, Benefits and disadvantages of JIT, Comparison with other methods of inventory management. KANBAN as a control tool. Vendor managed inventory.

UNIT 4: THE DEVELOPMENT OF E-TAIL LOGISTICS

(15)

4.1 E-Commerce as a Channel of Retail

4.2 The Growth of E-Commerce in India

4.3 E-Retail Marketing Mix

4.4 The Omni Channel and Multi-Chanel Dilemma

4.5 The Greening of Retail Logistics-

- a. Scenario
- b. Environmental effects of retail logistics
- c. Choice of Transportation Mode
- d. Energy Efficiency of Retail Deliveries

4.6 Customer Value:

- a. Empowered consumer, Customer focused Marketing & SC service outputs,
- b. customer service- Availability, operational performance, reliability.
- c. Customer satisfaction - Customer expectations, enhancing customer satisfactions, limitations of customer satisfaction.
- d. Customer success -Achieving customer success, value added services, customer value requirement mapping, CRM.

Practical (Based on the above Units): Case Studies and Presentations

Books recommended

1. Rushton, A., Oxley, J &Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management. Kogan Page.
2. Simchi-Levi, David, Kaminsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill.
3. Operations Management: Theory and Practice, B Mahadevan, Pearson.
4. Operations Management-Process and Value Chains, Krajewski, Ritzman, Malhotra, Pearson.
5. Inventory Control and Management, Donald Waters, Wiley Student Edition.
6. Just-in-Time Manufacturing, Korgaonker, Macmillan

Class : T.Y. B. B.Voc (RM) SEM-V

Paper Code: RM1506

Paper : V

III

Credit : 6

Title of Paper: Retail Store Operation-

No. of lectures: 90

B) Learning Objectives:

To know about daily process and setup of retail store operation.

B) Learning Outcomes:

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

This course get the student acquainted with the knowledge of retail operations performed in a retail organization.

1506/ RETAIL STORE OPERATION-III

(90 Hours)

TOPICS/ CONTENTS: -

UNIT 1: SETTING UP TRTAIL ORGANIZATION

(15)

1.1 Size and space allocation, location strategy, factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design.

1.2 Functioning of a Retail Store - Introduction, Objectives, Everyday Operations of a Retail Store, Visual Merchandising, Visual merchandising norms, Visual merchandising in India, Operating system of visual merchandising, Role and responsibilities of a visual merchandiser

1.3 Role of Signage in the Store Supply Chain Structure: Shift from enterprise to network, Structure of a SC, push based SC, Pull based SC, Tradeoff between Push & Pull, Identifying appropriate Push & Pull Strategy for SC, Commodity & cost centric SC, Agile

UNIT 2: STORE LAYOUT AND SPACE PLANNING

(15)

2.1 Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.

2.2 Practical, digram, visting and observing various malls) general store

2.3 Store Finance and Control: Introduction, Objectives, Measures of Financial Performance of Retail Stores, Income statement or profit and loss statement, Balance sheet, Measures of Performance Evaluation, Ratio analysis, Other measures of performance: assortment of products,

2.4 Measuring retail store and space performance, Measuring employee productivity, Strategic Profit Model, Budgeting, Dump and Shrink: Calculation and Control, Gift Voucher's Management and Release

UNIT 3: STORE MANAGEMENT

(15)

3.1 Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers

3.2 Store Record and Accounting System - Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments.

UNIT 4: LOGISTICS AND INFORMATION SYSTEM

(15)

4.1 Improved product availability, Improved assortments,

4.2 Strategies, Quick Response System. (application base studies, digital stock,)

Books recommended

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

Class : T.Y. B. B.Voc (RM) SEM-VI

Paper Code : RM1601

Paper : VI

Title of Paper: Marketing

Management

Credit : 4

No. of lectures: 60

A) Learning Objectives:

To develop Marketing Skills in using variety of framework for making such decisions.

B) Learning Outcomes:

1. This course is aimed at providing comprehensive knowledge of Marketing Management
2. This course explains the various concepts, principles, frameworks and terms related to the function and role of marketing.

