

F.Y. B. Voc.
Retail Management
Semester-I
[Pattern 2022]

[Academic Year 2022-2023]

[w. e. f. June 2022]



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

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) FOR F. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. from June, 2022)

Academic Year 2022-2023

First Year

Semester-I

Business Communication- I

Class : F.Y. B.Voc (RM) SEM-I Paper Code : UBRM 111

Paper : I Title of Paper: Business Communication- I

Credit : 4 No. of lectures: 60 Hours

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

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.

UBRM 111/ BUSINESS COMMUNICATION SKILLS-I

(60 Hours)

TOPICS/ CONTENTS:-

UNIT 1: INTRODUCTION TO BUSINESS COMMUNICATION

(15)

- 1.1 Introduction, Meaning, Definition of Communication.

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

UNIT 2: MODES OF COMMUNICATION (20)

2.1 Written Communication:

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

Physical Appearance and layout of business letters.

Types and Drafting of Business Letters: (Application for Job, Enquiry Letters, Sales Letters, and Complaint letters etc).

2.2 Oral Communication: (15)

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

UNIT 3: NEW TECHNOLOGIES IN BUSINESS COMMUNICATION (10)

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

Reference Books:

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

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.

PO4: Gain knowledge & skills to analyze financial statement

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) FOR F. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. from June, 2022)

Academic Year 2022-2023

First Year

Semester-I

Principles of Management- I

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

Paper Code : UBRM 112

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.
- 3) To recognize opportunities and challenges associated with strategy- making.
- 4) To identify how environments, strategy, structure, culture, tasks, people, and outputs, inform managerial decisions.
- 5) To understand and analyse how managers can formulate and implement strategies effectively.
- 6) To analysing and planning organizing leading and controlling.
- 7) To understand delegation of authority in management.

B) Course Outcomes:

CO1 - The main outcome of this course is to acquaint students of basics of Principles of Management in any organization.

CO2 -Understand the Basic management functions of Planning Organizing Leading and Controlling.

CO3 -Understand Management theories.

CO4 -Understand how Corporate Culture and Organizational design effect the management.

CO5 – Understand the challenges in Management.

CO6 - Formulate strategies for the efficient and effective management.

CO7 – Understand the concept of delegation of authority in management.

UBRM 112/ PRINCIPLES OF MANAGEMENT – I

(60 Hours)

TOPICS/ CONTENTS:-

UNIT 1: BASICS OF MANAGEMENT

(15)

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

1.2 Characteristics of Professional Management.

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

1.3 Challenges before management.

1.4 Brief Review of Management Thought with reference to FW Taylor & Henry Fayol, Gandhian thoughts, B.R. Ambedkar, Chanakya

UNIT 2: PLANNING AND DECISION MAKING (15)

2.1 **Planning**:-Meaning, Definition, Nature, Importance, Forms, Types Of Planning, Steps in Planning, Limitations Of Planning.

2.2 **Forecasting**-Meaning & Techniques. Decision Making- Meaning, Types Of Decisions & Steps In Decision Making.

2.3 Process of Decision making

UNIT 3: ORGANIZATION & STAFFING (15)

3.1 Meaning, Process & Principles.

3.2 Departmentalization, Organization Structure, Authority and Responsibility.

3.3 Delegation of authority, Difficulties in delegation of Authority.

3.4 Centralization verses Decentralization, Team Work.

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

UNIT 4: DIRECTION & COMMUNICATION (15)

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

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

4.3 Barriers to Communication.

Reference Books:

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

Mapping of this course with Programme Outcomes

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

CO6				2			
CO7							2

Weight: 1-Partiallyrelated 2 – Moderately Related 3 –Strongly related

Justification for the mapping

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

CO1- Students will get basic principles of management.

CO5- Students identify the challenges in retail management.

PO2: Marketing strategies & concepts specific to the retail industry.

CO2- Students understand concepts of basic management function of planning.

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

CO3-Students will able to understand the management theories.

PSO4 :Describe the process of conceiving, producing, and selling fashion products for Instore and on-line retailing.

