

S.Y. B. Voc.
Retail Management
Semester-III
[Pattern 2022]
[Academic Year 2023-2024]

[w. e. f. June 2023]



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

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

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

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

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

Programme Specific Outcomes

(PSOs)for

B.Voc. Retail Management

- PSO1** : Comprehensive understanding of the various aspects of retail operations.
- PSO2** : Marketing strategies & concepts specific to retail industry.
- PSO3** : Incorporate Internship & Industry Partnership to provide students with hands-on Experience& exposure to real retail environment.
- PSO4** :Describe the process of conceiving, producing, and selling fashion products for Instore and on-line retailing.
- PSO5** : Identify importance of delivering exceptional customer experiences.
- PSO6** : 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 S.Y.B.Voc RETAIL MANAGEMENT (w.e.f. from June, 2023)
Academic Year 2023-2024**

Second Year

Semester-III

Business Accounting

Class : S.Y B.Voc. (RM) SEM-III

Paper Code : UBRM231

Paper : I Title of Paper: Business Accounting

Credit : 4 No. of lectures: 60

A) Learning Objectives:

1. To know about business accounting.
2. To provide how to record business day to day transactions.
3. To understand the process of recording and classifying the business transactions and events.
4. To understand the financial statements, viz., Profit and Loss Account, Balance Sheet statement of a sole proprietor.
5. To calculate the gross profit and loss, these accounts divide direct and indirect expenses in half to determine the company's net profit and loss.
6. To enable students to prepare financial statements and bank reconciliation statements.
7. To teach students how to create and manage accounting records using computerized accounting software.

B) Learning Outcomes:

CO1 - Acquire knowledge of the basic concepts of business accounting.

CO2 -Understand the Prepare of final accounts

CO3 -Understand and apply the essential numerical skills required for bookkeeping and accounting

CO4 -Understand and explain the relationship between the accounting equation and double-entry bookkeeping

CO5 – Record transactions in the appropriate ledger accounts using the double-entry bookkeeping system

CO6 -Balance off ledger accounts at the end of an accounting period

CO7 –Prepare a trial balance, balance sheet and a profit and loss account.

UBRM 231/BUSINESS ACCOUNTING

(60 Hours)

TOPICS/ CONTENTS:

UNIT 1: INTRODUCTION TO BUSINESS ACCOUNTING

(10)

1.1 Introduction, Meaning, Definition of Business Accounting.

1.2 Scope and Objectives of Accounting.

- 1.3 Principles of Accounting Concepts and Conventions, Accounting Standard
1.4 Basic Accounting Terms.

UNIT 2: BASICS PROCEDURE IN ACCOUNTING (15)

- 2.1 Journalizing of transactions.
2.2 Ledger Posting and Trial Balance.
2.3 Sub-division of Journals including Cash Book.

UNIT 3: BANK RECONCILIATION STATEMENT (05)

- 3.1 Introduction, Meaning and Definition.
3.2 Importance and Preparation of Bank-Reconciliation Statement.

UNIT 4: PREPARATION OF FINAL ACCOUNTS (15)

- 4.1 Concept of Trading Account.
4.2 Capital and Revenue Expenditure and Income
4.3. Preparation of Profit and Loss Account, Balance Sheet.

UNIT 5: COMPUTERIZED ACCOUNTING (15)

- 6.1 Computers and Financial Application.

6.2 **Practical Lab:** a) Pos Software (Filling of Cheque slips, RTGS/NEFT, Delivery Challan, Order Book, Cash Memo, Receipt Book etc.).

6.3 Accounting through mobile apps like Khatabook, creditdays, GST calculation etc.)

Reference Books:

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhary Pearson Education
2. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
3. Advanced Accounts – M.C. Shukla and S P Grewal (S.Chand& Co., New Delhi)
4. Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing)
5. An Introduction to Accountancy- S.N. Maheshwari& S.K. Maheshwari (Vikas Publishing)
6. Publishing Company, New Delhi. 10. VasishtNeeru& Rajput Namita (2006), “Business Communication”, KitabMahal, Allahabad.