1601/ Marketing Management Hours)	(60)
--	-------------

TOPICS/ CONTENTS: -

UNIT 1: INTRODUCTION TO MARKETING MANAGEMENT (15)

- 1.1 : Definition, Marketing Planning Process
- 1.2 Marketing V/s Selling, Marketing Mix
- 1.3 Holistic Marketing Dimensions
- 1.4 Marketing Environment

UNIT 2: CONNECTING WITH CUSTOMERS (10)

- 2.1 Introduction, Understanding Customers,
- 2.2 Basic Segmentation, Segmentation,
- 2.3 Targeting, Positioning

UNIT 3: BUILDING STRONG BRANDS (10)

- 3.1 Introduction, Positioning- Competition-
- 3.2 Brand Identity-Brand Strength-Brand Equity,
- 3.3 Product life cycle and Positioning, Advertising

UNIT 4: MARKET OFFERING (10)

- 4.1 Product Services, Packing- labeling-
- 4.2 Warranties-guarantees, Pricing

UNIT 5: RURAL MARKETING (15)

- 5.1 Meaning and Concept, Characteristics, Comparison of Rural and Urban Market,
- 5.2 Strategies of Rural Marketing, Developing Rural Specific Product,
- 5.3 Four A's of Rural Marketing
- 5.4 (Case studies) HUL case studies, Pantanjali brand

Practical (Based on the above Units) : Case studies and presentations

Books recommended

1. Marketing Management - Philip Kotler
2. Managing Brand Equity – Aakers Devid 2nd Edition Free Press

Class : T.Y. B. B.Voc (RM) SEM-VI

Paper Code : RM1602

Paper : VI

Credit : 4

Title of Paper: Financial Services

No. of lectures: 60

A) Learning Objectives:

To know about financial Services in India and difference categories of Financial Services

B) Learning Outcomes:

1. This paper will be useful in providing students with a comprehensive understanding of the theoretical and applied aspects financial services.

2. On successful completion of the course the learner will be able discuss mutual fund, insurance services & credit cards.

1602/ Financial Services Hours)	(60)
--	-------------

TOPICS/ CONTENTS: -

UNIT 1: INTRODUCTION TO FINANCIAL SERVICES (15)

- 1.1 Meaning and concept of financial services, Features and Functions of financial services,
- 1.2 Classification of financial services, Financial service sector in India,
- 1.3 Modern financial services, Challenges to Indian Financial services.

UNIT 2: BANKING SERVICES (10)

- 2.1 Meaning, Nature and Scope of Banking Services,
- 2.2 Role and Responsibility of Bankers
- 2.3 Code of conduct of Merchant Bankers

UNIT 3 MUTUAL FUNDS (15)

- 3.1 Introduction, Concept of Mutual Fund, Advantages of Mutual Funds,
- 3.2 Classification of Mutual funds, Structure of Mutual Funds
- 3.3 Regulation of Mutual Fund in India, AMFI

UNIT 4: INSURANCE SERVICES (10)

- 4.1 : Introduction, Meaning & Importance of Insurance, Principles of Insurance
- 4.2 Types of Insurance-Life Insurance policy-General Insurance, IRDA-Duties and Functions

UNIT 5: CREDIT CARDS (05)

- 5.1 Introduction, concept of Credit Card, Features of Credit Card
- 5.2 Types of Credit Card, Advantages & Disadvantages of Credit Card

UNIT 6: LOANS (05)

5.1 Different types of loans, Mudra loan, cash credit , current account
Practical (Based on the above Units): Case studies and presentations

Books recommended

1. Financial Services – Siddaih , Person Educatio
2. Merchant Banking and Financial Services – Vij, M & Dhawan, TMH Publication
3. Management of Banking and Financial Services – Paul S.- Person Education

Class : T.Y. B. B.Voc (RM) SEM-VI

Paper Code: RM1603

Paper : VI

Title of Paper: Entrepreneurship

Development

Credit : 4

No. of lectures: 60

A) Learning Objectives:

To make students aware about Entrepreneurship Development

B) Learning Outcomes:

1. This course will provide a foundation for Entrepreneurship Development
- 2 This course will make the students to create a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options

1603/ Entrepreneurship Development	(60
Hours)	

TOPICS/ CONTENTS: -

UNIT 1: INTRODUCTION TO ENTREPRENEURSHIP (15)