PO4- Studetns will understand the corporate culture and organizational design.

PO5: Identify the importance of delivering exceptional customer experiences.

PO6: Develop managerial abilities [Marketing, HR, Finance, Inventory] necessary for Managing retail sector.

CO1-Students will have understood the strategies for the efficiencies and effective management.

PO7: Emphasize the importance of ethical & sustainable practices in the retail industry.

CO7- Understand the in detail concept of delegation of authority.

SYLLABUS (CBCS) FOR F. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. from June, 2022)

Academic Year 2022-2023

First Year

Semester-I

Managerial Economics

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

Paper Code: UBRM113

Title of Paper: Managerial Economics

Credit : 4

No. of lectures: 60

(A) Learning Objectives:

1. To the purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms.
2. To the emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.
3. To develop an understanding of the applications of managerial economics.
4. To interpret regression analysis and discuss why it's employed in decision-making.
5. To discuss optimization and utility including consumer behaviour.
6. To assess the relationships between short-run and long run costs.
7. To explain uniform pricing and low it relates to price discrimination and total revenue.

(B) Learning Outcomes:

CO1- Strong conceptual knowledge of fundamentals of economics.

CO2- Be able to assess market structures & understand the impact of these structures on pricing and output decisions.

CO3-Demonstrate proficiency in analyzing production and cost functions, including concepts.

CO4-Understand various pricing strategies & the factors influencing pricing decisions.

CO5-Develop skills in forecasting demand and analyzing consumer behavior.

CO6-Understand the role of government regulations & policies in the business environment.

CO7-Recognize the ethical implications of managerial decisions and apply ethical principles and corporate social responsibility in decision-making.

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.

Mapping of this course with Programme Outcomes

Course Outcomes	Programme Outcomes(POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	-

CO2	3	-	-	-	-	-	-
CO3	-	3	-	-	-	-	-
CO4	-	-	-	3	-	-	-
CO5	-	-	-	-	3	-	-
CO6	-	-	-	-	-	-	-
CO7	-	-	-	-	-	-	3

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct

Justification for the mapping

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

CO1: Students will have strong conceptual knowledge of the fundamentals of economics.

CO2: Students will develop a deep understanding of market structures & understand the impact of these structures on pricing and output decisions.

PO2: Marketing strategies & concepts specific to the retail industry

CO3: Students will apply their knowledge of analyzing production and cost functions to understand various retailing strategies.

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

PSO4 :Describe the process of conceiving, producing, and selling fashion products for Instore and on-line retailing.

PO5: Identify the importance of delivering exceptional customer experiences

CO5: Students will be able to develop skills in forecasting demand and analyzing consumer behaviour.

PO6: Develop managerial abilities necessary for managing & motivating teams in retail environment

PO7: Emphasize the importance of ethical & sustainable practices in the retail industry.

CO7: Students will recognize the ethical implications of managerial decisions and apply ethical principles and corporate social responsibility in decision-making.

SYLLABUS (CBCS) FOR F. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. from June, 2022)

Academic Year 2022-2023

First Year

Semester-I

Introduction to Retailing

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

Paper Code : UBRM 114

Paper : I

Title of Paper: Introduction to Retailing

Credit : 4

No. of lectures: 60 Hours

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 Outcomes:

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.

UBRM 114/ INTRODUCTION TO RETAILING

(90 Hours)

TOPICS/ CONTENTS:

UNIT 1: INTRODUCTION

(20)

1.1 Meaning and definition of retailing.

1.2 Functions of retailer, social and economic importance of retailing.

- 1.3 Wholesalers V/s retailers, global retail market.
- 1.4 Organization Structure in Retail

UNIT 2: RETAIL ORGANIZATIONS IN INDIA (15)

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

UNIT 3: PLANNING IN RETAILING (15)

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

UNIT 4: CARRERS IN RETAIL (10)

- 4.1 Understanding requisite skill sets needed to work in retail organizations.
(Role of Sales Associate, Customer Service Representative, Team Leader, Inventory Analyst, Category Manager, Store Head, Departmental Head etc)

