

**F.Y. B. Voc.**  
**Retail Management**  
**Semester-I**  
**[NEP Pattern 2023]**  
**[Academic Year 2023-2024]**

**[w. e. f. June 2023]**

**Credit Distribution Structure for F.Y. B. Voc (Retail Management)-2023-2024**

Level	SEM	Major		Minor	GE/OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr./ Sem.	Degree/ Cum. Cr.
		Mandatory	Electives							
4.5	<b>I</b>	RTM-101-MJM: (T) Organizational Behavior	--	--	RTM-116-OE: (T) Business Communication Skills	RTM-121-VSC:(T) Indian Economy	ENG-131-AEC: Functional English – I	CC: NSS/NCC/Yoga/ Cultural Activity/Sports	22	UG Certificate 44
		RTM-102-MJM: (T) Basics of Marketing			RTM-117-OE: (P) Marketing Management Skills	RTM-126-SEC: (P) Principles of Consumer Behavior	RTM-137-IKS: (T) Evolution of Retail			
	RTM-103- MJM: (P) Introduction to Retailing-				Credit- 2+2	ENV-135-VEC: Environmental Science	Credit- 2+2+2	Credit- 2		
		<b>Credits-2+2+2</b>			<b>Credit- 2+2</b>					
	<b>II</b>	RTM-151-MJM: (T) Principles of Management		RM-161-MN (T):: Retail Marketing	RTM -166-OE: (T) Leadership & Succession Planning	RTM-171-VSC: (P) Fundamentals of Computer	ENG-181-AEC: Functional English – II	CC: NSS/NCC/Yoga/ Cultural Activity/Sports	22	
		RTM-152-MJM: (T) Marketing Management			RTM-167-OE: (P) Advertising & Sales Promotion	RTM-176-SEC: (T) Managerial Economics	COS-185-VEC: Digital & Technological Solution			
		RTM-153-MJM: (P) Digital Marketing								
		<b>Credits-2+2+2</b>		<b>Credits-2</b>	<b>Credit- 2+2</b>	<b>Credit- 2+2</b>	<b>Credit- 2+2</b>	<b>Credit- 2</b>		
	<b>Cum Cr.</b>	<b>12</b>	<b>-</b>	<b>2</b>	<b>8</b>	<b>8</b>	<b>10</b>	<b>4</b>	<b>44</b>	

**Exit option: Award of UG Certificate in Major with 44 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor  
\* 1 Credit = 15 hr.**

**Course Structure for F.Y.B.Voc (Retail Management)(2023 Pattern)**

Sem.	Course Type	Course Code	Title of Course	Course Types	No. of Credits
I	Major Mandatory	RTM-101-MJM	Organizational Behavior	Theory	2
	Major Mandatory	RTM-102-MJM	Basics of Marketing	Theory	2
	Major Mandatory	RTM-103-MJM	Introduction to Retailing	Practical	2
	Open Elective (OE)	RTM-116-OE	Business Communication Skills	Theory	2
	Open Elective (OE)	RTM-117-OE	Marketing Management Skills	Practical	2
	Skill Enhancement Course (SEC) (Any one)	RTM-126-SEC(P)	Principles of Consumer Behaviour	Practical	2
	Vocational Skill Course (VSC)	RTM-121-VSC(T)	Indian Economy	Theory	2
	Ability Enhancement Course (AEC)	ENG-131-AEC	Functional English - I	Theory	2
	Value Education Course (VEC)	COS-135-VEC	Environmental Science	Theory	2
	Indian Knowledge System (IKS)	RTM-137-IKS	Evolution of Retail	Theory	2
	Co-curricular Course (CC)	-----	To be selected from the Basket	-----	2
<b>Total Credits I:</b>					<b>22</b>
II	Major Mandatory	RTM-151-MJM	Principles of Management	Theory	2
	Major Mandatory	RTM-152-MJM	Marketing Management	Theory	2
	Major Mandatory	RTM-153-MJM	Digital Marketing	Practical	2
	Minor (Any one)	RTM-161-MN	Retail Marketing	Theory	2
	Open Elective (OE)	RTM-166-OE	Leadership & Succession Planning	Theory	2
	Open Elective (OE)	RTM-167-OE	Advertising & Sales Promotion	Practical	2
	Vocational Skill Course (VSC)	RTM-171-VSC	Fundamental of Computer	Practical	2
	Skill Enhancement Course (SEC)	RTM-176-SEC	Managerial Economics	Theory	2
	Ability Enhancement Course (AEC)	ENG-181-AEC	Functional English – II	Theory	2
	Value Education Course (VEC)	COS-185-VEC	Digital and Technological Solutions	Theory	2
Co-curricular Course (CC)	-----	To be selected from the Basket	-----	2	
<b>Total Credits II:</b>					<b>22</b>
<b>Cumulative Credits Semester I and II:</b>					<b>44</b>

**Programme Specific Outcomes**  
**(PSOs)for**  
**B.Voc. Retail Management**

- PSO1** : Comprehensive understanding of the various aspects of retail operations.
- PSO2** : Marketing strategies & concepts specific to retail industry.
- PSO3** : Incorporate Internship & Industry Partnership to provide students with hands-on Experience& exposure to real retail environment.
- PSO4** : Describe the process of conceiving, producing, and selling fashion products for Instore and on-line retailing.
- PSO5** : Identify importance of delivering exceptional customer experiences.
- PSO6** : Developmanagerial abilities [Marketing, HR,Finance, Inventory]necessary for Managing retail sector.
- PSO7** : Emphasize the importance of ethical & sustainable practices in retail industry

**SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.Voc. Retail Management**  
**(w. e. from June, 2023)**

<b>Name of the Programme</b>	: B.Voc. Retail Management
<b>Program Code</b>	: UVRTM
<b>Class</b>	: F.Y.B.Voc Retail Management
<b>Semester</b>	I
<b>Course Type</b>	: Major (TH)
<b>Course Name</b>	: Organizational Behavior
<b>Course Code</b>	: RTM-101-MJM
<b>No. of Lectures</b>	30
<b>No. of Credits</b>	02

**A) Learning Objectives:**

- 1) To understand the conceptual framework of the discipline of OB and its practical Applications in the organizational set up.
- 2) To deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.
- 3) To critically evaluate and analyze various theories and models that contributes in the overall understanding of the discipline.
- 4) To develop creative and innovative ideas that could positively shape the organizations.
- 5) To accept and embrace in working with different people from different cultural and diverse background in the workplace.
- 6) To analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organization behavior.
- 7) To get the perfect knowledge of organization system.