- 1.1 Concept of Entrepreneur. Intrapreneur, Entrepreneurship and Manager, Netpreneur, Difference between Entrepreneur and Intrapreneur, Entrepreneur and Entrepreneurship. Classification of Entrepreneurs. Link between Entrepreneurship and Economic Development, Skill Development and Entrepreneurship Development.
- 1.2 Attributes of successful entrepreneurs. Functions of an Entrepreneur, Factors influencing Entrepreneurship Growth - Economic, Non-Economic Factors, For profit or Not for profit entrepreneurs, Role of Entrepreneur in Indian Economy, Developing entrepreneurial culture
- 1.3 Entrepreneurship as a career, Entrepreneurship as a style of management, Emerging Models of Corporate Entrepreneurship
- 1.4 Problems and difficulties of Entrepreneurs - Marketing Finance, Human Resource, Production; Research-external problems, Mobility of Entrepreneurs, Entrepreneurial change, occupational mobility - factors in mobility. **(Local entrepreneur) upcoming entrepreneur**

UNIT 2: THEORIES OF ENTREPRENEURSHIP & SECTORAL ENTREPRENEURSHIP

(15)

- 2.1 Innovations and Entrepreneurship- Link between innovation and entrepreneurship, Theories of entrepreneurship: Innovation Theory by Schumpeter & Imitating, Theory

- of High Achievement by McClelland, X-Efficiency Theory by Leibenstein, Theory of Profit by Knight, Theory of Social change by Everett Hagen
- 2.2 Entrepreneurship in Agri and Rural Sector- Scope, Problems and Prospects.
- 2.3 Entrepreneurship in Manufacturing Sector - Scope, Problems and Prospects.
- 2.4 Entrepreneurship in Service Sector - Scope, Problems and Prospects.
- 2.5 Women Entrepreneurship- Scope, Problems and Prospects. Reasons for low women Entrepreneurs

UNIT 3 ENTREPRENEURSHIP DEVELOPMENT AND GOVERNMENT

(15)

- 3.1 Role of Mentors. Innovation and Entrepreneurship, Design Thinking Process. Role of consultancy organizations in promoting Entrepreneurs,
- 3.2 Role of Central Government and State Government in promoting Entrepreneurship with various incentives, subsidies, grants etc. – with special reference to ‘Export oriented unites’
- 3.3 MSME’S Development Act 2006, Policies for MSMEs, Concessions and Incentives, Financial support schemes, Role and Functions District Industries Centre’s (DIC), Role & Objectives of Entrepreneur Development Programs (EDP), SISI , EDII , NIESBUD, NEDB, EDP
- 3.4 Assistance Programme for Small Scale Units – Institutional Framework – Role of SSI Sector in the Economy – SSI Units – Failure, Causes and Preventive Measures
- 3.5 Start-up India, Make in India and Digital India
- 3.6 Export Promotion facilities for MSMEs and Global Vision for Entrepreneur.
- 3.7 Entrepreneurship Training and Development- Objectives of Training, Programmes, Contents and Method, Various Training and Development Institutions in India.

UNIT 4: ENTREPRENEURSHIP LAUNCHING

(15)

- 4.1 Creating Entrepreneurial Venture - Entrepreneurship Development Cycle
 - 4.2 Developing and analysis business ideas, Elements of Business Plan, Objectives
 - 4.3 Project report preparation.
 - 4.4 Choice and form of business organization. Ownership - Franchising, networking and alliances, Buying an existing business,
 - 4.5 Opportunity Analysis, Opportunities in Emerging/Transition/Decline industries, Opportunities at the bottom of the pyramid, Opportunities in social sector, Opportunities arising out of digitization, Innovator or Imitator, SWOT analysis, Internal and External Environment Analysis, Porter’s five forces model
- Practical (Based on the above Units):** Case Studies and Presentations

Books recommended

1. Dynamics of Entrepreneurship Development, Vasant Desai
2. Innovations and Entrepreneurship By Peter Drucker Pub: UBS publishers and Distributors Ltd. New Delhi-110002
3. The Culture of Entrepreneurship, Brigitte Berger
4. Entrepreneurship: New Venture Creation – David H. Holt
5. Entrepreneurship Development New Venture Creation – Satish Taneja, S.L.Gupta
6. Project management – K. Nagarajan.
7. Innovation and Entrepreneurship – Peter F. Drucker
8. Entrepreneurship As Strategy – G. Dale Meyer, Kurt A. Heppar

Class : T.Y. B. B.Voc (RM) SEM-VI
Paper Code: RM1604
Paper : VI
Credit : 6

Title of Paper: Internship

1604/ Internship

The students are expected to work for **30 days*8 Hours a day= 240** hours in aggregate in retail industry and prepare a report about their day to day learning's and submit the same with necessary authorization from industry mentor.

