

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

**[Academic Year 2022-2023]**

**[w. e. f. December 2022]**



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

**Autonomous**

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

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

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

Semester	Paper Code	Subject Name	No. of Credits
	<b>General Component</b>		
V	UBRM351	Marketing Research	4
	UBRM352	Bank Finance	4
	UBRM353	Human Resource Management	4
	<b>Skill Component</b>		
	UBRM354	Internship	6
	UBRM355	Material & Logistics Management	6
	UBRM356	Retail Store Operation-III	6
	<b>General Component</b>		
VI	UBRM361	Marketing Management	4
	UBRM362	Retail Financial Services	4
	UBRM363	Entrepreneurship Development	4
	<b>Skill Component</b>		
	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** : Develop managerial 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 December , 2022)**

**Academic Year 2022-2023**

**First Year**

**Semester-II**

**Business Communication- II**

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

**Paper Code: UBRM121**

**Paper : I Title of Paper: Business Communication Skills-II**

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

**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.

**1201/ BUSINESS COMMUNICATION SKILL - II**

**(60 Hours)**

**TOPICS/ CONTENTS:**

**UNIT 1: COMMUNICATION IN ORGANIZATION**

**(15)**

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

1.3 Crisis Communication in Organization.

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

2.1 Communicating different types of messages: Positive, Negative, Neutral etc.

2.2 Team Communication, Cross Cultural Communication.

2.3 Corporate Communication, Leadership Communication.

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

3.1 Writing Reports.

3.2 Types, and Formats and writing reports.

3.3 Writing Business Proposals.

3.4 Business Plans.

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

4.1 Concept of Etiquette.

4.2 Business Etiquette.

4.3 Methods of developing good business etiquette.

Practical: Case study on each chapter, role play and assignment required

**Reference Books:**

1. AshaKaul (1999), “Business Communication”, Prentice Hall of India, New Delhi.

2. Chaturvedi P. D. &ChaturvediMukesh (2012), “Managerial Communication”, Pearson, Delhi.

3. Madhukar R. K. (2005), “Business Communication”, Vikas Publishing House Pvt. Ltd., New Delhi.

4. Mamoria C. B. &Gankar S. V. (2008), “Personnel Management”, Himalaya Publishing House, Mumbai.

5. NawalMallika (2012), “Business Communication”, Cengage Learning, Delhi.

6. Rajendra Pal &Korlahalli (2007), “Essentials of Business Communication”, Sultan Chand & Sons, New Delhi.

7. Sharma R. C. &Krishan Mohan, “Business Correspondence & Report Writing”, Tata McGraw Hill Publishing Co. Ltd.

8. Sinha K. K. (2003), “Business Communication”, Galgotia Publishing Company, New Delhi. 9. Sinha K. K. (2008), “Business Communication”, Galgotia Publishing Company, New Delhi. 10. VasishthNeeru& Rajput Namita (2006), “Business Communication”, KitabMahal, Allahabad.

***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-Partiallyrelated 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 December, 2022)**

**Academic Year 2022-2023**

**First Year**

**Semester-II**

**Principles of Management- II**

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

**Paper Code: UBRM122**

**Paper : II**

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

**Credit : 4**

**No. of lectures: 60**

**A) Learning Objectives:**

- 1) To know about basics principles of management.
- 2) To understand the organization system.
- 3) To understand the role of individual, groups and structure in achieving organizational goals effectively.
- 4) To get the perfect knowledge of organizational system.
- 5) To understand the human interactions in an organization in an organization.
- 6) To studies the mechanisms governing these interactions, seeking to identify and foster behaviours conducive to the survival and effectiveness of the organization.
- 7) To understand how to develop good leaders.

**B) Learning Outcomes:**

**CO1-**Analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organization behavior.

**CO2-**Understand the conceptual framework of the discipline of OB and its practical Applications in the organizational set up.

**CO3-**Deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.

**CO4-**Critically evaluate and analyze various theories and models that contributes in the overall understanding of the discipline.

**CO5-**Develop creative and innovative ideas that could positively shape the organizations.

**CO6-**Accept and embrace in working with different people from different cultural and diverse background in the workplace.