Mapping of this course with Programme Outcomes

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

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

Justification for the mapping

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

CO1- Students understand the basic concept of accounting in retail industry.

CO5- Students know how to record transaction in the appropriate ledger.

CO7- Prepare a trail balance, balance sheet and profit and loss account.

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

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

CO3-Students will get hand on training of various accounting software

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

PO5: Identify the importance of delivering exceptional customer experiences.

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

CO2 -Students will understand the Prepare of final account in retail sector.

CO3 -Students know about the essential numerical skills required for bookkeeping and accounting

CO4 -Understand and explain the relationship between the accounting equation and double-entry bookkeeping

CO5 – Record transactions in the appropriate ledger accounts using the double-entry bookkeeping system

CO6 –Students know about how to prepareBalance off ledger accounts at the end of an accounting period

CO7 –Prepare a trial balance, balance sheet and a profit and loss account.

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

**SYLLABUS (CBCS) FOR S.Y.B.Voc RETAIL MANAGEMENT (w.e.f. from June, 2023)
Academic Year 2023-2024**

Second Year

Semester-III

Personality Development and Team Building

Class :S.Y. B.Voc(RM) SEM-III

Paper Code : UBRM232

Paper :I **Title of Paper: Personality Development and Team Building**

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

A) Learning Objectives:

- 1) To know about basics principles of Personality Development and Team Building.
- 2) To understand how to developed Personality and Team Building.
- 3) The course intends to develop talent, facilitate employability enabling the incumbent to excel and sustain in a highly competitive world of business.
- 4) The programme aims to bring about personality development with regard to the different behavioral dimensions that have far reaching significance in the direction of organizational effectiveness.
- 5) To make students know about self-awareness, life skills, soft skills, need for personal development etc.
- 6) Learning about the essential factors for personality development and bringing them into practice.
- 7) To make students groom their personality and prove themselves as good Samaritans of the society.

B) Learning Outcomes:

CO1-The main outcome of this course is to understand the concept of Personality Development and Team Building in any organization.

CO2-Learn to balance confidence with humility and overcome problems associated with personality.

CO3-Learn techniques to prioritise tasks, set goals, manage time efficiently, and improve overall productivity.

CO4-Understand the importance of personal branding, professional appearance, workplace etiquette, and maintaining a positive professional image.

CO5-Build self-confidence, overcome self-doubt, and be able to assert oneself in professional settings.

CO6-Acquire skills to expand professional networks, establish connections, and nurture relationships.

CO7-Setting personal and professional goals, creating action plans, and continuously working towards self-improvement.

UBRM232 – PERSONALITY DEVELOPMENT AND TEAMBUILDING (60 Hours)

TOPICS/CONTENTS:

UNIT1: INTRODUCTION (10)

Meaning and Definition of Personality, Significance of Personality Development.

Factors affecting Personality Development: Biological, Home Environment and Parents, School Environment and Teachers, Peer Group, Sibling Relationships and Mass Media, Cultural Factors, Spiritual Factors, Public Relations.

UNIT2: PERSONALITY TRAITS (20)

2.1 **Personality Traits:** Meaning and Definition, Developing Positive Personality Traits.

2.2 **Attitude:** Factors that determine Attitude, Benefits of Positive Attitude and Consequences of negative attitude, steps to build positive attitude.

2.3 **Personality Habits:** Meaning and concept of habits.

2.4 **Developing effective Habits:** Behavior and Character. Being Proactive/Creative and Innovative Beginning with the end in mind putting first things first with determination, discipline, clarity and concentration.

2.5 **Thinking Big and Winning Through:** Action, Active, Facing Challenges, striving for success. Apologizing, Appreciating, Accepting feedback. Aiming high, enthusiasm, teambuilding, setting goals, zeal and passion building.(Practical Examples of the above).

UNIT3: PILLARS OF PERSONALITY DEVELOPMENT (20)

3.1 **Introspection:** Meaning and importance, Views about Introspection, Self-Introspection Skills.

3.2 **Self-Assessment:** Meaning, importance, types and self-assessment for students.