**B) Learning Outcomes:**

- CO1**-Understand the conceptual framework of the discipline of OB and its practical Applications in the organizational set up.
- CO2**-Deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.
- CO3**-Critically evaluate and analyze various theories and models that contributes in the overall understanding of the discipline.
- CO4**-Develop creative and innovative ideas that could positively shape the organizations.
- CO5**-Accept and embrace in working with different people from different cultural and diverse background in the workplace.
- CO6**-Analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organization behavior.
- CO7**-Get the perfect knowledge of organization system.

**TOPICS/CONTENTS:**

<b>UNIT</b>	<b>CONTENT</b>	<b>No. of Lectures</b>
<b>Unit – I</b>	<b>1.INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR</b> 1.1 Defining, scope and importance of organizational Behavior. 1.2 Fundamental Concepts of OB. 1.3 Different models of OB - autocratic, custodial, supportive, Collegial and SOBC.	<b>4</b>
<b>Unit – II</b>	<b>2. WORK MOTIVATION</b> 2.1 Definition & Concept of Motive & Motivation 2.2 The Content Theories of Motivation 2.3 Maslow’s Need Hierarchy 2.4 Herzberg’s Two Factor model Theory 2.5 Vroom’s expectancy Theory	<b>10</b>
<b>Unit – III</b>	<b>3. LEADERSHIP AND DECISION MAKING</b> 3.1 Concept of Leadership 3.2 Styles of Leadership 3.3 Trait Approach, Contingency Leadership Approach 3.4 Contemporary leadership roles 3.5 Decision making in organizations, Rational decision making model, ethics in decision making. 3.6 Success stories of today’s Global and Indian leaders.	<b>08</b>
<b>Unit – IV</b>	<b>4.ORGANIZATION SYSTEM</b> 4.1Organizational 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	<b>08</b>

**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

**Mapping of this course with Programme Outcomes**

Course Outcomes	Programme Outcomes(POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	-	1	-	3	3	2
CO2	-	-	1	-	2	3	-
CO3	-	-	-	-	-	-	-
CO4	1	-	3	-	2	3	-
CO5	1	1	2	-	1	1	1
CO6	-	-	-	-	-	-	-
CO7	-	-	-	-	-	-	-

Weight: 1-Partiallyrelated

2 – Moderately Related

3 –Strongly related

**Justification for the mapping**

**PSO1: Comprehensive understanding of the various aspects of retail operations.**

CO1-Students will understand conceptual framework of the discipline of OB and its practical Applications in retail operations.

CO4- Students will learn to develop creative and innovative ideas that could positively shape the organizations in the study of various aspects of retail operations.

CO5- Students will learn to accept and embrace in working with different people from different cultural and diverse background in the workplace which is useful in the study of various aspects of retail operations.

**PSO2:Marketing strategies & concepts specific to retail industry.**

CO5- Students will learn to accept and embrace in working with different people from different cultural and diverse background in the workplace which is useful to set Marketing strategies.

**PSO3:Incorporate Internship & Industry Partnership to provide students with hands-on experience & exposure to real retail environment.**

CO1-Students will understand conceptual framework of the discipline of OB and its applications in hands on training.

CO2-Students will deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently and its applications in hands on training.

CO4-Students will learn to develop creative and innovative ideas that could positively shape the organizations while taking training.

CO5- Students will learn to accept and embrace in working with different people from different cultural and diverse background in the workplace.

**PSO4: Gain knowledge & skills to analyze financial statement.**

**PSO5: Identify importance of delivering exceptional customer experiences**

CO1-Students will understand conceptual framework of the discipline of OB for delivering exceptional customer experiences.

CO2-Students will deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently for delivering exceptional customer experiences.

CO4-Students will learn to develop creative and innovative ideas that could positively shape the organizations for delivering exceptional customer experiences.

CO5- Students will learn to accept and embrace in working with different people from different cultural and diverse background in the workplace for delivering exceptional customer experiences.

**PSO6: Develop managerial abilities necessary for managing & motivating team in**



**retail environment.**

CO1-Students will understand conceptual framework of the discipline of OB for managing & motivating team in retail environment.

CO2-Students will deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently for managing & motivating team in retail environment.

CO4-Students will learn to develop creative and innovative ideas that could positively shape the organizations for managing & motivating team in retail environment.

CO5- Students will learn to accept and embrace in working with different people from different cultural and diverse background in the workplace for managing & motivating team in retail environment.

**PSO7: Emphasize the importance of ethical & sustainable practices in retail industry.**

CO1- Students will understand conceptual framework of the discipline of OB for ethical & sustainable practices in retail industry

CO5- Students will learn to accept and embrace in working with different people from different cultural and diverse background in the workplace ethical & sustainable practices in retail industry.

**SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.Voc. Retail Management  
(w. e. from June, 2023)**

<b>Name of the Programme</b>	: B.Voc Retail Management
<b>Program Code</b>	: UVRTM
<b>Class</b>	: F. Y. B.Voc. Retail Management
<b>Semester</b>	I
<b>Course Type</b>	: Major (TH)
<b>Course Name</b>	: Basics of Marketing
<b>Course Code</b>	: RTM-102-MJM
<b>No. of Lectures</b>	30
<b>No. of Credits</b>	02

**A) Course objective:**

1. To understand the basics of marketing.
2. To learn about the marketing process for different types of products and services.
3. To understand the tools used by marketing managers in decision situations.
4. To understand the marketing environment.
5. To understand the marketing segmentation.
6. To know about internal and external factors affecting marketing.
7. To learn about challenges faced by marketing manager.

**B) Course Outcomes:**

CO1: Strong conceptual knowledge in the functional area of marketing management.

CO2: Effective understanding of relevant functional areas of marketing management and its applications.

CO3: Demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.

CO4: Relevance of Marketing in a developing economy.

CO5: Market segmentation Process.

CO6: Study the Marketing Information System.

CO7: Difference between Market Research and Marketing Research.

