



**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

Semester	Paper Code	Subject Name	No. of Credits
I	UBRM111	Business Communication -I	4
	UBRM112	Principles of Management-I	4
	UBRM113	Managerial Economics	4
	UBRM114	Introduction to Retailing	6
	UBRM115	Retail Sales Management	6
	UBRM116	Principles of Consumer Behavior-I	6
II	UBRM121	Business Communication Skills-II	4
	UBRM122	Principles of Management-II	4
	UBRM123	Legal Aspects of Business	4
	UBRM124	Fundamental of Computer	6
	UBRM125	Retail Management-I	6
	UBRM126	Retail Sales Management-II	6

Semester	Paper Code	Subject Name	No. of Credits
III	UBRM231	Business Accounting	4
	UBRM232	Retail Banking - I	4
	UBRM233	Principles of Marketing	4
	UBRM234	Internship	6
	UBRM235	Retail Store Operations-I	6
	UBRM236	Store Layout and Design	6
IV	UBRM241	Basics of Cost Accounting	4
	UBRM242	Retail Banking-II	4
	UBRM243	Principles of Finance	4
	UBRM244	Internship	6
	UBRM245	Retail Store Operations-II	6
	UBRM246	Service Marketing	6

Semester	Paper Code	Subject Name	No. of Credits
V	UBRM351	Marketing Research	4
	UBRM352	Bank Finance	4
	UBRM353	Human Resource Management	4
	UBRM354	Internship	6
	UBRM355	Material & Logistics Management	6
	UBRM356	Retail Store Operation-III	6
VI	UBRM361	Marketing Management	4
	UBRM362	Retail Financial Services	4
	UBRM363	Entrepreneurship Development	4
	UBRM364	Internship	6
	UBRM365	E-Commerce & Digital Marketing	6
	UBRM366	Retail Store Operation-IV	6

SYLLABUS (CBCS) FOR F.Y.B.Voc RETAIL MANAGEMENT
(w.e.f. from June -2022)
Academic Year 2022-23

Class : F.Y. B. B.Voc. (RM) SEM-I
Paper Code: UBRM111
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.

UBRM111/ BUSINESS COMMUNICATION SKILLS-I (60 Hours)

TOPICS/ CONTENTS:-

UNIT 1: INTRODUCTION TO BUSINESS COMMUNICATION (10)

- 1.1 Introduction, Meaning, Definition of Communication
- 1.2 Elements and Process of Communication, types
- 1.3 Levels, Principles and Importance of Communication.
- 1.4 Essentials of Communication

UNIT 2: MODES OF COMMUNICATION (20)

2.1 Written Communication:

- 2.1.1 Advantages & Disadvantages, Nature of Written Communication
- 2.1.2 Media for Written Communication
- 2.1.3 The Choice of Medium

2.2 Oral Communication: (10)

- 2.2.1 Nature of Oral Communication
- 2.2.2 Advantages & Disadvantages of Oral Communication
- 2.2.3 Media for Oral Communication
- 2.2.4 Grapevine – A Variant of Oral Communication

UNIT 3: Barriers & Remedies (10)

- 3.1 Introduction
- 3.2 Barriers to Individual Communication
- 3.3 Barriers to Organizational Communication
- 3.4 Overcoming Barriers to Communication
- 3.5 Cross Cultural Communication

- 4.1 All types of business letter writing,
- 4.2 Presentation, Speaking Skills,
- 4.3 All social media

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 :UBRM112

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.

UBRM112/ PRINCIPLES OF MANAGEMENT – I

(60 Hours)

TOPICS/ CONTENTS:-

UNIT 1: INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS (15)

1.1 Meaning, Definition of Management: Is it Science, Art or profession?

1.2 Manager Vs Entrepreneur – types of managers -managerial roles and skills – Evolution of Management.

1.3 The need of Management Study. Process of Management, Level Of Management, Managerial Skills.

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, Characteristics, Types, Advantages & Disadvantages.

2.3 **Decision Making**-Meaning, Types Of Decisions & Steps In Decision Making. Process of decision making.

UNIT 3: ORGANIZATION & STAFFING

(15)

3.1 Nature and purpose – Formal and informal organization – organization chart

3.2 Departmentalization, Organization Structure, Authority and Responsibility.

3.3 Delegation of authority, Difficulties in delegation of Authority.

3.4 Centralization verses Decentralization, Team Work.

3.5 **Staffing**-Meaning, Need & Importance of Staffing, Recruitment-Sources and Methods of Recruitment.