3.3 **Self-Appraisal:** Meaning, importance, tips for self-appraisal.

3.4 **Self-Development:** Meaning, process of self-development, Self-Development Techniques, Use of Self Development, Individual Development Plan.

3.5 **Self-Introduction:** Meaning, tips for effective self-introduction, Self-Acceptance, Awareness, Self-Knowledge, belief, confidence, criticism and self-examination.

3.6 **Defining Success:** Real or Imaginative, obstacles to success, factors and qualities that make person successful.

3.7 **Concept of Failure:** Reasons for failure.

3.8 Personal SWOT analysis & STAR analysis. (One or two case lets on the above topic).

UNIT4: TEAMBUILDING: (10)

4.1 Team Building-Concept, Importance, Feature(Two Case lets on the above topic)

- 4.2 Setting of Team Objectives, Effective team Communication
- 4.3 Motivating and Monitoring Team, Role of Leadership in Team Management
- 4.4 Application of Leadership Principles (Case Study Method)
- 4.5 Group Discussion / Personal Presentation

ReferenceBooks:

- 1. Hurlock Elizabeth B Personality Development Tata Mcgraw Hill New Delhi
- 2. Understanding Psychology: By Robert S Feldman.(Tata McGraw Hill Publishing)
- 3. Personality Development and Career management: By R.M. Onkar (S Chand Publications)
- 4. Social Psychology: By Robert S Feldman.(Tata McGraw Hill Publishing)

5. Mapping of this course with Programme Outcomes

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

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

7. Justification for the mapping

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

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

10. CO3-students will learn techniques to prioritise tasks, set goals, manage time efficiently, and improve overall productivity to decide marketing strategies.

11. PSO3: Incorporate Internship & Industry Partnership to provide students with hands-on

12. Experience & exposure to real retail environment.

13. CO1-Students will understand the concept of Personality Development and Team Building in any organization and also will learn through practical experience.

14. CO4-Students will understand the importance of personal branding, professional appearance,

15. workplace etiquette, and maintaining a positive professional image and also will learn through practical experience.

16. CO6-Students will acquire skills to expand professional networks, establish connections, and

17. nurture relationships and also will learn through practical experience.

18. PSO4: Describe the process of conceiving, producing, and selling fashion products for

19. Instore and on-line retailing.

20. CO1-Students will understand the concept of Personality Development and Team Building in

21. any organization to develop tradable product.

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

23. CO2-Students will learn to balance confidence with humility and overcome problems

24. associated with personality to deliver exceptional customer experiences.

25. CO3-Students will learn techniques to prioritise tasks, set goals, manage time efficiently, and

26. improve overall productivity to deliver exceptional customer experiences.

27. CO4-Students will understand the importance of personal branding, professional appearance,

28. workplace etiquette, and maintaining a positive professional image to deliver exceptional

29. customer experiences.

30. CO6-Students will acquire skills to expand professional networks, establish connections, and

31. nurture relationships to deliver exceptional customer experiences.

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

33. CO2-Students will learn to balance confidence with humility and overcome problems

34. associated with personality for managing retail sector.

35. CO3-Students will learn techniques to prioritise tasks, set goals, manage time efficiently, and

36. improve overall productivity for managing retail sector.

37. CO4-Students will understand the importance of personal branding, professional appearance,

38. workplace etiquette, and maintaining a positive professional image for managing retail

39. sector.

40. CO6-Students will acquire skills to expand professional networks, establish connections, and

41. nurture relationships for managing retail sector.

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

Principles of Marketing**Class :S.Y. B.Voc(RM) SEM-III****Paper Code: UBRM233****Title of Paper: Principles of Marketing****Credit : 4****No. of lectures:60****(A) Learning Objectives:**

- 1) To know the basics principles of marketing.
- 2) To understand the relevance of marketing in developing economy.
- 3) To understand the role of marketing within society and within an economic system.
- 4) To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.
- 5) To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.
- 6) To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.
- 7) To appreciate how a marketing perspective is important in own personal and professional development.