**Contents/Topics:**

Units	Title & Content	No. of lecture
<b>Unit 1</b>	<b>1. Introduction And Functions of Marketing:</b> 1.1 Introduction 1.2 Importance of Marketing 1.3 Functions of Marketing 1.4 Components of Marketing 1.5 Changing profile and challenges faced by a Marketing manager 1.6 Discussion Point: a) Differentiate between Marketing Concept and Selling Concepts. b) Describes the stages of marketing evolution process.	<b>08</b>
<b>Unit 2</b>	<b>2. Marketing Environment And Market Segmentation:</b> 2.1 Meaning of Marketing Environment 2.2 Internal & external factors influencing Marketing environment 2.3 Components of Marketing Environment. 2.4 Meaning and Definition of Market Segmentation 2.5 Importance of Market Segmentation. 2.6 Types of Market segmentation 2.7 Market Segmentation Process 2.8 Case studies (3 case studies)	<b>12</b>
<b>Unit 3</b>	<b>3. Marketing Planning, Market Information System</b> 3.1 Introduction about Marketing Planning. 3.2 Scope of Marketing Planning. 3.3 Essential steps in Marketing Planning. 3.4 Importance of Marketing Planning. 3.5 Difficulties in Marketing Planning. 3.6 Introduction about Marketing Information System. 3.7 Importance of Marketing Information System. 3.8 Introduction to market Research	<b>10</b>

**References:**

1. Marketing Management By Philip Kotler.
2. Marketing Management Cravens By Hills–Woodruff.
3. Marketing Information System By Davis–Olsan
4. Principles and practice of Marketing By John Frain.

**Mapping of this course with Programme Outcomes**

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3					1
CO2	3					2	2
CO3			2				
CO4		2					3
CO5						1	
CO6				2			
CO7							

Weight: 1 - Partially related                      2 - Moderately Related                      3 - Strongly related

**Justification for the mapping**

- PSO1 : Comprehensive understanding of the various aspects of retail operations.**  
 CO1 : Students will get the knowledge in the functional area of marketing.  
 CO2 : Students will learn how to knowledge implement in the marketing management.
- PSO2 : Marketing strategies & concepts specific to retail industry.**  
 CO1 : Students will have strong conceptual knowledge of management functions to apply in marketing strategies development.  
 CO4 : Students will learn how to develop retail industry.
- PSO3 : Incorporate Internship & Industry Partnership to provide students with hand-on experience & Exposure to real retail environment.**  
 CO3 : Students will get experience to how to resolve retail environment problems.
- PSO4 : Gain knowledge & skills to analyze financial statement.**  
 CO6 : Students will have basics knowledge about the marketing information system.
- PSO5 : Identify importance of delivering exceptional customer experiences.**  
 CO5 : Students will get practical experience in the field of retail industry.
- PSO6 : Develop managerial abilities necessary for managing & motivating team in retail environment.**  
 CO5 : Students will understand the market segmentation process it's for manager. applicable to develop managerial abilities for managing team in retail industry.  
 CO2 : Students will have strong conceptual knowledge of management functions to apply for development of managerial abilities for managing team in retail Industry.  
 CO7 : Students will learn understand the market research.
- PSO7 : Emphasize the importance of ethical & sustainable practices in retail Industry.**  
 CO1 : Students will have basics knowledge of function area of marketing management.  
 CO2 : Students will have strong conceptual knowledge of management functions to Apply for development of ethical & sustainable practices in retail industry.  
 CO4 : Students will learn marketing in a developing economy.

**SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.Voc. Retail Management  
(w. e. from June, 2023)**

Name of the Programme	: B.Voc Retail Management
Program Code	: UVRTM
Class	: F.Y.B.Voc Retail Management
Semester	I
Course Type	: Major (P)
Course Name	: Introduction to Retailing
Course Code	: RTM-103-MJM
No. of Practical's	: 15 (60 Hours)
No. of Credits	02

**A) Course Objectives:**

1. To know about basics of retail structure
2. To understand the retail organization in India.
3. To analyze the retail structure in India.
4. To understand retail strategy.
5. To know types of retail store.
6. To identify the relationship between consumer requirement and type of retail store.
7. To understand the career in retail industry.

**B) Course Outcome:**

**CO1.** Basis of retail industry.

**CO2.** Various retail organization.

**CO3.** Understand retail structure.

**CO4.** Retail planning & strategy.

**CO5.** Classification of retail store on various basis.

**CO6.** Relation between customer demand and retail strategy

**CO7.** Career opportunities in retail sector.

**Contents/Topics:**

Units	Title & Content	No. of lecture
<b>Unit 1</b>	<b>1. Introduction:</b>  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 (PPT & Group Discussion required)	<b>20</b>

<b>Unit 2</b>	<p><b>2. Retail Organization in India:</b></p> <p>2.1 Classification on the basis on ownership, formation, and classification (Sole Proprietorship, partnership, LLP, Joint Ventures, Companies)</p> <p>2.2 Classification on the basis of Products (Departmental Stores, Specialty Store, Super Market, Hyper Markets, Convenience Store etc)</p> <p>2.3 Classification on basis of Pricing Policies (Discount and warehouse)</p> <p>2.4 Classification of basis of services offered and Organized Structures</p> <p>2.5 Out of Stores Classifications (Websites, E-Retailing, TV Shopping, Door to Door Selling, Direct Retailing, M-Marketing)</p> <p>2.6 Retail Audit of Store</p>	<b>20</b>
<b>Unit 3</b>	<p><b>3. Planning in Retail:</b></p> <p>3.1 Introduction, retail market strategy.</p> <p>3.2 Retail planning process, target market.</p> <p>3.3 Retail formats.</p> <p>3.4 International retailing.</p>	<b>10</b>
<b>Unit 4</b>	<p><b>4. Career in Retail:</b></p> <p>4.1 Understanding requisite skill sets needed to work in retail organizations.</p> <p>4.2 (Role of Sales Associate, GD, Depth Interview, Customer Service Representative, Team Leader, Category Manager, Store Head, Departmental Head etc)</p>	<b>10</b>

**Reference Books:**

1. Consumer Behavior, Shiffman, L. G. and Kanuk L. L., Prentice Hall, India.
2. Consumer Behavior, Concepts and Applications, London, D. L. And Bitta, A.J. D. Tata McGraw Hill.
3. Consumer Behavior and Marketing Strategy, Peter, J. P. and Olson, J. C., Schiffman, L. G. and Kanuk L. L., Prentice Hall, India.

**Mapping of this course outcomes with Programme outcomes**

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	3	-	-	-	-
CO2	2	-	3	-	-	-	-
CO3	2	2	3	-	-	-	-
CO4	3	3	3	-	3	3	-
CO5	3	-	3	-	-	-	-
CO6	2	2	3	-	-	-	-
CO7	3	-	3	-	-	-	-

Weight:1 - Partially related

2 - Moderately Related

3 - Strongly related

**Justification for the mapping**

**PSO1:** Comprehensive understanding of the various aspects of retail operations.

**CO1.** Students will understand the basis of the retail industry.

**CO2.** Students will understand various retail organizations.

**CO3.** Students will understand retail structure.

**CO4.** Students will understand retail planning & strategy.

**CO5.** Students will understand the classification of retail stores on various basis.

**CO6.** Students will understand the relationship between customer demand and retail strategy

**CO7.** Students will understand career opportunities in the retail sector.

**PSO2:** Students will understand marketing strategies & concepts specific to the retail industry.

**CO3.** Students will understand the retail structure

**CO4.** Students will understand retail planning & strategy.

**CO6.** Students will understand the relationship between customer demand and retail strategy

**PSO3:** Incorporate Internship & Industry Partnerships to provide students with hands-on Experience & exposure to real retail environment.

