

**F.Y. B. Voc.**  
**Retail Management**  
**Semester-II**  
**[Pattern 2019]**

**[Academic Year 2019-2020]**

**[w. e. f. December 2019]**

**Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science and  
Commerce, Baramati**

**Autonomous**

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

<b>Semester</b>	<b>Paper Code</b>	<b>Subject Name</b>	<b>No. of Credits</b>
I	RM 1101	Business Communication Skills-I	4
	RM 1102	Principles of Management-I	4
	RM 1103	Managerial Economics	4
	RM 1104	Introduction to Retailing	6
	RM 1105	Retail Sales Management	6
	RM 1106	Principles of Consumer Behavior-I	6
II	RM 1201	Business Communication Skills-II	4
	RM 1202	Principles of Management-II	4
	RM 1203	Principles of Consumer Behavior-II	4
	RM 1204	Life Skills and Computer Concepts	6
	RM 1205	Retail Management-I	6
	RM 1206	Retail Sales Management-II	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 Dec, 2019)**

**Academic Year 2019-2020**

**First Year**

**Semester-II**

**Business Communication Skills-II**

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

**Paper Code : RM1201**

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

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

**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.

**RM 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 - 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 Dec, 2019)**

**Academic Year 2019-2020**

**First Year**

**Semester-II**

**Principles of Management-II**

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

**Paper Code: RM1202**

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

CO2-Deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.

CO3-Critically evaluate and analyze various theories and models that contributes in the overall understanding of the discipline.

CO4-Develop creative and innovative ideas that could positively shape the organizations.

CO5-Accept and embrace in working with different people from different cultural and diverse background in the workplace.

CO6-Analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organization behavior.

CO7-To get the perfect knowledge of organization system.



**TOPICS/ CONTENTS****UNIT 1: BEHAVIOR OF PEOPLE AT WORKPLACE (12)**

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

**UNIT 2: INDIVIDUAL PROCESS & BEHAVIOR (12)**

- 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 Personality and values:** Definition and importance of Personality for performance, The Myers-Briggs Type Indicator and The Big Five personality model, Significant personality traits suitable to the workplace (personality & job – fit theory), Personality Tests and their practical applications.
- 2.3 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.
- 2.4 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, Contemporary theories of leadership, Success stories of today's Global and Indian leaders.

**UNIT 3: INTERPERSONAL PROCESS AND BEHAVIOR (12)**

- 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.
- 3.3 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, Contemporary theories of leadership, Success stories of today's Global and Indian leaders.

**UNIT 4: ORGANIZATION SYSTEM (12)**

- 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.

### UNIT 5: CHANGE MANAGEMENT

(12)

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

**5.2 Implementing Organizational Change:** How to overcome the Resistance to Change, Approaches to managing Organizational Change, Kurt Lewin's Three step model, Seven Stage model of Change & Kotter's Eight-Step plan for Implementing Change, Leading the Change Process, Facilitating Change, Dealing with Individual & Group Resistance, Intervention Strategies for Facilitating Organizational Change, Methods of Implementing Organizational Change, Developing a Learning Organization.

#### 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

Organizational Behavior by M N Mishra

Organizational Behavior by K Ashwathappa

##### 2 Reference Books

Understanding OB by Uday Pareek

Change & Knowledge Management by Janakiram, Ravindra and Shubha Murlidhar

##### 3 Supplementary Reading Material

Contemporary Leadership Theories: Enhancing the Understanding of the complexity, subjectivity and dynamic of leadership by Ingo Winkler

Organizational Performance in a Nutshell by Daniel M. Wentland.

#### Mapping of this course with Programme Outcomes

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

Weight: 1-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 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 Dec, 2019)**

**Academic Year 2019-2020**

**First Year**

**Semester-II**

**Principles of Consumer Behavior-II**

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

**Paper Code: RM1203**

**Paper : II**

**Title of Paper: Principles of Consumer Behavior - II**

**Credit : 4**

**No. of lectures: 60**

**A) Learning Objectives:**

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

**B) Course Outcomes:**

*Student will be able to:*

**CO1.** Concept of Consumer Behaviour.

**CO2.** Consumer Decision making Process.

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

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

**CO5.** Consumerism in India.

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

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

**RM 1203/ PRINCIPLES OF CONSUMER BEHAVIOR – II**

**(60 Hours)**

**TOPICS/CONTENTS:**

**UNIT 1: CONSUMER DECISION MAKING**

**(10)**

- 1.1 Introduction, process of consumer decision making.
- 1.2 Decision making inputs.
- 1.3 Three states of consumer decision consists a) need recognition b) pre-purchase search c) Evaluation alternatives.