(B) Course Outcomes:**CO1** -Infer the importance and role of marketing in a global environment.**CO2** -Basics things of social responsible marketing.**CO3** -Formulate a marketing plan that will meet the needs or goals of a business.**CO4** - Describe the elements of a marketing strategy..**CO5** -Conduct market research to provide information needed to make marketing decisions.**CO6** -Develop learning and development strategies and plans to enhance professional growth in the field.**CO7** - Explain the importance of ethical marketing practices.**UBRM 233/PRINCIPLES OFMAREKTING****(60 Hours)****TOPICS/CONTENTS:****UNIT1: INTRODUCTION AND FUNCTIONS OF MARKETING:****(15)**

- 1.1 Definitions, Concept and objectives of Marketing.
- 1.2 Importance and functions of marketing: on the basis of exchange, on the basis of physical supply and facilitating functions.
- 1.3 Components of Marketing.
- 1.4 Approaches to the study of Marketing.

- 1.5 Relevance of Marketing in a developing economy.
1.6 Changing profile and challenges faced by a Marketing manager.

Discussion Questions:

- i) Differentiate between marketing concept and selling concept.
ii) Describes the stages of marketing evolution process.

UNIT2: CLASSIFICATION AND TYPES OF MARKETS: (15)

Traditional classification and Modern Classification of Marketing:

- 2.1 **Service Marketing:** 7P's of services marketing, importance of services marketing, importance of service sectors.
2.2 **Rural Marketing:** Meaning, feature & importance of rural marketing, Difficulties in rural marketing and suggestions for improvement of Rural Marketing.
2.3 **Retail marketing:** Meaning, importance, Benefits, Types, Strategies of Retail Marketing.
2.4 **Telemarketing:** Meaning, importance, Advantages & Types of Tele Marketing.
2.5 **E-Marketing:** Meaning, importance, Roles & Types of E-Marketing.
2.6 **Digital Marketing:** Meaning, importance, Challenges, Types, 7 P's of digital marketing.
2.7 **Green marketing:** Meaning, importance, 4 P's of Green marketing
2.8 **Mobile Marketing**

UNIT3: MARKETING ENVIRONMENT AND MARKET SEGMENTATION:(10)

3.1 Marketing Environment:

- 3.1.1 Meaning of Marketing Environment
3.1.2 Internal & external factors influencing Marketing environment: political, social, economic, international, technological multi-cultural environment.
3.1.3 Components of Marketing Environment.

3.2 Market Segmentation:

- 3.2.1 Meaning and Definition of Market Segmentation.
3.2.2 Importance of Market Segmentation.
3.2.3 Types of Market segmentation.
3.2.4 Market Segmentation Process .

UNIT4: MARKETING MIX: (10)

4.1 Meaning, scope and importance of marketing mix.

4.2 Types of Marketing Mix:

a. Product mix: concept of a product, product characteristics: intrinsic and extrinsic, PLC, Product simplification, product elimination, product diversification, new product development.

b. Price mix: Meaning, element, importance of price mix, factors influencing pricing, pricing methods and recent trends.

c. Place mix: meaning and concepts of channel of distribution, types of channels of distribution or intermediaries, Factors influencing selection of channels, types of distribution strategies: intensive, selective and extensive recent changes in terms of logistics and supply chain management.

d. Promotion mix: Meaning, elements of promotion mix: advertising: meaning, definitions, importance and limitations of advertising, types of media: outdoor, indoor, print, press, transit - merits and demerits, concept of media mix, Recent trends in promotion.

UNIT5: MARKETING PLANNING, MAREKTING INFORMATION SYSTEM AND MAREKTING RESEARCH: (10)

5.1 Marketing planning: meaning, scope, importance, essentials and steps in marketing planning, Importance and difficulties in marketing planning.

5.2 Marketing Information System: Concept, components and importance of Marketing Information System.

5.3 Marketing Research: Meaning, definitions, objectives and scope of marketing research, difference between market research and marketing research, types & techniques of Marketing Research, Use of Marketing Research in management.