The students will be issued a letter from department regarding internship once a institution is decided. The students are expected to learn on the job about

- a. Concept of Marketing Management
- b. Concept of Finance
- c. E-Commerce
- d. Online Transactions
- e. Digital Marketing

Class : T.Y. B. B.Voc (RM) SEM-VI
Paper Code: RM1605
Paper : VI
Credit : 6

Title of Paper: E-Commerce & Digital Marketing
No. of lectures: 90

A) Learning Objectives:

To understand about upcoming E-Commerce & Digital Marketing

B) Learning Outcomes:

1. On successful completion of the course the learner will be able to discuss the various applications of Digital Business in the present day world.
2. On successful completion of the course the learner will be able to describe the conceptual framework of e commerce, mobile commerce and social commerce.

1605/ E-Commerce & Digital Marketing

(90 Hours)

TOPICS/ CONTENTS: -

UNIT 1: INTRODUCTION TO E-COMMERCE

(15)

- 1.1 Introduction, Meaning, Understanding E-Commerce Theme
- 1.2 Online Retailing, B2B Marketing

UNIT 2: DIGITAL MARKETING

(15)

- 2.1 Introduction of Digital Marketing, Social Media Platform
- 2.2 Search Engine Optimization

2.3 Google Analytics

UNIT 3 DESIGN (15)

3.1 Web Design, Landing Page,

3.2 Poster Design, Search Engine Marketing

UNIT 4: WAY OF DIGITAL MARKETING (15)

4.1 Facebook Marketing, Instagram Marketing,

4.2 You Tube Marketing

4.3 E-Mail Marketing

Practical (Based on the above Units): Practical on Facebook, Instagram, various E-commerce sites.

Class : T.Y. B. B.Voc (RM) SEM-VI

Paper Code: RM1606

Paper : VI

Title of Paper: Retail Store Operation - IV

Credit : 6

No. of lectures: 90

A) Learning Objectives:

To equip the students with an understanding of basic operating processes and their significance in running retail operations smoothly. As a result, the students shall understand the critical need for service orientation in the current business scenario.

B) Learning Outcomes:

1. This course provides practical experience and exposure to students.
2. This course will make students understand various aspects of retail store operation.
3. This course get the student acquainted with the knowledge of retail operations performed in a retail organization.

1606/ Retail Store Operation-IV (90 Hours)

TOPICS/ CONTENTS: -

UNIT 1: DISTRIBUTION CENTRES IN RETAILS (15)

1.1 Introduction, Objectives, Concept of Distribution Centre, Some important terminologies related to distribution centre, Activities of Distribution Centres, Target System, Retail Distribution Centre Operations, Duties of Distribution Centre Head, Security Tag Handling

1.2 Opening and Closing of Store: Introduction, Objectives, Opening and Closing a Store, Store opening process, Store closing process, Store Key Management, Checklist for Store Opening and Closing.

UNIT 2: CUSTOMERS IN STORES (15)

2.1 Introduction, Objectives, Concept of Customer Role of customers and customer touch points, Customer buying behaviour, Entry Process for Customers in a Retail Store, Baggage Counter, Buying Method and Job Responsibility, Cash management and customer

checkout, Gift vouchers, Return policy and procedure, Garments alteration, Maintenance of alteration counters, Customer Complaints and Suggestions, Managing Free Gifts

2.2 Employees in Retail Stores-Introduction, Objectives, Employees and Shift Timings, Employee Entry and Attendance Recording System, Scheduling Breaks, Entry Recording System for Outsiders, Grooming Standards for Store Employees, Store Disciplinary Policy for Employees, Morning Briefing for Sales Employees

UNIT 3 STORE SECURITY

(15)

3.1 Introduction, Objectives, Security Process in Different Situations, Handling Legal Aspects, Handling Counterfeit Currencies, Handling Tag Beep

3.2 Pilferage and Shoplifting: Introduction, Objectives, Pilferage Handling, Concept of Shoplifting, Methods of Shoplifting, Anti-Shoplifting Techniques, Other measures to prevent shoplifting, Points to be considered while displaying merchandise

UNIT 4: STORE AUDIT

(15)

4.1 Introduction, Objectives, Concept of Store Audit, Importance of Store Audit, Parameters for Store Audit

4.2 Storefront appearance, In-store presentation, Customer service, Storage, Housekeeping

Practical (Based on the above Units): Case studies and presentations

Books recommended

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