## **UNIT 2: CONSUMER SATISFACTION (15)**

- 2.1 The relationship between Consumer Expectations and satisfaction.
- 2.2 Implications for shaping expectations, Satisfaction no satisfaction judgment.
- 2.3 Measuring of consumer satisfaction, The concept of perceived value customer satisfaction and loyalty.
- 2.4 Customer satisfaction versus service quality level and customer loyalty.
- 2.5 Few studies to measure customer satisfaction ,Towards Building customer loyalty Customer satisfaction in services market, Tackling Customer Dissatisfaction ,Handling of customer complaints.

## **UNIT 3: RELATIONSHIP MARKETING (15)**

- 3.1 **Relationship marketing** – meaning and importance, Can organizations retain customers through loyalty programmes?
- 3.2 Six model markets and relationship marketing.
- 3.3 The relationship management chain Position segmenting and targeting, Customer retention improvement plan understanding of brand equity and brand loyalty.

## **UNIT 4: CONSUMERISM (10)**

- 4.1 Introduction to consumerism, Consumerism in India.
- 4.2 The Indian consumer, Reasons Behind rise of consumerism.
- 4.3 Benefits of consumerism, Government measures.
- 4.4 The consumer protection ACT No. 68 of 1986, MRTP ACT 1986 ICRPC.
- 4.5 Awareness of Green consumerism

## **UNIT 5: ONLINE CONSUMER BEHAVIOUR (10)**

- 5.1 Brief History of The Internet and E – Commerce.
  - 5.2 The Internet in India On – Line Decision making process.
  - 5.3 Development and concerns in Indian net connections.
- Practical: Product Survey, Case study on Amazon, Flipcart, facebook advertising, flash add impact on consumer etc.

### **Reference Books:**

- 1. Consumer Behavior, Schiffman, L.G. and KanukL.L., Prentice Hall, India.
- 2. Consumer Behavior, Concepts and Applications, Loudon, D.L. and Bitta, A.J.D, Tata McGraw Hill.
- 3. Consumer Behavior and Marketing Startegy, Peter, J.P. and Olson, J.C., ,Schiffman, L.G. and KanukL.L., Prentice Hall, Indi.

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

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

CO3	1	1	-	1	1	2	-
CO4	2	3	-	1	2	3	-
CO5	1	-	-	-	-	1	2
CO6	2	1	-	-	-	1	2
CO7	2	1	-	-	-	1	2

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

**Justification for the mapping**

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

**CO1** : Students will learn the concept of Consumer Behaviour in comprehensive understanding of the various aspects of retail operations.

**CO2** : Students will learn about Consumer Decision making Process to comprehensive understanding of the various aspects of retail operations.

**CO3** : Students will understand to Measuring of consumer satisfaction, The concept of perceived value customer satisfaction and loyalty to comprehensive understanding of the various aspects of retail operations.

**CO4** : Students will learn about Six markets models and relationship marketing to comprehensive understanding of the various aspects of retail operations.

**CO5** : Student will get the knowledge about Consumerism in India to comprehensive understanding of the various aspects of retail operations.

**CO6** : Students will learn about Consumer Protection Act 1986 MRTP Act 1986 to comprehensive understanding of the various aspects of retail operations.

**CO7** : Student will learn about Development and concerns in Indian net connections to comprehensive understanding of the various aspects of retail operations.

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

**CO1** : Students will learn the concept of Consumer Behaviour in marketing using various strategies in retail industry.

**CO2** : Students will learn about Consumer Decision making Process by using marketing strategies & concepts specific to retail industry.

**CO3** : Students will understand to Measuring of consumer satisfaction, The concept of perceived value customer satisfaction and loyalty in retail industry.