Reference Books:

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

Mapping of this course with Programmed Outcomes

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

Weight: 1-Partiallyrelated 2 – ModeratelyRelated 3 –Stronglyrelated

Justification for the mapping

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

CO3 : Students will learn toFormulate a marketing plan that will meet the needs or goals of a businesscomprehensive understanding of the various aspects of the retail industry.

CO6 : Students will understand toDevelop learning and development strategies and plans to enhance professional growth in the fieldcomprehensive understanding of the various aspects of the retail industry.

PO2: Marketing strategies & concepts specific to the retail industry

CO1 : Students will infer the importance and role of marketing in a global environment by using Marketing strategies & concepts specific to the retail industry.

CO2 : Students will get the knowledge about basics things of socially responsible marketing by using marketing strategies.

CO3 : Students will learn to formulate a marketing plan that will meet the needs or goals of a business by using marketing strategies.

CO4 : Students will be able to describe the elements of a marketing strategy and help to develop retail industry.

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

PO4: Describe the process of conceiving, producing & selling fashion products for instore and on- line retailing.

CO1 : Students will infer the importance and role of marketing in a global environment for online retailing.

CO4 : Students will be able to describe the elements of a marketing strategy to build the selling fashion products for instore and on- line retailing.

CO5 : Students will be able to Conduct market research to provide information for to produce and sell fashion products.

CO6 : Students will understand to Develop learning and development strategies for to enhance online retailing.

PO5: Identify the importance of delivering exceptional customer experiences

CO2 : Students will get the knowledge about basics things of socially responsible marketing to identify the importance of delivering exceptional customer experiences.

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

CO1 : Students will infer the importance and role of marketing in a global environment to develop marketing managerial abilities necessary for managing & motivating teams in the retail environment.

CO2 : Students will get the knowledge about basics things of socially responsible marketing to develop marketing managerial abilities necessary for managing & motivating teams in the retail environment.

CO3 : Students will learn to Formulate a marketing plan that will meet the needs or goals of a business to develop marketing managerial abilities necessary for managing & motivating teams in the retail environment.

CO4 : Students will be able to describe the elements of a marketing strategy and help to develop marketing managerial abilities necessary for managing & motivating teams in the retail environment.

CO5 - Students will be able to Conduct market research to provide information needed to develop marketing and finance managerial abilities necessary for managing & motivating teams in the retail environment.

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

CO7 : Students will be able to Explain the importance of ethical marketing practices to emphasize the importance of ethical & sustainable practices in the retail industry.

Internship

Class : S.Y. B.Voc (RM) SEM-III

Paper Code: UBRM334

Paper : I

Credit : 6

Title of Paper: Internship

No. of lectures: 240 Hours

A) Learning Objectives:

1. To know the Inventory and Management of Merchandise.
2. To understand the retail shop structure, practically.
3. To determine the challenges and future potential for his / her internship organization in particular and the sector in general.
4. To construct the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.
5. To test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.
6. To apply various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization.
7. To analyze the functioning of internship organization and recommend changes for improvement in processes.

B) Course Outcomes:

CO1- Student is able to construct the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.

CO2- For his / her organization of internship, the student is able to assess its Strengths, Weaknesses, Opportunities and Threats (SWOT).

CO3 -Student is able to determine the challenges and future potential for his / her internship organization in particular and the sector in general.

CO4 -Student is able to test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.

CO5 – Student is able to apply various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization.

CO6 -Student is able to analyze the functioning of internship organization and recommend changes for improvement in processes.

CO7 –Develop work habits and attitudes necessary for job success.

UBRM 234/ INTERNSHIP

(240 Hours)

TOPICS/ CONTENTS:

UNIT 1: 1.1 The students are expected to work for 30 days*8 Hours a day= 240 hours in aggregate, retail industry and prepare a report about their day to day learning's and submit the same with

necessary authorization from industry mentor.

- 1.2 The students will be issued a letter from department regarding internship once a institution is decided. The students are expected to learn on the job about:
- Concept of Inventory and Management of Merchandise
 - Process of monitoring and managing the store performance
 - Budgetary process in the institution and its role in further planning
 - Understand various loyalty schemes and their functioning by organizations.

