

**S.Y. B. Voc.**  
**Retail Management**  
**Semester-IV**  
**[Pattern 2022]**

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

**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	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

<b>Semester</b>	<b>Paper Code</b>	<b>Subject Name</b>	<b>No. of Credits</b>
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

<b>Semester</b>	<b>Paper Code</b>	<b>Subject Name</b>	<b>No. of Credits</b>
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.December, 2023)**  
**Academic Year 2023-2024**

**Second Year**

**Semester-IV**

**Principles of Finance**

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

**Paper Code : UBRM241**

**Paper : I**

**Title of Paper: Principles of Finance**

**Credit : 4**

**No. of lectures: 60 Hours**

**A) Learning Objectives:**

- 1) To know about financial planning.
- 2) To understand the sources of finance, etc.
- 3) To understand basic corporate finance topics and tools for decision making.
- 4) To understand the concept of Beta and use it for decision-making.
- 5) To understand the role of the financial manager within the firm and the goal for making financial choices.
- 6) To understand the basics principles of management.
- 7) To know the goal of the financial manager must be consistent with the mission of the corporation.

**B) Learning Outcomes:**

- CO1-** Utilise time value of money principles to value bonds and shares.
- CO2-** Analyze principles, techniques and major functions of finance in business and organizations
- CO3-** Employ various capital budgeting techniques to evaluate investment projects.
- CO4-** Communicate with a various audience to raise the awareness of decision makers.
- CO5 –** Determine the risk and return of various investment assets.
- CO6 -** Explain and apply the theory of capital structure.
- CO7 –** Describe basic principles, concepts, and methods of financial management and explain the objectives and role of the financial manager in a corporation.

**UBRM241-PRINCIPLES OF FINANCE**

**(60 Hours)**

**TOPICS/ CONTENTS:**

**UNIT 1:INTRODUCTION TO FINANCE**

**(25)**

- 1.1 Definition, Nature and Scope of Finance Function& Importance of Finance
- 1.2 Financial Management- Meaning, Scope and Objectives.
- 1.3 Organizational Framework of Financial management- Relation of Finance Department with other departments- Role of Finance Managers.

**UNIT 2: FINANCIAL PLANNING**

**(10)**

- 2.1 Meaning, Concept, Objectives, Types, and Steps of financial planning.
- 2.2 Significance, Basic Considerations, Limitations of financial planning.

### UNIT 3: SOURCES OF FINANCE

(25)

- 3.1 Internal and External Sources of Finance.
- 3.2 Sources: Shares- meaning, types, advantages and limitations.
- 3.3 Debentures - Meaning, types, advantages and limitations.
- 3.4 Small Financing Institute- Private or Govt. (Introduce Govt. Schemes to raise fund for small finance)
- 3.5 Borrowing from banks & Non-banking financial Institutions - types of loans - advantages and limitations.

#### Reference Books:

1. P.V. Kulkarni - Financial Management - Himalaya Publishing House, Mumbai.
2. S.C. Kuchal - Corporation Finance - Chaitanya Publishing House, Allahabad.
3. I.M. Pandey - Financial Management - Vikas Publishing House.
4. R.M. Shrivastava - Pragati Prakashan, Meerut.
5. M.Y. Khan and P.K. Jain - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.
6. Prasanna Chandra - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi

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

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

**CO2** - Students know about principles, techniques and major functions of finance in business and organizations.

**CO7** – Students understand the principles, concepts, and methods of financial management and explain the objectives and role of the financial manager in a corporation.

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

**PO3: Incorporate Internship & Industry Partnerships 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.**

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

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

**CO2** - Analyze principles, techniques and major functions of finance in business and organizations

**CO3-** Students understand various capital budgeting techniques to evaluate investment projects.

**CO5** – Students determine the risk and return of various investment assets.

**CO6** - Students apply the theory of capital structure.

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

**Basics of Cost Accounting****Class : S.Y. B.Voc. (RM) SEM-IV****Paper Code: UBRM 242****Paper : II****Title of Paper: Basics of Cost Accounting****Credit : 4****No. of lectures: 60****A) Learning Objectives:**

- 1) To know about basics of cost accounting.
- 2) To understand the budget and budgetary control, marginal costing, etc.
- 3) To Prepare production cost statement and cost of goods sold statement.
- 4) To understand the concept of Fixed recurring and break even point.
- 5) To Preparation of cost sheet.
- 6) To understands the concepts of Budget and Budgetary control.
- 7) To understand the Marginal Costing concept.