**CO1.** Students will understand the basis of the retail industry.

**CO2.** Students will understand various retail organizations.

**CO3.** Students will understand retail structure.

**CO4.** Students will understand retail planning & strategy.

**CO5.** Students will understand the classification of retail stores on various basis.

**CO6.** Students will understand the relationship between customer demand and retail strategy

**CO7.** Students will understand career opportunities in the retail sector.

**PSO4:** Gain knowledge & skills to analyze financial statements.

**PSO5:** Identify the importance of delivering exceptional customer experiences

**CO6.** Students will understand the relationship between customer demand and retail strategy

**PSO6:** Develop managerial abilities necessary for managing & motivating teams in retail environment.

**CO4.** Develop managerial abilities necessary for managing & motivating teams in retail environment with retail planning & strategy.

**PSO7 :** Emphasize the importance of ethical & sustainable practices in retail industry.

**SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B. Voc. (Retail Management)**

**(w. e. from June, 2023)**

Name of the Programme	: B. Voc. Retail Management
Program Code	: UVRTM
Class	: F.Y. B.Voc Retail Management
Semester	I
Course Type	: OE (TH)
Course Name	: Business Communication Skills
Course Code	: RTM-116-OE
No. of Lectures	30
No. of Credits	2

**A) Course Objectives**

1. To provide an overview of Prerequisites to Business Communication.
2. To put in use the basic mechanics of Grammar.
3. To provide an outline for effective Organizational Communication.
4. To underline the nuances of Business communication.
5. To impart the correct practices of the strategies of Effective Business writing.
6. Utilizing Technology for Communication
7. To develop Ethical Communication Practices

**B) Course Outcomes:**

CO1- Useful to make the students conversant and fluent in English

CO2-Create a positive image of self and organization in the customer's mind

CO3-Resolve customer concerns and improve customer relationship

CO4- Distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.

CO5- Draft effective business correspondence with brevity and clarity.

CO6- Familiarize students with various communication tools and platforms, including email etiquette, video conferencing, social media, and other digital communication methods used in business.

CO7-Emphasize the importance of ethical communication, including honesty, integrity, respect, and confidentiality in all business interactions.

**Topics/Contents:**

<b>Units</b>	<b>Title &amp; Content</b>	<b>No. of lecture</b>
<b>Unit-I</b>	<b>1.INTRODUCTION TO BUSINESS COMMUNICATION</b> 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	<b>06</b>



<b>Unit-II</b>	<p><b>2. MODES OF COMMUNICATION</b></p> <p><b>2.1 Written Communication:</b></p> <p>2.1.1 Advantages &amp; Disadvantages, Nature of Written Communication</p> <p>2.1.2 Media for Written Communication</p> <p>2.1.3 The Choice of Medium</p> <p><b>2.2 Oral Communication:</b></p> <p>2.2.1 Nature of Oral Communication</p> <p>2.2.2 Advantages &amp; Disadvantages of Oral Communication</p> <p>2.2.3 Media for Oral Communication</p> <p>2.2.4 Grapevine – A Variant of Oral Communication (Pictorial part of communication)</p>	<b>12</b>
<b>Unit-III</b>	<p><b>3. BARRIERS &amp; REMEDIES</b></p> <p>3.1 Introduction</p> <p>3.2 Barriers to Individual Communication</p> <p>3.3 Barriers to Organizational Communication</p> <p>3.4 Overcoming Barriers to Communication</p> <p>3.5 Cross Cultural Communication</p>	<b>06</b>
<b>Unit-IV</b>	<p><b>4. SOFT SKILLS</b></p> <p>4.1 All types of business letter writing,</p> <p>4.2 Presentation, Speaking Skills,</p> <p>4.3 All social media</p>	<b>06</b>

**References 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. VasishtNeeru& Rajput Namita (2006), "Business Communication", KitabMahal, Allahabad.

### Mapping of this course with Programme Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	-	-	1	-	1	-	3
CO2	-	-	2	-	1	-	3
CO3	-	-	3	-	3	-	3
CO4	-	-	3	-	2	-	3
CO5	-	-	3	-	-	-	-
CO6	1	-	3	-	-	-	3
CO7	1	1	3	-	2	2	3

Weight: 1 - Partially related    2 - Moderately Related    3 - Strongly related

#### Justification for the mapping

#### **PO1: Comprehensive understanding of the various aspects of the retail industry**

CO6- Familiarize students with various communication tools and platforms, including email etiquette, video conferencing, social media, and other digital communication methods used in business.

CO7- Students learn the importance of ethical communication, including honesty, integrity, respect, and confidentiality in all business interactions.

#### **PO2: Marketing strategies & concepts specific to the retail industry**

CO7- Students learn the importance of ethical communication, including honesty, integrity, respect, and confidentiality in all business interactions.

#### **PO3: Incorporate Internship & Industry Partnerships to provide students with hands-on**

CO1- Students get exposure to corporate language.

CO2-Create a positive image of self and organization in the customer's mind

CO3-Resolve customer concerns and improve customer relationship

CO4- Distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.

CO5-Students will draft effective business correspondence with brevity and clarity.

CO6- Students will Familiarize with various communication tools and platforms, including email etiquette, video conferencing, social media, and other digital communication methods used in business.

CO7- Students learn the importance of ethical communication, including honesty, integrity, respect, and confidentiality in all business interactions.

#### **PO5: Identify the importance of delivering exceptional customer experiences**

CO1- Students get exposure to corporate language.

CO2-Students will create a positive image of self and organization in the customer's mind

CO3-Students will be able to resolve customer concerns and improve customer relationship

CO4- Students will distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.

CO7- Students learn the importance of ethical communication, including honesty, integrity, respect, and confidentiality in all business interactions.

**PO6: Emphasize the importance of ethical & sustainable practices in the retail industry.**

CO7-Emphasize the importance of ethical communication, including honesty, integrity, respect, and confidentiality in all business interactions.

**PO7: Develop managerial abilities necessary for managing & motivating teams in retail industry**

CO1- Students get exposure to corporate language.

CO2-Students will create a positive image of self and organization in the customer's mind

CO3-Students will be able to resolve customer concerns and improve customer relationship

CO4- Students will distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.