Mapping of this course with Programme Outcomes

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

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

Justification for the mapping

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

CO1- Student know about the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.

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

CO4 -Student is know about the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.

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

CO3 -Student is able to determine the challenges and future potential for his / her internship organization in particular and the sector in general.

CO4 -Student is able to test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.

CO5 – Student is able to apply various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization.

CO6 -Student is able to analyze the functioning of internship organization and recommend changes for improvement in processes.

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

PO5: Identify the importance of delivering exceptional customer experiences.

CO5 – Student is able to apply various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization.

CO6 -Student is able to analyze the functioning of internship organization and recommend changes for improvement in processes.

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

CO2 - For his / her organization of internship, the student is able to assess its Strengths, Weaknesses, Opportunities and Threats (SWOT).

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

Retail Store Operations-I**Class : S.Y.B.Voc (RM) SEM-III****Paper Code : UBRM235****Paper : I****Title of Paper: Retail Store Operations-I****Credit : 6****No. of lectures: 90Hours****A) Learning Objectives:**

- 1) To know about retail store operations.
- 2) To understand the monitoring and managing store performance
- 3) To Examine the merchandise planning process
- 4) To Campaign needs and importance in retail sector.
- 5) To Understand the methods to manage inventory
- 6) To Analyzing and planning departmental objectives.
- 7) To Understanding the procedure of creation of budget.

B) Course Outcomes:

- CO1** -Examine the merchandise planning process
- CO2** - Campaign needs and importance in retail sector.
- CO3** - Understand the methods to manage inventory
- CO4** - Analyzing and planning departmental objectives.
- CO5** - Understanding the procedure of creation of budget.
- CO6** - Parameters to measure customer service levels.
- CO7** - Learn to develop individual service opportunities.

UBRM 235/RETAIL STOREOPERATIONS-I**(90Hours)****TOPICS/CONTENTS:****1: SALES INVENTORYANDMERCHANDISE MANAGEMENT (20)**

1.1 Concept of Inventory: Importance, needs, various methods and types of inventory management, understand the methods to manage inventory.

1.2 Concept of Merchandise: Importance, Need, Merchandise buying and handling.

1.3 Concept of Sales: Sales Management, Campaign needs and importance.

1.4 Apparel Merchandising: Stages of Fashion adoption, Challenges of Retail Fashion.

2: MONITORING AND MANAGING STORE PERFORMANCE (15)

2.1 Planning Departmental Objectives: Importance of Objectives, Setting SMART Goals,

Analyzing and planning to achieve departmental objectives

2.2 Concept of Monitoring: advantages of monitoring departmental performance, Monitoring skills required by departmental managers, Monitoring operations as per planned targets, Reporting factors influencing effectiveness of department performance outside scope of responsibility

2.3 Need of effective communication: within store and department and various strategies to promote healthy and effective communication between internal and external stakeholders.

3: BUDGET

(15)

3.1 Concept, need and importance of Budget.

3.2 Significance of budgeting in business operations.

3.3 Understanding the procedure of creation of budget.

3.4 Factors affecting budgets, components of annual budget plan, and various steps involved in business planning.

3.5 Reviewing of Budgets, Revision of Budgets etc.

4: DEVELOPING INDIVIDUAL SERVICE OPPORTUNITIES

(20)

4.1 Identification of new clients, building strong relationships with new clients.

4.2 Importance of customer profiling, techniques of approaching potential clients.

4.3 Methods of recording client data and its importance.

4.4 Parameters to measure customer service levels, monitoring and measurement of performance with respect to client development.