**CO7-**To get the perfect knowledge of organization system.

**UBRM122/ PRINCIPLES OF MANAGEMENT – II**

**(60 Hours)**

## TOPICS/ CONTENTS

### UNIT 1: BEHAVIOR OF PEOPLE AT WORKPLACE

(12)

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

### UNIT 2: INDIVIDUAL PROCESS & BEHAVIOR

(18)

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

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

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

### UNIT 3: INTERPERSONAL PROCESS AND BEHAVIOR

(10)

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

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

### UNIT 4: ORGANIZATION SYSTEM

(20)

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

**4.2** Creating & Sustaining Organizational Culture.

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

**4.4** Creating Positive Organizational Culture.

**4.5** Concept of Workplace Spirituality.

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

## Reference Books:

### 1 Text Books

Organizational Behavior by Robins

Organizational Behavior by Nelson & Quick

Organizational Behavior by Fred Luthans

Organizational Behavior by Stephen Robins, Timothy Judge, Neharika Vohra

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

**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 [Marketing, HR, Finance, Inventory] necessary for Managing retail sector.**

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

**Academic Year 2022-2023**

**First Year**

**Semester-II**

**Legal Aspects of Business**

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

**Paper Code: UBRM123**

**Paper : III Title of Paper: Legal Aspects of Business**

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

**A) Learning objectives:**

- 1) To learn about contract acts that are related to business.
- 3) To understand the legal framework.
- 4) To learn about contracts and commercial transactions.
- 5) To understand legal responsibilities and ethics.
- 6) To learn about torts and product liability.
- 7) To learn about intellectual property.
- 8) To learn about employment law.

**Learning Outcomes:**

- CO1-**To understand the context and rationale of specific contracts of guarantee and the Shop Act.
- CO2-**Demonstrate an understanding of the legal concepts involved in such contracts.
- CO3-**Interpret and construct the complex terms and conditions in the Acts.
- CO4-**Develop legal knowledge.
- CO5-**Develop contractual competence.
- CO6-**Develop ethical decision-making skills.
- CO7-**Learn about intellectual property protection.

**UBRM123/ LEGAL ASPECTS OF BUSINESS**

**(60 Hours)**

**TOPICS/CONTENTS:**

**UNIT 1: THE INDIAN CONTRACT ACT 1872:**

**(20)**

- 1.1 Meaning of Business Law, Essential elements of Valid Contracts,
- 1.2 Contracts of Indemnity & Guarantee, Contingent Contract, Quasi Contract, Discharge of contract,
- 1.3 Breach of contract-Meaning & remedies, Agency - Creation of Agency – Agent and Principal (Relationship/rights), Types of agency.

1.4 **Shop Act:** What is Shop Act License?, Shop Act License in India, Premises Regulated by the Shop and Establishment Act in India, Benefits of Shop Act License in India, Aspects Regulated by the Shop Act, Is Shop Act mandatory in India?, What documents are required for Shop Act Maharashtra?, Shop Act Licence, Shop Act Login, Shop Act Registration, Shop Act license documents, Shop Act license online Maharashtra.

## **UNIT 2: THE NEGOTIABLE INSTRUMENT ACT, 1881: (10)**

**2.1 The Negotiable Instrument Act, 1881:** Negotiable Instruments – Meaning, Characteristics, Types. Parties, Holder and holder in due course, Negotiation and Types of Endorsements, Dishonour of cheques,

**2.2 Labour Law Act:** Meaning and definition of Labour law, history of Labour law , Elements of Labour law, Objective of Labour law and Principles of Labour law.

## **UNIT 3: THE CONSUMER PROTECTION ACT, 1986: (12)**

3.1 The Consumer Protection Act, 1986, Unfair & Restrictive Trade Practices,

3.2 Dispute Redressal Forums – District, State & National Forum, Composition, Jurisdiction, Powers, Appellate Authority. Information Technology Act, 2000, Digital Signature, Electronic Governance,

3.3 Electronic Records E – Contracts, E – Business models, E – Commerce & Security, Cyber Crimes. **Intellectual Property Laws** – Understanding of concepts of patents, copyrights, trademarks, and designs.