**CO4** : Students will learn about Six markets models and relationship marketing by using marketing strategies & concepts specific to retail industry.

**CO6** : Students will learn about Consumer Protection Act 1986 MRTP Act 1986 to understand the marketing laws in retail industries.

**CO7** : Student will learn about Development and concerns in Indian net connections to understand the terms and conditions in retail industries.

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

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

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



- CO5** : Student will get the knowledge about Consumerism in India to emphasize the importance of ethical & sustainable practices in retail industry.
- CO6** : Students will learn about Consumer Protection Act 1986 MRTP Act 1986 to emphasize the importance of ethical & sustainable practices in retail industry.
- CO7** : Student will learn about Development and concerns in Indian net connections to emphasize the importance of ethical & sustainable practices in retail industry.

**SYLLABUS (CBCS) FOR F. Y. B. Voc. RETAIL MANAGEMENT (w.e.f. from Dec, 2019)**

**Academic Year 2019-2020**

**First Year**

**Semester-II**

**Life Skills and Computer Concept**

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

**Paper Code: RM1204**

**Paper : I Title of Paper: Life Skills and Computer Concept**

**Credit : 6 No. of lectures: 90**

**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:**

**UNIT 1: Team Management, Effective Allocation Of Responsibilities In Team As Per Their Strengths. (15)**

**Practical: Case Study**

**UNIT 2: Effective Communication With All Stakeholders, Time Management And Personality Development Working Effectively In Organization. (15)**

**Practical: Role Play**

**UNIT 3: BASIC CONCEPTS IN COMPUTERS (30)**

**3.1 Assignment based on MS Office Word.**

- 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

**3.2 Assignment based on MS Office Excel**

- 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.

**UNIT 4: 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.

**4.2 Assignment based on MS Office Publisher.**

- 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 – ModeratelyRelated                      3 –Stronglyrelated

### 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.**

**C07** : Students will understand the analysing techniques of power point presentation styles.

**SYLLABUS (CBCS) FOR F. Y. B. Voc. RETAIL MANAGEMENT (w.e.f. from Dec, 2019)**

**Academic Year 2019-2020**

**First Year**

**Semester-II**

**Retail Management**

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

**Paper Code: RM1205**

**Paper : II**

**Title of Paper: Retail Management**

**Credit : 4**

**No. of lectures: 60**

**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.

**RM 1205/ RETAIL MANAGEMENT**

**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 – SwapnaPradhan;

### 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 - 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 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 Dec, 2019)**

**Academic Year 2019-2020**

**First Year**

**Semester-II**

**Retail Sales Management -II**

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

**Paper Code: RM1206**

**Paper : II**

**Title of Paper: Retail Sales Management - II**

**Credit : 6**

**No. of lectures: 90 Hours**

**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.

**RM 1206/ RETAIL SALES MANAGEMENT - II**

**(90 Hours)**

**TOPICS/ CONTENTS:**

**UNIT 1: SALES MANAGEMENT**

**(30)**

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

1.2 Extend appropriate courtesy to customers during the sales process, Maintain prescribed levels of store.

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

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

1.5 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.

**1.6 Practical:**

- a. Role Play on Consumer Behaviour- Identification of requirements, solving customer queries, guiding them to right place, courtesy to customer.
- 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

**UNIT 2: CUSTOMER SERVICE (20)**

2.1 Monitor & Resolve Customer Service issues, Train staff in Customer Relationship, Train staff in Customer service problems

**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.

**UNIT 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.

**UNIT 4: MARKETING ETHICS (20)**

4.1 Introduction, principles of ethical marketing specific issues in marketing.

4.2 Responsibilities of seller.

**Reference Books:**

- 1. Retail Marketing by David 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	-

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 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 helpful 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.

**Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati**

**Autonomous**

**Short Term Certificate Courses  
Department of B.Voc Retail Management**

<b>Sr. No.</b>	<b>Certificate Course</b>	<b>No. of Credits</b>	<b>Course Fee (Rs.)</b>	<b>Course Coordinator</b>
1	Marketing Management Skills	2	2000	Prof. Mahesh S. Phule tccphule@gmail.com
2	Business Development Skills	2	2000	Prof. Mahesh S. Phule tccphule@gmail.com
3	Advertising and Sales Promotion	2	2000	Prof. Mahesh S. Phule tccphule@gmail.com

**Course Title: 1) Certificate Course in Marketing Management Skills**

**[A] Learning Objectives:**

- Obtain, understand and apply information from the liberal arts, sciences, business and discipline-specific courses to organized issues and situations.
- Explain how ethical, legal, political, regulatory, social, global, environmental and technological issues influence business decisions.
- Identify the roles of advertising, sales promotion, public relations, personal selling, and direct marketing in the promotion mix; compare and contrast integrated marketing communications with a non-integrated approach to the promotional mix.
- Communicate effectively the alternatives considered, a recommended solution, and an implementation strategy in oral, written and electronic form.
- Demonstrate knowledge and skills to meet career needs.

**[B] Learning Outcome:**

**CO1-**This course is aimed at providing comprehensive knowledge of Marketing Management

**CO2-**Apply Holistic Marketing Dimensions for marketing Management.

**CO3-**Formulate segmentation strategies for targeting and positioning brand.

**CO4-**Develop strategies for building strong brands.

**CO5-**Apply product lifecycle knowledge for retail business decision.

**CO6-**Develop product services, warranty, guarantee, pricing, labeling, packing etc. strategies in retail business.

**CO7-**Develop rural marketing strategies in response to the rural market expansion.

## Syllabus

Sr. No.	Chapter	Topics	Lectures
1	Marketing Philosophies and Ethics	Differentiate between sales and market orientation, and discuss the concepts of ethical behavior and corporate social responsibility.	2 hrs
2	Competitive Advantage	Highlight types of competitive advantage and target market strategies. Review SWOT analysis and the marketing mix.	3 hrs
3	The Marketing Environment	Assess the external influences and effects of social factors on marketing. Investigate marketing's political and legal environment and the essentials of foreign competition.	3 hrs
4	International Marketplace	Identify ways to enter a foreign market, and discuss the importance of global marketing. Summarize the impact of culture and demographics on international external marketing.	2 hrs
5	Marketing Strategy	Learn to define "marketing." We will explore consumer needs and see how marketing plays a role in value creation through researching and satisfying of these customer needs and 4 P's of Marketing	3 Hrs
6	Consumer Decision Making	Explain why consumer behavior is important to marketers, and identify some influences on behavior. Outline the steps in the consumer decision-making process.	2 hrs
7	Branding	Effective branding strategy allows companies to distinguish themselves from their competitors in the market. In this module, we will learn how to build a strong brand, explore how brand equity affects profitability, and understand how strong brands can leverage their equity to create successful extensions.	2 hrs
8	Business Marketing and Marketing Research	Differentiate between consumer marketing and business marketing, review the purpose of marketing research and compare new buy, modified re-buy and straight re-buy.	2 hrs
9	Segmentation and Product Marketing	Evaluate different types of market segmentation and learn the steps to segment business markets. Depict strategies for product development and business growth.	2 hrs
10	Managing a Product and Retailing	Explore the different types of new products and outline methods for creating a marketing mix. Review the ways retail segments are used to reach target markets.	2 hrs



11	Services Marketing, Marketing Channels & Supply Chain Management	Differentiate between goods and services and scrutinize the functions of marketing channels and channel intermediaries.	3 hrs
12	Promotion, Advertising and Public Relations	Understand why companies use public relations, advertising's effects on consumers and the purpose of trade and consumer sales promotions.	3 hrs
13	Selling and Pricing Strategy	Explore different pricing strategies and the steps in the selling process. Examine the factors that help determine price.	3 hrs

**Mode of Evaluation:**

- i) Objective type question – 20 Marks
- ii) Project Report on Marketing Skill – 20 Marks
- iii) Presentation – 10 Marks

## Course Title: 2) Certificate Course in Business Development Skills

### [A] Learning Objectives:

- Develop and implement a business plan
- Learn how processes/materials flow through a supply chain
- Develop market research and business development skills
- Known as an innovative player in your market
- Leading provider of customer service within your area
- Retain more existing customers
- Increase customer base
- Desired sales or profit levels
- Rates of growth
- Increased turnover

### [B] Learning Outcome:

- Apply problem solving and decision making frameworks that propose defensible solutions to organizational opportunities, challenges, change and risk.
- Build effective internal and external relationships using influencing, communication and consultative skills.
- Use creative, critical and reflective thinking to address organizational opportunities and challenges.