4.5 Concept of Customer Loyalty and its benefits to organizations, Loyalty Schemes-Methods and benefits.

4.6 Concept of Client Confidentiality, Data Protection Laws of Customers, Innovations in Customer Experiences.

5: INVENTORY MANAGEMENT

(20)

5.1 To learn about inventory management, various displays record and make report and also make report of Budget.

5.2 Visits various malls or shops and collect data of inventory management.

Reference Books:

1. FRobert Jacobs, "Operations and Supply Chain management, Mc GrawHill
2. Max Muller, "Essentials of Inventory Management"
3. Steve Chapman et al, "Introduction to materials management"
4. Khan and Jain, "Financial Management"
5. Michael Levy & Barton Weitz, "Retailing Management", TMGH, 5th Edition
6. Gini Graham & Scott, "Building a winning sales team"
7. Anderson, Hair and Bush, "Professional Sales Management"
8. Gerald A. Michaelson, "Strategies for Selling"

Mapping of this course with Programmed Outcomes

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

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

Justification for the mapping

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

CO1 -Students will learn to examine the merchandise planning process in comprehensive understanding of the various aspects of the retail industry.

CO2 - Students will learn about the campaign needs and importance in various aspects of the retail sector.

CO3 - Students will understand the methods to manage inventorying comprehensive understanding of the various aspects of the retail industry.

CO4 - Student will learn to analyzed and planned departmental objectives in comprehensive understanding of the various aspects of the retail industry.

CO5 - Student will understand the procedure of creation of budgeting comprehensive understanding of the various aspects of the retail industry.

CO7 - Student will learn to develop individual service opportunities in comprehensive understanding of the various aspects of the retail industry.

PO2: Marketing strategies & concepts specific to the retail industry

CO1 -Students will learn to examine the merchandise planning process by using marketing strategies & concepts specific to the retail industry.

CO2 - Students will learn about the campaign needs and importance using marketing strategies in retail industry.

CO7 - Student will learn to develop individual service opportunities by using marketing strategies in retail industry.

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

CO1 -Students will learn to examine the merchandise planning process during internship in retail store.

CO3 - Students will understand the methods to manage inventory during internship in retail store.

CO5 - Student will understand the procedure of creation of budget during internship in retail store.

CO7 - Student will learn to develop individual service opportunities during internship in retail store.

PO4: Describe the process of conceiving, producing & selling fashion products for instore and on- line retailing.

CO1 - Students will learn to examine the merchandise planning process to describe selling fashion products for instore.

CO3 - Students will understand the methods to manage inventory to describe selling fashion products for instore.

CO7 - Student will learn to develop individual service opportunities to describe selling fashion products for instore and online retailing.

PO5: Identify the importance of delivering exceptional customer experiences

CO6 - Students will learn the parameters to measure customer service levels and helps to learn the importance of delivering exceptional customer experiences.

PO6: Develop managerial abilities (Marketing, HR, Finance, Inventory) necessary for managing & motivating teams in the retail environment.

CO1 - Students will learn to examine the merchandise planning process to develop inventory managerial abilities necessary for managing & motivating teams in the retail environment.

CO2 - Students will learn about the campaign needs and importance to develop marketing managerial abilities necessary for managing & motivating teams in the retail environment.

CO3 - Students will understand the methods to manage inventory to develop inventory managerial abilities necessary for managing & motivating teams in the retail environment.

CO4 - Student will learn to analyze and plan departmental objectives to develop finance and HR managerial abilities necessary for managing & motivating teams in the retail environment.

CO5 - Student will understand the procedure of creation of budget to develop finance managerial abilities necessary for managing & motivating teams in the retail environment.

CO7 - Student will learn to develop individual service opportunities to develop marketing managerial abilities necessary for managing & motivating teams in the retail environment.

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

CO7 - Student will learn to develop individual service opportunities related to retail store emphasize the importance of ethical and sustainable practices in the retail industry.

Store Layout and Design**Class :S.Y. B.Voc(RM)SEM-III****Paper Code : UBRM236****Paper : I Title of Paper: Store Layout and Design****Credit : 6 No. of lectures: 90 Hours****A) Learning Objectives:**

- 1) To know about basics of store layout.
- 2) To understand the concept retail space management.
- 3) To familiarize the students regarding various dimensions of retail management and career opportunities available in these fields.
- 4) To develop practical understanding among the students associated with retailing through classroom discussion/ participation and projects.
- 5) To develop transferrable skills among the students for managing retail operation efficiently so that they could be ready to join the retail industry.
- 6) To provide knowledge to students in concise and understandable format so that students could learn and apply these concepts in their career for the growth.
- 7) To provide brief insight about floor operation, product display, product handling, – inventory management and retail sales.