## **UNIT 4: RIGHT TO INFORMATION ACT., 2005: (10)**

4.1 Right to Information Act, 2005: Meaning, Objectives, Nature, and scope of Right to Information Act, 2005- Public Authorities and their obligations, Public Information Commissioner & their duties, Legal provisions relating to right to information, Procedure for obtaining Information under this Act, Penalties.

## **UNIT 5: SALE OF GOODS ACT: (08)**

**5.1 Sale of Goods Act:** Meaning of Sale of goods act, Objectives of Sales of Goods Act, Types of goods as per sale of goods Act.

### **Books recommended**

1. Business Law By N. D. Kapoor **Author:** N.D. Kapoor, Dr Rajni Abbi, Bharat Bhushan, Rajiv Kapoor **Edition:** 2019 **Publisher:** Sultan Chand & Sons (P) Ltd.
2. Elements of Business Law By N D Kapoor **Authors:** N.D. Kapoor , Dr. Rajni Abbi **Edition:** 2018 **Publisher:** Sultan Chand Publication
3. **Business Law For Management By Bulchandani Author:** K.R. Bulchandani, Solicitor, **Edition:** 2017 **Publisher:** Himalaya Publishing House, India
4. Company Law By Avtar Singh Authors: Avtar Singh **Edition:** 2018 **Publisher:** [Eastern Book Company \(EBC\)](#)

**Mapping of this course with Programme Outcomes**

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

**CO4-** Students will develop legal knowledge.

**CO5-** Students will develop ethical decision-making skills.

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

**CO1-** Students will understand the context and rationale of specific contracts of guarantee and the Shop Act.

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

**CO1-** Students will understand the context and rationale of specific contracts of guarantee and the Shop Act.

**CO2-** Students will demonstrate an understanding of the legal concepts involved in such contracts.

**CO3-**Students will Interpret and construct the complex terms and conditions in the Acts.

**CO4-** Students will develop legal knowledge.

**CO5-** Students will develop contractual competence.

**CO6-** Students will develop ethical decision-making skills.

**CO7-** Students will learn about intellectual property protection.

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

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

**CO6-**Students will develop ethical decision-making skills.

**CO7-**Students will learn about intellectual property protection.

**PSO6: Develop managerial abilities [Marketing, HR, Finance, Inventory] necessary Managing retail sector.**

**CO1-**Students will To understand the context and rationale of specific contracts of guarantee and the Shop Act.

**CO2-** Students will demonstrate an understanding of the legal concepts involved in such contracts.

**CO3-**Students will Interpret and construct the complex terms and conditions in the Acts.

**CO4-** Students will develop legal knowledge.

**CO5-**Students will develop contractual competence.

**CO6-** Students will develop ethical decision-making skills.

**CO7-**Students will learn about intellectual property protection.

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

**CO1-**Students will understand the context and rationale of specific contracts of guarantee and the Shop Act.

**CO2-**Students will demonstrate an understanding of the legal concepts involved in such contracts.

**CO6-**Students will develop ethical decision-making skills.

**CO7-**Students will learn about intellectual property protection.



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

**Academic Year 2022-2023**

**First Year**

**Semester-II**

**Fundamentals of Computer**

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

**Paper Code: UBRM124**

**Paper : IV**

**Title of Paper: Fundamental of Computer**

**Credit : 6**

**No. of lectures: 90**

**Teaching Period:2/Week  
each)**

**Teaching Load: 24 Practical/Semester (4 Period**

**A) Learning Objectives:**

- 1) To know about basics computer knowledge.
- 2) To understand the MS-Office.
- 3) To develop an understanding of how computing technology presents new ways to address problems and to use computational thinking .
- 4) To read, write, test and modify computer programs.
- 5) To work independently and collaboratively, communicate effectively, and creative users of computing technology.
- 6) To evaluate the accuracy, relevance, appropriateness, comprehensiveness and bias of online information sources.
- 7) To develop an understanding of how computers work in Ms Word, Ms PowerPoint, Ms Excel.