CO6- Students will Familiarize with various communication tools and platforms, including email etiquette, video conferencing, social media, and other digital communication methods used in business.

CO7- Students learn the importance of ethical communication, including honesty, integrity, respect, and confidentiality in all business interactions.

**SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B. Voc. (Retail Management) (w. e. from June, 2023)**

Name of the Programme	: B.Voc Retail Management
Program Code	: UVRTM
Class	: F.Y.B.Voc Retail Management
Semester	I
Course Type	: OE (PR)
Course Name	: Marketing Management Skills
Course Code	: RTM-117-OE
No. of Lectures	: 60 (15 Practical)
No. of Credits	2

**Course Objectives:**

1. To outline key marketing concepts and its application to different markets.
2. To identify factors and processes essential for designing marketing strategy.
3. To analyze and examine the implementation of marketing concepts and strategy to firms.
4. To identified consumer needs and wants.
5. To understand market segmentation.
6. To identified brand position.
7. To analysis of brand management.

**Course Outcomes:**

- CO1- Students will be able to identify the scope and significance of Marketing In Domain Industry
- CO2- Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms.
- CO3- Students are familiar with marketing strategies.
- CO4- Understand the impact brand in market.
- CO5- Understand the marketing ethics in business
- CO6- Use of Marketing Strategies in business
- CO7- Identify opportunities in marketing sector

**Contents/Topics:**

<b>Units</b>	<b>Title &amp; Content</b>	<b>No. of Practical's</b>
<b>Unit 1</b>	<b>Marketing Management</b> 1.1 Introduction to Marketing Management 1.2 7P's of Marketing 1.3 Internal & External Environment 1.4 Marketing Ethics	<b>3</b>
<b>Unit 2</b>	<b>Consumer Decision Making</b> 2.1 Consumer Needs 2.2 Consumer Decision Making Process 2.3 Consumer Behavior 2.4 Consumer factors affecting on Decision Making process	<b>4</b>
<b>Unit 3</b>	<b>Segmentation &amp; Product Marketing</b> 3.1 Market Segmentation 3.2 Types of Market Segmentation 3.3 Learn the steps of market segmentation 3.4 Modified re-purchase and Straight re-purchase	<b>4</b>
<b>Unit 4</b>	<b>Branding</b> 4.1 Brand Position 4.2 Target Audience 4.3 Brand Management 4.4 Brand Visuals 4.5 Types of Brand Names	<b>4</b>

**References:**

1. Kotler, Keller, Marketing Management, Pearson Publications
2. Kotler Philip, Marketing Management, Pearson, New Delhi
3. Sharma Gulnar and Singh Karan Khundia, Brand Management, Himalyan Publishing Houser, Edition 2012.

### Mapping of this course with Programme Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2	2					2	
CO3		2				3	
CO4			1				
CO5							
CO6		3		1			
CO7						1	

Weight :            1 - Partially related        2 - Moderately Related            3 - Strongly related

#### Justification for the mapping

- PSO1 : Comprehensive understanding of the various aspects of retail operations.**  
 CO1 : Students will identify the scope and significance of Marketing in retail operation.  
 CO2 : Students will understand the various marketing environment.
- PSO2 : Marketing strategies & concepts specific to retail industry.**  
 CO3 : Students will have strongly familiar with the marketing strategies.  
 CO6 : Students will learn how to apply marketing strategies in retail industry.
- PSO3 : Incorporate Internship & Industry Partnership to provide students with hand-on experience & Exposure to real retail environment.**  
 CO4 : Students will get hand on training of retail industry i.e. they understand the impact of brand in retail industry.
- PSO4 : Gain knowledge & skills to analyze financial statement.**  
 CO6 : Students will have understood analyze of financial statement.
- PSO5 : Identify importance of delivering exceptional customer experiences.**
- PSO6 : Develop managerial abilities necessary for managing & motivating team in retail environment.**  
 CO2 : Students will understand how to coordinate with other member in the various marketing environment and designing marketing strategies for retail sector.  
 CO3 : Students understand the how familiar with the marketing strategies.  
 CO7 : Students will identify future opportunities in retail sector.
- PSO7 : Emphasize the importance of ethical & sustainable practices in retail Industry.**  
 CO5 : Students will have strong conceptual knowledge of various marketing strategies to Apply for development of ethical & sustainable practices in retail industry.  
 CO7 : Students will learn about the retail sector and identify the opportunities in this sector.

**SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B. Voc. (Retail Management) (w. e. from June, 2023)**

<b>Name of the Programme</b>	: B.Voc. Retail Management
<b>Program Code</b>	: UVRTM
<b>Class</b>	: F. Y. B. Voc. (Retail Management)
<b>Semester</b>	I
<b>Course Type</b>	: VSC (TH)
<b>Course Name</b>	: Indian Economy
<b>Course Code</b>	: RTM-121-VSC
<b>No. of Lectures</b>	: 30
<b>No. of Credits</b>	02

**Course Objectives**

1. To understand the basics of Indian Economy.
2. To learn about the Indian Economic development.
3. To understand RBI functions.
4. To understand the sectors of economy.
5. To understand Monetary policy.
6. To know Fiscal Policy.
7. To learn about recent reform in Indian Economy

**Course Outcomes:**

CO1: Strong conceptual knowledge of Indian Economy.

CO2: Effective understanding of Economic development of India with perspective of global scenario.

CO3: Demonstrate various sectors of Indian Economy

CO4: Relevance of retail industry in Economic development.

CO5: Monetary policy impact on Development.

CO6: Fiscal policy impact on Development.

CO7: Impact of Economic reform on sectors of Economy.

<b>Units</b>	<b>Title &amp; Content</b>	<b>No. of Lecture</b>
<b>Unit 1</b>	<b>1. Introduction to Indian Economy:</b> 1.1 Describes the stages of marketing evolution process. 1.2 Basic concepts and terminology related to the Indian economy. 1.3 Overview of the economic development of India 1.4 Overview of different economic systems and their relevance to India 1.5 Role of the government and private sector in the Indian economy	<b>05</b>

<b>Unit 2</b>	<p><b>2: Sectors of Indian Economy</b></p> <p>2.1 <b>Agriculture Economy:</b> Importance of agriculture in the Indian economy, Challenges faced by the agricultural sector. Government policies and initiatives for rural development</p> <p>2.2 <b>Industry and Infrastructure:</b> Industrial development and its contribution to the economy, Key sectors of the Indian industry, Infrastructure development and its role in economic growth</p> <p>2.3 <b>Services Sector:</b> Overview of the services sector in India, Importance of services in the economy, Growth, and challenges in areas like IT, tourism, finance, etc.</p>	<b>10</b>
<b>Unit 3</b>	<p><b>3. : Monetary &amp; Fiscal Policy</b></p> <p>3.1 Role of the Reserve Bank of India (RBI) and monetary policy</p> <p>3.2 Government budgeting and fiscal policy.</p> <p>3.3 Inflation, interest rates, and their impact on the economy.</p>	<b>05</b>
<b>Unit 4</b>	<p><b>4. Recent Economic Reforms</b></p> <p>4.1 Economic liberalization and its impact on the Indian economy.</p> <p>4.2 Introduction to Goods and Services Tax (GST)</p> <p>4.3 Demonetization and its consequences</p> <p>4.4 COVID-19 pandemic and its economic effects</p>	<b>10</b>

**Reference Books:**

1. Indian Economy By Ramesh Singh.
2. Indian Economy By Mishra & Puri.
3. Indian Economy By Datta & Sundaram
4. Indian Economy By Sanjeev Verma.