### Syllabus

Sr. No.	Chapter	Topics	Lectures
1	Introduction	Business strategy terminology, Basic assumptions for marketing, Creating buy-in by using an effective presentation	2 hrs
2	Identifying the business needs	Sources of information and information gathering, Business intelligence	2 hrs
3	Organizational Strategy	A program for change in the organizational structure and the work processes. The program will boost operational and management efficiency, increase cooperation between organizational units and includes the introduction of benchmarks and	2 hrs

		monitoring tools, which ensure that goals are achieved.	
4	<b>Business Strategy</b>	This process begins with the analysis of the company's position relative to the competition and the services it provides. The process includes characterization of the trends in the business environment with changes in consumer trends, the environment, the competition and technological developments.	2 hrs
5	SWOT Analysis of Business	Strength, weakness, opportunities, threads	2 hrs
6	Analyzing a business problem	Framing the problem, Gathering researched information, the correlations between the information gathered, the problem and the research process	2 hrs
7	Marketing Strategy	Learn to define "marketing." We will explore consumer needs and see how marketing plays a role in value creation through researching and satisfying of these customer needs.	2 Hrs
8	Process management	Customer management and factors within the organization, Team management, Personal management	2 hrs
9	Presenting the solution for implementation	Creating impact, Selling the solution, Structure and order for the presentation of the solution	2 hrs
10	Leadership	Vision, motivation and transparency	2 hrs
11	Business Marketing and Marketing Research	Differentiate between consumer marketing and business marketing, review the purpose of marketing research and compare new buy, modified re-buy and straight re-buy.	3 hrs
12	Product Marketing	Evaluate different types of market segmentation and learn the steps to segment business markets. Depict strategies for product development and business growth.	2 hrs

13	Services Marketing, Marketing Channels & Supply Chain Management	Differentiate between goods and services and scrutinize the functions of marketing channels and channel intermediaries.	3 hrs
14	Public Relations	Need of public relations,	2 hrs
15	Implementation and assimilation	Reactions to the process, Significance for the organization, operations and changes to the organizational culture, Completing the process	2 hrs

**Mode of Evaluation:**

- i) Objective type question – 20 Marks
- ii) Project Report on Business development – 20 Marks
- iii) Presentation – 10 Marks

### Course Title: 3) Certificate Course in Advertising and Sales Promotion

#### [A] Learning Objectives:

- Understand the concept of advertising. Learn the meaning and definition of advertising
- Examine the origin and development of advertising
- To examine the various objectives of sales promotion
- Differentiate between advertising and sales promotion

#### [B] Learning Outcome:

**CO1.** Develop strategies for the advertising and sales promotion.

**CO2.** Demonstrate of Google Analytics.

**CO3.** Explain use of advertising and sales promotion as a marketing tool.

**CO4.** Describe advertising and sales promotional appeals.

**CO5.** Explain appropriate selection of media.

**CO6.** Learning to modify for presentation skills in Product Presentation.

**CO7.** Discuss means of testing effectiveness of advertising and sales promotion.

### Syllabus

Sr. No.	Chapter	Topics	Lectures
1	Advertising	Introduction, advertising planning and organization framework, advertising agency interface, Strategic advertising decision, media planning	06 hrs
2	Creativity in Advertising	Copy decision, creativity in advertising, copy testing	04 hrs
3	The Marketing Environment	Assess the external influences and effects of social factors on marketing. Investigate marketing's political and legal environment and the essentials of foreign competition.	06 hrs
4	Media	Media decision, internet as an advertising medium	04 hrs
5	Measuring Advertising	Measuring advertising effectiveness, advertising in international market place, advertising and principles of integrated marketing communication and image building	06 Hrs

6	Sales	Sales promotion, strategies and practices, brand equity, linking advertising and sales promotion.	06 hrs
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**Mode of Evaluation:**

- i) Objective type question – 20 Marks
- ii) Project Report on Advertising and Sales Promotion – 20 Marks
- iii) Presentation --10 Marks