**B) Course Outcomes:**

*Student will be able to:*

- CO1** -Performing basic editing functions, formatting text, and moving objects and texts.
- CO2** - Demonstrate the mechanics and uses of word.
- CO3** - Demonstrating the basics mechanics and navigation of an excel spreadsheet.
- CO4** -Working knowledge of organizing and displaying large amount and complex data.
- CO5** -Demonstrating the basic mechanics of PowerPoint.
- CO6** -learning to modify presentation themes.
- CO7** -Analyzing formatting techniques and presentations styles.

**TOPICS/ CONTENTS:**

**Practical 1: ASSIGNMENT BASED ON MS OFFICE WORD. (30)**

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

**Practical 2: ASSIGNMENT BASED ON MS OFFICE EXCEL (15)**

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

**Practical 3: MS Office Power Point (30)**

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

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

**Practical 4: ASSIGNMENT BASED ON MS OFFICE PUBLISHER. (15)**

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

**Reference Books:**

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

4. Computers Today, Donald H. Sanders.

*Mapping of this course with Programmed Outcomes*

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

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

**Justification for the mapping**

**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.**

**CO2 : Students will get hand on training of Microsoft Word.**

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

**CO7 : Students will understand the analysing techniques of power point presentation styles for to make a attractive promotion of fashion products.**

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

**CO3 : Students will get understand the customer experience details with the help of excel spreadsheets.**

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

**CO5 : Students will get knowledge about managerial skills with the help of Microsoft PowerPoint.**

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

**CO7 : Students will understand the analyzing techniques of power point presentation styles**

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

**Academic Year 2022-2023**

**First Year**

**Semester-II**

**Retail Management-I**

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

**Paper Code: UBRM125**

**Paper : V**

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

**Credit : 6**

**No. of lectures: 90**

**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 visual merchandising.

**CO4**-Retail planning & strategy.

**CO5**-Classification of retail stores on various basis.

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

**CO7**-Store safety in retail sector.

**UBRM125/ RETAIL MANAGEMENT-I**

**TOPICS/CONTENTS:**

**Practical 1: RETAILING IN INDIA**

**(10)**

- 1.1 Evaluation of Retail in India
- 1.2 Concept of Organized Retail

- 1.3 Challenges of rural retail management in India
- 1.4 Drivers of Retail Change in India
- 1.5 Practical:
  - a) Strategies to overcome challenges.

**Practical 2: VISUAL MERCHANDISING (20)**

- 2.1 Concept, Features, Methods of Improving Visual Merchandising
- 2.2 Evolution of the function of Merchandising
- 2.2 **Product Display-** Compliance with Norms and guiding staff on display, Types of Product display, promoting products in store, up to date record of displays, standards for display, changes in display reasons and actions, Estimation of area, accessories, quantities, Concept of Shelf Life.
- 2.3 **Slow or non moving stock Labeling** – Importance, , Display areas and methods, health, safety and hygiene requirements, Observation and Report writing
- 2.4 **Practical:**
  - a. Preparing products for display estimating their quantities as per demand and other factor
  - b. Labelling requirements, positioning, confirmation, visibility and safety
  - c. Replacement of products and repositioning of products.
  - d. Identification of purpose, content, style, equipment's and installation of display and design brief.
  - e. Visual effects- color, text, improving visual effects.
  - f. Alternate merchandise identification, replacements deliverables and record keeping.

**Practical 3: MANAGEMENT OF SERVICES (20)**

- 3.1 Introduction, strategies advantages for through customer services.
- 3.2 Customer service strategies, role of expectation, perceived service.
- 3.3 Practical:
  - a. Bridging knowledge gap of customers.

**Practical 4: MANAGEMENT OF RETAIL BUSINESS (20)**

- 4.1 Introduction, retail market segmentation.
- 4.2 Types of retail market, retail strategy, strategies for market penetration.
- 4.3 Growth strategies, retail location, importance of location in retail.
- 4.4 Types of location, factors determining retail location.
- 4.5 Practical:
  - a. Discuss in class, Steps to choose the right retail location, measuring the success of location.
  - b. How to segment retail Market.
  - c. Factors to be consider in retail location.