**Mapping of this course with Programme Outcomes**

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3		2	3	3	2
CO2	3	3	3	3		2	3
CO3	3	2	2	3	2	3	1
CO4	3	3	1	3		2	1
CO5	3	3	3	2	1		
CO6	3	2	2	2	1		1
CO7	2	3	2	3	3		2

Weight: 1 - Partially related      2 - Moderately Related      3 - Strongly related

**Justification for the mapping**

**PSO1 : Comprehensive understanding of the various aspects of retail operations.**

CO1: Students will get strong conceptual knowledge of Indian Economy.



CO2: Students gets exposure to effective understanding of economic development of India with perspective of global scenario.

CO3: Students will understand various sectors of Indian Economy

CO4: Students will be aware about relevance of retail industry in Economic development.

CO5: Students will understand monetary policy impact on Development.

CO6: Students will be aware fiscal policy impact on Development.

CO7: Students gets exposure impact of economic reform on sectors of Economy.

**PSO2 : Marketing strategies & concepts specific to retail industry.**

CO1: Students will get strong conceptual knowledge of Indian Economy.

CO2: Students gets exposure to effective understanding of economic development of India with perspective of global scenario.

CO3: Students will understand various sectors of Indian Economy

CO4: Students will be aware about relevance of retail industry in Economic development.

CO5: Students will understand monetary policy impact on Development.

CO6: Students will be aware fiscal policy impact on Development.

CO7: Students gets exposure impact of economic reform on sectors of Economy.

**PSO3 : Incorporate Internship & Industry Partnership to provide students with hand-on experience & Exposure to real retail environment.**

CO2: Students gets exposure to effective understanding of economic development of India with perspective of global scenario.

CO3: Students will understand various sectors of Indian Economy

CO4: Students will be aware about relevance of retail industry in Economic development.

CO5: Students will understand monetary policy impact on Development.

CO6: Students will be aware fiscal policy impact on Development.

CO7: Students gets exposure impact of economic reform on sectors of Economy.

**PSO4 : Gain knowledge & skills to analyze financial statement.**

CO1: Students will get strong conceptual knowledge of Indian Economy.

CO2: Students gets exposure to effective understanding of economic development of India with perspective of global scenario.

CO3: Students will understand various sectors of Indian Economy

CO4: Students will be aware about relevance of retail industry in Economic development.

CO5: Students will understand monetary policy impact on Development.

CO6: Students will be aware fiscal policy impact on Development.

CO7: Students gets exposure impact of economic reform on sectors of Economy.

**PSO5 : Identify importance of delivering exceptional customer experiences.**

CO1: Students will get strong conceptual knowledge of Indian Economy.

CO4: Students will be aware about relevance of retail industry in Economic development.

CO5: Students will understand monetary policy impact on Development.

CO6: Students will be aware fiscal policy impact on Development.

CO7: Students gets exposure impact of economic reform on sectors of Economy.

**PSO6 : Develop managerial abilities necessary for managing & motivating team in retail environment.**

CO1: Students will get strong conceptual knowledge of Indian Economy.

CO2: Students gets exposure to effective understanding of economic development of India with perspective of global scenario.

CO6: Students will be aware fiscal policy impact on Development.

CO7: Students gets exposure impact of economic reform on sectors of Economy.

**PSO7 : Emphasize the importance of ethical & sustainable practices in retail Industry.**

CO1: Students will get strong conceptual knowledge of Indian Economy.

CO2: Students gets exposure to effective understanding of economic development of India with perspective of global scenario.

CO3: Students will understand various sectors of Indian Economy

CO4: Students will be aware about relevance of retail industry in Economic development.

CO6: Students will be aware fiscal policy impact on Development.

CO7: Students gets exposure impact of economic reform on sectors of Economy.

**CBCS Syllabus as per NEP 2020 for F.Y.B. Voc. Retail Management (2023 Pattern)**

Name of the Programme	: B. Voc. (Retail Management)
Programme Code	: UVRTM
Class	: F.Y.B.Voc. (Retail Management)
Semester	I
Course Type	: SEC Practical
Course Code	: RTM-126-SEC
Course Title	: Principles of Consumer Behavior-I
No. of Credits	2
No. of Teaching Hours	: 60

**A) Learning Objectives:**

- 1) To know about consumer decision making process
- 2) To understand the consumer satisfaction and consumerism.
- 3) To understand the evolution alternative in decision making.
- 4) To recognise social and ethical implications of marketing actions on consumer behaviour.
- 5) To use appropriate techniques to apply market solutions.
- 6) To implement appropriate combinations of theories and concepts.
- 7) To distinguish between different consumer behaviour influences and their relationships.

**B) Course Outcomes:**

*Student will be able to:*

**CO1.** Concept of Consumer Behaviour.

**CO2.** Consumer Decision making Process.

**CO3.** Measuring of consumer satisfaction, The concept of perceived value customer satisfaction and loyalty.

**CO4.** Six markets models and relationship marketing.

**CO5.** Consumerism in India.

**CO6.** Consumer Protection Act 1986 MRTP Act 1986.

**CO7.** Development and concerns in Indian net connections.

**Topics and Learning Points**

Units	Title & Content	No. of Lecture
<b>Unit 1</b>	<b>1. An Introduction to Consumer Behavior:</b> 1.1 Meaning and Definition 1.2 Consumer Research, Marketing Mix, Social Responsible Marketing 1.3 Technology and Consumer Behavior 1.4 Customer Value Satisfaction and retention 1.5 Process of Consumer Behavior 1.6 Factors affecting on Consumer Behavior.	<b>15</b>
<b>Unit 2</b>	<b>2. Consumer Learning:</b> 2.1 Introduction 2.2 Elements of Learning Process 2.3 Types of Learning process 2.4 Consumer Memory Habit 2.5 Brand Loyalty, Customer Loyalty	<b>15</b>
<b>Unit 3</b>	<b>3. Personality And Lifestyle Influence:</b> 3.1 Introduction 3.2 Activities, Interest and Opinions (AIO) and values framework 3.3 Chancing lifestyle trends of Indian Consumer 3.4 Properties of Personality	<b>15</b>
<b>Unit 4</b>	<b>4. Attitude and Behavior:</b> 4.1 Attitude definition, and characteristics 4.2 Nature of Consumer Attitude 4.3 A simple Model of the Relationship between Attitude and Behavior 4.4 Attitude measurement, Attitude Change 4.5 Factors involved in Attitude Formation And Development 4.6 Strategies for Attitude Reinforcement And Change	<b>15</b>