B) Learning Outcomes:

CO1-Students will learn how to create the attractive store layout to attract the customers.

CO2-Students will learn how to create the attractive store interior and exterior.

CO3-Build and create own retail designs

CO4-Create visual merchandising planograms

CO5-Understand store layout formats

CO6-Skills of retail space management.

CO7-Explain how a retailer classifies its products into layout groupings.

UBRM236/STORELAYOUTAND DESIGNS**(90 Hours)****TOPICS/CONTENTS:****PRACTICAL1:STORELAYOUT****(15)**

- 1.1 Introduction about store layout
- 1.2 Three main formats – a) Grid layout, b)Loop layout, c)Free layout
- 1.3 Brand display – Space for store
- 1.4 Report on formats of Local stores.

PRACTICAL2:STOREDESIGN (15)

- 2.1 Introduction about store design
- 2.2 Meaning, store design inner and outline store design.
- 2.3 Report on store design inner and outline store design of Local stores.

PRACTICAL3:RETAILSPACEMANAGEMENT (20)

- 3.1 Space management
- 3.2 Optimum space use
- 3.3 Retail floor space
- 3.4 Report on Space management of Local stores

PRACTICAL4: STORE MANAGEMENT (20)

- 4.1 Cleanliness, atmosphere, staff arrangement
- 4.2 Sufficient supply of stock
- 4.3 Premises management
- 4.4 Displays arrangement etc.,
- 4.5 SKU-Stock keeping Unit
- 4.6 Report on Cleanliness, atmosphere, staff arrangement of Local Store

PRACTICAL5: (20)

- 5.1 Visit various malls and shops.
- 5.2 Understand the store layout and design, internal store management, space management etc.
- 5.3 Make a report on store layout and design.

Reference Books:

1. FRobert Jacobs, “Operations and Supply Chain management, Mc GrawHill
2. Max Muller, “Essentials of Inventory Management”
3. Steve Chapman et al, “Introduction to materials management”
4. Khan and Jain, “Financial Management”
5. Michael Levy & Barton Weitz, “Retailing Management”, TMGH, 5th Edition
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Mapping of this course with Programme Outcomes

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CO5	3	-	1	-	-	-	-
CO6	3	-	3	-	-	-	-
CO7	3	-	2	-	-	-	-

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

Justification for the mapping

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

CO1-Students will learn how to create the attractive store layout to attract the customers in various aspects of retail operations.

CO2-Students will learn how to create the attractive store interior and exterior customers in various aspects of retail operations.

CO3-Build and create own retail designs customers in various aspects of retail operations.

CO4-Create visual merchandising planograms customers in various aspects of retail operations.

CO5-Understand store layout formats customers in various aspects of retail operations.

CO6-Skills of retail space management customers in various aspects of retail operations.

CO7-Explain how a retailer classifies its products into layout groupings customers in various aspects of retail operations.

PSO2: Marketing strategies & concepts specific to retail industry.

CO1-Students will learn how to create the attractive store layout to attract the customers in marketing strategies.

CO2-Students will learn how to create the attractive store interior and exterior in marketing strategies.

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

CO1-Students will learn how to create the attractive store layout to attract the customers and also will learn through practical experience.

CO2-Students will learn how to create the attractive store interior and exterior and also will learn through practical experience.

CO4- Students will learn to create visual merchandising planograms and also will learn through practical experience.

CO5- Students will understand store layout formats and also will learn through practical experience.

CO6- Students will learn acquire skills of retail space management and also will learn through practical experience.

CO7-Explain how a retailer classifies its products into layout groupings and also will learn through practical experience.

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 learn how to create the attractive store layout to attract the customers to deliver exceptional customer experiences.

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

CO1-Students will learn how to create the attractive store layout to attract the customers for managing retail sector.

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