SKILLING/PRACTICAL COMPONENTS

UNIT 5: TIME MANAGEMENT SKILLS, NEGOTIATION SKILLS, RESUME WRITING, BASIC UNDERSTANDING OF MERCHANDISING, SALES PoS (10)

UNIT 6: LAB WORK (20)

Reference Books:

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

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) FOR F. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. from June, 2022)

Academic Year 2022-2023

First Year

Semester-I

Retail Sales Management -I

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

Paper Code : UBRM115

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

Credit : 6 No. of lectures: 90 Hours

A) Learning Objectives:

1. To know about retail sales management.
2. To understand the credit management & CRM.
3. To understand about various accounting methods of billing in stores.
4. To know the concept of customer service executive.
5. To understand how to create positive image between customers.
6. To optimizes internal processes such as inventory management, offline and online.
7. To improves customer experience and boosts customer satisfaction.

B) Course Outcomes:

Student will be able to:

CO1. Retail Sales concept, How to manage Retail Sales?

CO2. Exact size in India, Retail sector in India.

CO3. Concept of Customer Service Executive.

CO4. Do's and Don'ts in sales.

CO5. Basics of Digital Marketing and Sales.

CO6. Various accounting methods billing in stores.

CO7. Consumer Query Resolution Techniques and methods

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 Psychology, 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 David 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.

Mapping of this course with Programme Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	-	1	2	1	-
CO2	1	1	-	-	-	1	1
CO3	1	-	-	1	3	1	-
CO4	3	2	1	1	-	-	-
CO5	2	3	1	2	1	3	-
CO6	3	-	1	-	-	3	1
CO7	1	1	1	-	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 learn how to manage Retail Sales in comprehensive understanding of the various aspects of retail operations.

CO2 : Students will learn about Exact size of retail India in comprehensive understanding of the various aspects of retail operations.

CO3 : Students will understand the concept of Customer Service Executive comprehensive understanding of the various aspects of retail operations.

CO4 : Students will get the knowledge about Do's and Don'ts in sales comprehensive understanding of the various aspects of retail operations.

CO5 : Students will understand Basics of Digital Marketing and Sales comprehensive understanding of the various aspects of retail operations.

CO6 : Students will learn the Various accounting methods billing in comprehensive understanding of the various aspects of retail operations.

CO7 : Students will get the knowledge about Consumer Query Resolution Techniques and methods comprehensive understanding of the various aspects of retail operations.

PSO2 : Marketing strategies & concepts specific to retail industry.

CO1 : Students will learn how to manage Retail Sales with the use of various marketing strategies & concepts specific to retail industry.

CO2 : Students will learn about Exact size of retail India with the use of 4 P's of marketing & concepts specific to retail industry.

CO4 : Students will get the knowledge about Do's and Don'ts in sales with the study of various marketing strategies & concepts specific to retail industry.

CO5 : Students will understand Basics of Digital Marketing and Sales in marketing of retail industry.

CO7 : Students will get the knowledge about Consumer Query Resolution Techniques and methods of marketing in retail industry.

PO3: Incorporate Internship & Industry Partnerships to provide students with hands-on experience & exposure to real retail environment.

CO4 : Students will get the knowledge about Do's and Don'ts in sales during internship in retail industry.

CO5 : Students will understand Basics of Digital Marketing and online Sale during internship in retail industry.

CO6 : Students will learn the Various accounting methods such as billing, transactions, in and out inventory etc. during internship in retail industry.

CO7 : Students will get the knowledge about Consumer Query Resolution Techniques and methods by handling customer face to face in retail sector.

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

CO1 : Students will learn how to manage Retail Sales with the use of various selling strategies for fashion store in an instore & on-line retailing.

CO3 : Students will understand the concept of Customer Service Executive in selling fashion products for instore & on-line retailing.

CO4 : Students will get the knowledge about Do's and Don'ts in sales for to extend selling fashion products for instore & on-line retailing.