**Note:** Every practical is equivalent to four hours per batch per week

**References:**

1. Consumer Behavior, Shiffman, L. G. and Kanuk L. L., Prentice Hall, India.
2. Consumer Behavior, Concepts and Applications, London, D. L. And Bitta, A.J. D. Tata McGraw Hill.
3. Consumer Behavior and Marketing Strategy, Peter, J. P. and Olson, J. C., Schiffman, L. G. and Kanuk L. L., Prentice Hall, India.

**Mapping of this course with Programme Outcomes**

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	-	-	3	1	-
CO2	1	2	-	1	2	1	-
CO3	1	1	-	1	1	2	-
CO4	2	3	-	1	2	3	-
CO5	1	-	-	-	-	1	2
CO6	2	1	-	-	-	1	2
CO7	2	1	-	-	-	1	2

Weight: 1 - Partially related    2 - Moderately Related    3 - Strongly related

**Justification for the mapping**

**PSO1 : Comprehensive understanding of the various aspects of retail operations.**

- CO1** : Students will learn the concept of Consumer Behaviour in comprehensive understanding of the various aspects of retail operations.
- CO2** : Students will learn about Consumer Decision making Process to comprehensive understanding of the various aspects of retail operations.
- CO3** : Students will understand to Measuring of consumer satisfaction, The concept of perceived value customer satisfaction and loyalty to comprehensive understanding of the various aspects of retail operations.
- CO4** : Students will learn about Six markets models and relationship marketing to comprehensive understanding of the various aspects of retail operations.
- CO5** : Student will get the knowledge about Consumerism in India to comprehensive understanding of the various aspects of retail operations.
- CO6** : Students will learn about Consumer Protection Act 1986 MRTP Act 1986 to comprehensive understanding of the various aspects of retail operations.
- CO7** : Student will learn about Development and concerns in Indian net connections to comprehensive understanding of the various aspects of retail operations.

**PSO2 : Marketing strategies & concepts specific to retail industry.**

- CO1** : Students will learn the concept of Consumer Behaviour in marketing using various strategies in retail industry.
- CO2** : Students will learn about Consumer Decision making Process by using marketing strategies & concepts specific to retail industry.
- CO3** : Students will understand to Measuring of consumer satisfaction, The concept of perceived value customer satisfaction and loyalty in retail industry.
- CO4** : Students will learn about Six markets models and relationship marketing by using marketing strategies & concepts specific to retail industry.
- CO6** : Students will learn about Consumer Protection Act 1986 MRTP Act 1986 to understand the marketing laws in retail industries.
- CO7** : Student will learn about Development and concerns in Indian net connections to understand the terms and conditions in retail industries.

**PSO3 : Incorporate Internship & Industry Partnerships to provide students with hands-on experience & exposure to real retail environment.**

**PSO4 : Describe the process of conceiving, producing & selling fashion products for instore &**

**on-line retailing.**

- CO2** : Students will learn about Consumer Decision making Process for make a selling fashion product decision.
- CO3** : Students will understand to Measuring of consumer satisfaction, The concept of perceived value customer satisfaction and loyalty to make a decision of selling products.
- CO4** : Students will learn about Six markets models and relationship marketing for selling fashion products for instore & on-line retailing.
- PSO5** : **Identify importance of delivering exceptional customer experiences.**
- CO1** : Students will learn the concept of Consumer Behaviour to identify importance of delivering exceptional customer experiences.
- CO2** : Students will learn about Consumer Decision making Process to identify importance of delivering exceptional customer experiences.
- CO3** : Students will understand to Measuring of consumer satisfaction, The concept of perceived value customer satisfaction and loyalty to identify importance of delivering exceptional customer experiences.
- CO4** : Students will learn about Six markets models and relationship marketing to identify importance of delivering exceptional customer experiences.
- PSO6** : **Develop managerial abilities necessary for managing & motivating team in retail environment.**
- CO1** : Students will learn the concept of Consumer Behaviour to develop marketing managerial ability necessary for managing and motivating team in retail environment.
- CO2** : Students will learn about Consumer Decision making Process to develop marketing managerial ability necessary for managing and motivating team in retail environment.
- CO3** : Students will understand to Measuring of consumer satisfaction, The concept of perceived value customer satisfaction and loyalty to develop marketing managerial ability necessary for managing and motivating team in retail environment.
- CO4** : Students will learn about Six markets models and relationship marketing to develop marketing managerial ability necessary for managing and motivating team in retail environment.
- CO5** : Student will get the knowledge about Consumerism in India to develop marketing managerial ability necessary for managing and motivating team in retail environment.
- CO6** : Students will learn about Consumer Protection Act 1986 MRTP Act 1986 to develop marketing managerial ability necessary for managing and motivating team in retail environment.
- CO7** : Student will learn about Development and concerns in Indian net connections to develop marketing managerial ability necessary for managing and motivating team in retail environment.
- PSO7** : **Emphasize the importance of ethical & sustainable practices in retail industry.**
- CO5** : Student will get the knowledge about Consumerism in India to emphasize the importance of ethical & sustainable practices in retail industry.
- CO6** : Students will learn about Consumer Protection Act 1986 MRTP Act 1986 to emphasize the importance of ethical & sustainable practices in retail industry.
- CO7** : Student will learn about Development and concerns in Indian net connections to emphasize the importance of ethical & sustainable practices in retail industry.

**SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.Voc Retail Management**

**(w. e. from June, 2023)**

Name of the Programme	: B.Voc Retail Management
Program Code	: UVRTM
Class	: F.Y.B.Voc Retail Management
Semester	I
Course Type	: IKS(TH)
Course Name	: Evolution of Retail
Course Code	: RTM-137-IKS
No. of Lectures	: 30
No. of Credits	2

**Course Objectives:**

1. Students will understand about the history of Retail
2. Students will gain knowledge about the evolution of Retail Sector
3. Students will study program structure Retail Structure.
4. Students will study the features of Retail.
5. Students will study the features of different types of Retail Operation.
6. Students will study the features of online retailing
7. Students will know the current trends in Retail Sector

**Course Outcomes:**

CO1: Compare different phases of Retail.