**Practical 5: STORE SAFETY MANAGEMENT (20)**

- 5.1 Assessment of Risks, Company Policy and Legal Requirements, Accidents and Emergencies, Evacuation Procedures , Reporting of Risk, Retail store safety checklist,

## Store/ warehouse safety procedure.

### 5.2 Practical:

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

### Reference Books:

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

### *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	2	-	-	-	-
CO4	3	3	3	-	3	3	-
CO5	3	-	3	-	-	-	-
CO6	2	2	3	-	-	-	-
CO7	3	-	3	-	-	-	3

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 the basis of the retail industry.

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

**CO3.**Students will understand visual merchandising.

**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 visual merchandising.

**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 visual merchandising.

**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 store safety 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.**

**CO7.**Students will understand store safety in the retail sector.

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

**Academic Year 2022-2023**

**First Year**

**Semester-II**

**Retail Sales Management- II**

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

**Paper Code: UBRM126**

**Credit-6 Title of Paper: Retail Sales Management – II**

**Paper-V**

**Teaching Period:2/Week Teaching Load: 24 Practical/Semester (4 Period  
each)**

**A) Learning Objectives:**

- 1) To know about sales management in retail.
- 2) To understand the concept of service.
- 3) To monitor and resolve customer service issues.
- 4) To make brand identity, brand strength, brand quality.
- 5) To understand the positioning of brand competition.
- 6) To understand levels of store, environmental and personal hygiene.
- 7) To train staff in customer service problems.

**B) Course Outcomes:**

*Student will be able to:*

**CO1.** Concept of Sales Management.

**CO2.**Maintain prescribed levels of store, environmental and personal hygiene and ensure health and safety within the store environs and peripheral area.

**CO3.**Monitor & Resolve Customer Service issues, Train staff in Customer Relationship, Train staff in Customer service problems.

**CO4.**Brand identity, brand strength, brand quality, product life cycle and positioning.

**CO5**Principles of ethical marketing specific issues in marketing.

**CO6.**Responsibilities of seller.

**CO7.**positioning of brand competition.



**TOPICS/ CONTENTS:**

**Practical 1: SALES MANAGEMENT**

**(30)**

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

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

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

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

**1.5 Practical:**

- a. Role Play on Consumer Behaviour- Identification of requirements, solving customer queries, guiding them to right place, courtesy to customer, social selling.
- b. Helping customer select the correct product, guiding them for sample the product as per business policy, supporting customer for smooth purchase procedure from decision to billing.
- c. Maintain prescribed levels of store, environmental and personal hygiene and ensure health and safety within the store environs and peripheral area.
- d. Extend appropriate courtesy to customers during the sales process, Maintain prescribed levels of store.

**Practical 2: CUSTOMER SERVICE MANAGEMENT**

**(20)**

2.1 Monitor & Resolve Customer Service issues, factors influencing the retail shopper.

**2.2 Practical:**

- a. Understanding and solving customer problems as per organizational policies and guidelines.
- b. Communicating action taken on customer problems and timely communication to

all.

- c. Identification of various options of solving customer queries with its pros and cons and adjusting to change.
- d. Understanding and focusing on How to improve customer service?
- e. Train staff in Customer Relationship.
- f. Train staff in Customer service problems.

### Practical 3: BUILDING A STRONG BRANDS

(20)

- 3.1 Introduction, positioning of brand competition.
- 3.2 Brand identity, brand strength, brand quality, product life cycle and positioning.
- 3.3 **Practical:**
  - a. Role play on marketing your brand identity.
  - b. How to determine customized Brand identity.
  - c. Marketing of brand identity.
  - d. How to create value proposition.

### Practical 4: MARKETING ETHICS

(20)

- 4.1 Introduction, principles of ethical marketing specific issues in marketing.
- 4.2 Role of ethics in marketing, **reasons of ethical marketing is an integral part of the life of an organization.**
- 4.3 Responsibilities of seller.
- 4.4 **Practical:**
  - a. Discuss in class specific issues in marketing ethics.
  - b. Discuss about dos and don'ts of ethical marketing.