CO5 : Students will understand how to make a statement for finance department under Digital Marketing and Sales.

PSO5 : Identify importance of delivering exceptional customer experiences.

CO1 : Students will learn how to manage customer directly and to identify importance of customers' needs and wants.

CO3 : Students will understand the concept of Customer Service Executive to identify importance of delivering exceptional customer experiences.

CO5 : Students will understand the customer expectations on the basics of Digital Marketing and Sales

CO7 : Students will get the knowledge about Consumer Query Resolution Techniques and methods to identify importance of delivering exceptional customer experiences.

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

CO1 : Students will learn how to manage Retail Sales in inventory and marketing managerial abilities to managing and motivating team in retail environment

CO3 : Students will understand the concept of Customer Service Executive to Develop managerial abilities necessary for managing & motivating team in retail environment.

CO5 : Students will understand Basics of Digital Marketing and Sales to Develop marketing managerial abilities necessary for managing & motivating team in retail environment.

CO6 : Students will learn the Various accounting methods to Develop financial managerial abilities necessary for managing & motivating team in retail environment.

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

CO2 : Students will learn about Exact size of retail India to emphasize the importance of ethical & sustainable practices in retail industry.

CO6 : Students will learn the Various accounting methods to emphasize the importance of ethical & sustainable practices in retail industry.

SYLLABUS (CBCS) FOR F. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. from June, 2022)

Academic Year 2022-2023

First Year

Semester-I

Principles of Consumer Behavior- I

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

Paper Code : UBRM116

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

Credit : 6 No. of lectures: 90 Hours

A) Learning Objectives:

- 1) To know about basics of consumer behaviour.
- 2) To understand the perception and behaviour.
- 3) To understand the behaviour of the individual consumers in the market place.
- 4) To examine the many factors that influence consumer behavior.
- 5) To recognize the various principles of psychology, sociology, and social psychology that are (if value in explaining consumer behaviour).
- 6) To examine how organizations make purchase decisions.
- 7) To understand how organizational market behavior differs from consumer market behaviour.

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.

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

UNIT 6: ROLE PLAY/ CASE STUDY / FILED ASSIGNMENT LE 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 Behaviourssr and Marketing Startegy, Peter, J.P. and Olson, J.C., ,Schiffman, L.G. and KanukL.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.

Short Term Certificate Courses
Department of B.Voc Retail Management
Course Title: 1) Certificate Course in Customer Relationship Management (CRM)

[A] Learning Objectives:

- Customer Retention
- Customer Centricity
- Customer lifetime value
- Customer value management

B] Learning Outcome:

After completion of this course students can

- The meaning and application of CRM
- Benefits of CRM to companies and consumers
- How to implement CRM best practices
- The importance of bonding and building loyalty with customers
- How to build long term customer relationships

Syllabus

Sr. No.	Chapter	Topics	Lectures
1	Introduction to CRM	1.1 Introduction, 1.2 Concept of Customer Relationship Management, 1.3 Benefits of CRM, 1.4 How does it work? 1.5 Why should business adopt CRM?	06 hrs
2	Building Customer Relationship	2.1 Introduction 2.2 understanding the goal of CRM and Customer Touch Points, 2.3 Benefits to build customer relationship with customers 2.4 Building Customer Value and Loyalty 2.5 Types of CRM (Operational, Analytical and Collaborative)	06 hrs
3	Economics of CRM	3.1 Introduction 3.2 Lifetime value of customer 3.3 Activity based costing for customer profitability analysis	06 hrs
4	CRM Applications	4.1 Applications of CRM in different industries. 4.2 Components of CRM : Component 1 – Marketing Automation., Component 2 – Sales Force Automation. Component 3 – Customer Service Solutions / Case Management. 4.3 Conducting Market Research for database & Analyse information. 4.4 CRM application in B2B and B2C Markets.	06 hrs
5	CRM in Business Markets & CRM Implementation	5.1 CRM practices in Business Markets 5.2 CRM implementation process, 5.3 Precautions related to CRM implementation.	06 hrs