UNIT 4: DIRECTION

(15)

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

4.2 Foundations of individual and group behaviour – motivation – motivation theories – motivational techniques.

Reference Books:

1. Stephen P. Robbins & Mary Coulter, —Management, Prentice Hall (India) Pvt. Ltd.,
2. Principles of Management – Koontz & O'Donnel
3. The Management Process – R S Davar
4. Essentials of Management – Koontz & O' Donnel
Trale
McGrow Hill Publishing House
5. Business Administration – Mritunjoy Banerjee
6. Principles & Practice – T N Chhabra, Dhanapat Rai & Co. of Management.
7. Management – LM .Prasad.

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

Paper Code: UBRM113

Economics

Credit : 4

Title of Paper: Managerial

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.

UBRM113/ 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.
- 1.4 Goals of Firms: a) Economic Goals of Firms: Profit Maximization, Growth of the Firm sales Maximization.
b) Non- Economic Goals: Political power, Social Responsibility and welfare.

UNIT 2: DEMAND& SUPPLY 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, Income Elasticity and Cross Elasticity, Individual and market Demand.
- 2.4 Consumer Behaviour: Marginal Utility Approach
- 2.5 Supply – Meaning & Definition, Types of supply, Importance factors of supply

UNIT 3: PRODUCTION AND COSTS

(15)

- 3.1 Meaning of production function, types of production.
- 3.2 Factors of production, production function.
- 3.3 Importance of production functions in managerial economics.

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 Imperfect 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.
6. Business Economics, Dr. B.D. Khedkar, Success Publication.

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

Paper Code: UBRM114

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.

UBRM114/ 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 DoorSelling, Direct Retailing, M-Marketing)

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, GD, Depth Interview, Customer Service Representative, Team Leader, Inventory Analyst, Category Manager, Store Head, Departmental Head etc)

SKILLING/PRACTICAL COMPONENTS

**UNIT 5: BRANDING, GRADING, SEGREGATION, 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 :UBRM115

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.

UBRM115/ RETAIL SALES MANAGEMENT

(90 Hours)

TOPICS/CONTENTS:

UNIT 1: INTRODUCTION

(10)

- 1.1 Reasons for studying Retail Sales Management.
- 1.2 Concept of Customer Service Executive.
- 1.3 Importance of Developing and applying a retail strategy in retail sales management

UNIT 2: SALES

(20)

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

UNIT 3: BUSINESS AND PRODUCTIVITY TARGETS

(10)

- 3.1 Maximizing Sales, Effective delivery.
- 3.2 Creating positive image, Promote continuous improvement.
- 3.3 Integrating and controlling the retail strategy.

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.
- 4.4 Bar Coding

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& SWOC Analysis.

UNIT 7: ROLE PLAY/ CASE STUDY / FILED ASSIGNMENT/ OJT/ PRODUCT DEMO (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;
7. Retail Management-U.C. Mathur, I.K. International Publishing House Pvt. Ltd.

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

Paper Code :UBRM116

Paper : I

Credit : 6

Title of Paper: Principles of Consumer Behavior -I

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.

UBRM116/ PRINCIPLES OF CONSUMER BEHAVIOR –I (90 Hours)

TOPICS/CONTENTS:

UNIT 1: AN INTRODUCTION TO CONSUMER BEHAVIOUR (20)

1.1 Introduction of market strategy and consumer behaviour.

1.2 Market Analysis

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: ORGANIZATION CULTURE AND CONSUMER BEHAVIOR (15)

4.1 Meaning of culture, Characteristics of culture, function of culture.

4.2 Chancing lifestyle Trends of Indian consumers.

4.3 types of culture, Cross-cultural consumer analysis:- cross cultural marketing objectives

4.4 Basic areas for cross-cultural marketing, problem in cross cultural marketing.

Self Concept or Self Image.

UNIT 5: ATTITUDE AND BEHAVIOUR

(15)

5.1 Attitude (Introduction and Definition)

5.2 Nature & Characteristics of Attitude

5.3 Types of attitude, learning of attitude, sources of influence on attitude formation.

5.4 Model of attitude- Tricomponent attitude model, multidimensional attitude model

5.5 Consumer decision making process:- Introduction, levels of consumer decision making, consumer information processing model, Hierarchy of effects model. 5.6 Strategies for Attitude Reinforcement and Change.

UNIT 6: ROLE PLAY/ CASE STUDY / FILED ASSIGNMENT / ROLE PLAY/ CASE STUDY / FILED ASSIGNMENT

Reference Books:

1. Assael, H. Consumer Behaviour and marketing Action, Ohio, South Western, 1995
2. Mowen, John C. Consumer Behaviour, New York, MacMillan
3. Consumer Behaviour, Schiffman, L.G. and KanukL.L., Prentice Hall, India.
4. Consumer Behaviour, Concepts and Applications, Loudon, D.L. and Bitta, A.J.D, Tata McGraw Hill.
5. Consumer Behaviour and Marketing Strategy, Peter, J.P. and Olson, J.C., Schiffman, L.G. and KanukL.L., Prentice Hall, India.