### Reference Books:

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

#### *Mapping of this course with Programme Outcomes*

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

CO7	3	3	-	-	-	2	-
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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 the concept of Sales Management in comprehensive understanding of the various aspects of retail operations.
- CO2** : Student will learn to Maintain prescribed levels of store, environmental and personal hygiene and ensure health and safety within the store environs and peripheral area in comprehensive understanding of the various aspects of retail operations.
- CO3** : Students will learn to Monitor & Resolve Customer Service issues, Train staff in Customer Relationship, Train staff in Customer service problems in comprehensive understanding of the various aspects of retail operations.
- CO4** : Student will understand about Brand identity, brand strength, brand quality, product life cycle and positioning in comprehensive understanding of the various aspects of retail operations.
- CO5** : Students will get the knowledge about principles of ethical marketing specific issues in marketing in comprehensive understanding of the various aspects of retail operations.
- CO6** : Student will understand the responsibilities of seller in comprehensive understanding of the various aspects of retail operations.
- CO7** : Students will learn the concept of positioning of brand competition in comprehensive understanding of the various aspects of retail operations.
- PSO2 : Marketing strategies & concepts specific to retail industry.**
- CO1** : Students will understand the concept of Sales Management by using various marketing strategies & concepts specific to retail industry.
- CO2** : Student will learn to Maintain prescribed levels of store, environmental and personal hygiene and ensure health and safety within the store environs and peripheral area use this strategy to make a marketing.
- CO3** : Students will learn to Monitor & Resolve Customer Service issues, Train staff in Customer Relationship, Train staff by monitoring various marketing strategies.
- CO4** : Student will understand about Brand identity, brand strength, brand quality, product life cycle and positioning in marketing.

- CO5** : Students will get the knowledge about principles of ethical marketing specific issues in marketing are handled in marketing retail industry.
- CO6** : Student will understand the responsibilities of seller in marketing.
- CO7** : Students will learn the concept of positioning of brand competition by using various marketing strategies.
- PSO3 : Incorporate Internship & Industry Partnership 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.**
- CO1** : Students will understand the concept of Sales Management and it will help to manage selling fashion products for instore & on-line retailing.
- CO4** : Student will understand to manage the exact finance for Brand identity, brand strength, brand quality, product life cycle for selling fashion products for instore & on-line retailing.
- CO5** : Students will get the knowledge about principles of ethical marketing specific issues in marketing are handled in selling fashion products for instore & on-line retailing.
- PSO5 : Identify importance of delivering exceptional customer experiences.**
- CO4** : Student will understand about Brand identity, brand strength, brand quality, product life cycle and positioning to identify importance of delivering exceptional customer experiences.
- PSO6 : Develop managerial abilities necessary for managing & motivating team in retail Environment.**
- CO1** : Students will understand the concept of Sales Management to develop marketing managerial abilities necessary for managing and motivating team in retail environment.
- CO3** : Students will learn to Monitor & Resolve Customer Service issues, Train staff in Customer Relationship to develop HR managerial abilities necessary for managing and motivating team in retail environment.
- CO4** : Student will understand about Brand identity, brand strength, brand quality, product life cycle and positioning to develop marketing managerial abilities necessary for managing and motivating team in retail environment.
- CO6** : Student will understand the responsibilities of seller to develop marketing managerial abilities necessary for managing and motivating team in retail environment.
- CO7** : Students will learn the concept of positioning of brand competition to develop marketing managerial abilities necessary for managing and motivating team in retail environment.

- PSO7** : **Emphasize the importance of ethical & sustainable practices in retail industry.**
- CO2** : Student will learn to Maintain prescribed levels of store, environmental and personal hygiene and ensure health and safety within the store environs and peripheral area emphasize the importance of ethical & sustainable practices in retail industry.
- CO4** : Student will understand about Brand identity, brand strength, brand quality, product life cycle and positioning to develop marketing managerial abilities necessary for managing and motivating team in retail environment.
- CO5** : Students will get the knowledge about principles of ethical marketing specific issues in marketing emphasize the importance of ethical & sustainable practices in retail industry.