CO2: Categorize the retail Sector.

CO3: Compare the Retail Sector as per based on Products.

CO4: Distinguish among different Retail Sector.

CO5: Compare among different types of Operation in Retail Sector.

CO6: Compare among different types of retailer.

CO7: Compare among recent Retail Management techniques.

**CONTENT/TOPICS:**

<b>Units</b>	<b>Title &amp; Content</b>	<b>No. of Lecture</b>
<b>Unit 1</b>	<b>Retail 1.0 (Upto 1999)</b> 1.1 Traditional Brick and Mortar Retail: The early days of retail were characterized by physical stores where customers could visit to make purchases. 1.2 These stores had limited product assortments and relied on face to face interactions	<b>10</b>

	<p>between customers and sales people.</p> <p>1.3 Dominated By Neighborhood Kiranas</p> <p>1.4 Unorganized Sector</p>	
<b>Unit 2</b>	<p><b>Retail 2.0 (2000-06)</b></p> <p>2.1 Rise of Department Stores and Chain Retailers</p> <p>2.2 Prominence Of Modern Retail</p> <p>2.3 Retail Operation</p> <p>2.4 Retail Management Techniques</p> <p>2.5 Organized Sector</p>	<b>12</b>
<b>Unit 3</b>	<p><b>Retail 3.0 (2007-2020)</b></p> <p>3.1 Online-led Retail Growth With The Promise Of Technology-Led Integration of India's Largely Fragmented Retail Ecosystem.</p> <p>3.2 Self-service in Retail Sector</p>	<b>08</b>

• Web References:

1. <https://en.wikipedia.org/wiki/>
2. <https://www.indiaretailing.com/>
3. <https://ispf.co.in/evolution-of-retail-in-india/>

**Mapping of this course with Programme Outcomes**

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3		1			1
CO2	3	3	1				
CO3			3	1		2	
CO4	1	1					
CO5	1	3				2	1
CO6	2					1	1
CO7	2				3	2	

Weight: 1 - Partially related 2 - Moderately Relate 3 - Strongly related

**Justification for the mapping**

**PSO1 : Comprehensive understanding of the various aspects of retail operations.**

CO1: Students are able to compare different phases of Retail to understanding comprehensive of the various aspects of retail operations.

CO2: Students can categorize the retail Sector to comprehensive understanding of the various aspects of retail operations.

CO4: Students will learn to distinguish among different Retail Sector.

CO5: Students will able to compare among different types of Operation in Retail Sector.

CO6: Students will be learn to compare among different types of retailer comprehensive



understanding of the various aspects of retail operations.

CO7: Students will understand to compare among recent Retail Management techniques comprehensive understanding of the various aspects of retail operations.

**PSO2 : Marketing strategies & concepts specific to retail industry.**

CO1: Students are able to compare different phases of Retail to understanding the concept of marketing strategies in retail industry.

CO2: Students can categorize the retail Sector to understanding the concept of marketing strategies in retail industry.

CO4: Students will learn to distinguish among different Retail Sector by using various concept of marketing strategies in retail industry.

CO5: Students will able to compare among different types of Operation in Retail Sector by using various concept of marketing strategies in retail industry.

**PSO3 : Incorporate Internship & Industry Partnerships to provide students with hands-on experience & exposure to real retail environment.**

CO2: Students can categorize the retail Sector to incorporate internship & industry to provide students with hands-on experience & exposure to retail environment.

CO3: Students will learn to compare the Retail Sector to incorporate internship & industry to provide students with hands-on experience & exposure to retail environment.

**PSO4 : Describe the process of conceiving, producing & selling fashion products for instore & on-line retailing.**

CO1: Students are able to compare different phases of Retail to describes the process of conceiving, producing & selling fashion products for instore & on- line retailing.

CO3: Students will learn to compare the Retail Sector to describes the process of conceiving, producing & selling fashion products for instore & on- line retailing.

**PSO5 : Identify importance of delivering exceptional customer experiences.**

CO7: Students will understand to compare among recent Retail Management techniques to identify importance of delivering exceptional customer experiences.

**PSO6 : Develop managerial abilities necessary for managing & motivating team in retail environment.**

CO3: Students will learn to compare the Retail Sector to develop managerial abilities necessary for managing & motivating team in retail environment.

CO5: Students will able to compare among different types of Operation in Retail Sector to develop managerial abilities necessary for managing & motivating team in retail environment.

CO6: Students will be learn to compare among different types of retailer to develop managerial abilities necessary for managing & motivating team in retail environment.

CO7: Students will understand to compare among recent Retail Management techniques to develop managerial abilities necessary for managing & motivating team in retail environment.

**PSO7 : Emphasize the importance of ethical & sustainable practices in retail industry.**

Department of B.Voc Retail Management Semester-I

CO1: Students are able to compare different phases of Retail to emphasize the importance of ethical & sustainable practices in retail industry

CO5: Students will able to compare among different types of Operation in Retail Sector to emphasize the importance of ethical & sustainable practices in retail industry

CO6: Students will be learn to compare among different types of retailer to emphasize the importance of ethical & sustainable practices in retail industry

### **Examination Pattern / Evaluation Pattern**

**Teaching and Evaluation (for Major, Minor, AEC, VEC, IKS courses)**

<b>Course Credits</b>	<b>No. of Hours per Semester Theory/Practical</b>	<b>No. of Hours per Week Theory/Practical</b>	<b>Maximum Marks</b>	<b>CE 40 %</b>	<b>ESE 60%</b>
<b>1</b>	<b>15 / 30</b>	<b>1 / 2</b>	<b>25</b>	<b>10</b>	<b>15</b>
<b>2</b>	<b>30 / 60</b>	<b>2 / 4</b>	<b>50</b>	<b>20</b>	<b>30</b>
<b>3</b>	<b>45 / 90</b>	<b>4 / 6</b>	<b>75</b>	<b>30</b>	<b>45</b>
<b>4</b>	<b>60 / 120</b>	<b>4 / 8</b>	<b>100</b>	<b>40</b>	<b>60</b>

**Teaching and Evaluation (for VSC, SEC & CC courses)**

- Evaluation to be done by Internal & External Experts
- No descriptive end semester written examination
- Evaluation to be done at Department level preferably prior to commencement of Theory /Practical Examinations
- Evaluation to be done on the Skills gained by student