**B) Learning Outcomes:**

- CO1-**The main outcome of this course is to get the knowledge of concept of cost accounting in detail.
- CO2-** Prepare production cost statement and cost of goods sold statement.
- CO3-**Understand the concept of Fixed recurring and break even point.
- CO4-** Makes the inventory records.
- CO5-** To Preparation of cost sheet.
- CO6-** Understands the concepts of Budget and Budgetary control.
- CO7-** To understand the Marginal Costing concept.

**UBRM242- BASICS OF COST ACCOUNTING****(60 Hours)****TOPICS/ CONTENTS****UNIT 1: INTRODUCTION****(15)**

- 1.1 Concept of cost, Costing, Cost Accounting & Cost Accountancy.
- 1.2. Limitations of Financial Accounting.
- 1.3. Origin and objectives of cost Accounting.
- 1.4. Advantages and Limitations of Cost Accounting.
- 1.5. Difference between Financial and Cost Accounting.
- 1.6. Cost Unit & Cost Centre.



**UNIT 2: ELEMENTS OF COST (15)**

- 2.1. Elements of Cost: Material, Labour and Expenses.
- 2.2. Classification of cost & Types of Costs.
- 2.3. Preparation of Cost Sheet.
- 2.4 Fixed recurring, Break Even point

**UNIT 3: BUDGET AND BUDGETARY CONTROL (15)**

- 3.1 Definition and Meaning of Budget and Budgetary Control.
- 3.2 Objectives of Budgetary Control.
- 3.3 Procedure of Budgetary Control.
- 3.4 Advantages and Limitations of Budgetary Control.
- 3.5 Types of Budget

**UNIT 4: MARGINAL COSTING (15)**

- 4.1 Marginal Costing: Meaning, Features, Advantages and Limitations.
- 4.2 Marginal costing Concepts: Fixed Cost, Variable Cost, Contribution, PV Ratio, Break Even Point, Margin of Safety.

**Reference Books:**

- 1. Advanced cost Accounting by Saxena and Vasistha.
- 2. Advanced cost Accounting by S.P.Jain and Narang.
- 3. Cost Accounting by S.N.Maheshwari
- 4. Cost Accounting by Ratnam.
- 5. Cost Accounting – BhattaHSM,Himalaya Publication
- 6. Cost Accounting – PrabhuDev , Himalaya Publication

**Mapping of this course with Programme Outcomes**

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

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**

**CO1-** Students will have strong conceptual knowledge of cost accounting which applicable in

retail sector.

**CO2-** Students will be able to prepare production cost statement and cost of goods sold statement.

**CO3-** Students will understand the concept of Fixed recurring and break even points.

**CO4-** Students will learn to examine the inventory records of retail sector.

**CO5-** Students will be able to prepare cost sheet.

**CO6-** Students will understand how to create budget for retail sector and how to manage it in various departments such as production department, sales department, etc.

**CO7-** Students can understand the marginal costing of Retail Sector.

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

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

**CO1-** Students will have strong conceptual knowledge of cost accounting which is applicable in hands on training.

**CO2-** Students will develop a deep understanding of preparation of production cost and cost of goods and can apply it in training.

**CO4-** Students will learn to examine the inventory records in hands on training of retail industry.

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

**CO1-** Students will have strong conceptual knowledge of cost accounting which helps to make a record of producing and selling products.

**CO2-** Students will be able to prepare production cost statement and cost of goods sold statement to make a record of producing and selling products.

**CO4-** Students will learn to examine the inventory records of In and Out goods.

**CO6-** Students will understand how to create budget for retail sector and how to manage it in various departments such as production department, sales department, etc.

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

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

**CO7-** Students can understand fixed cost, breakeven point, variable cost etc. with the use of these figures Retail Sector will be developed in marketing and finance.

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

**CO1-** Students will have strong conceptual knowledge of cost accounting for ethical practice in retail industry.

**CO2-** Students will be able to prepare production cost statement and cost of goods sold statement to emphasize the importance of ethical & sustainable practices in the retail industry.

**CO3-** Students will understand fixed recurring and break-even point emphasize the importance of ethical & sustainable practices in the retail industry.

**CO5-** Students will be able to prepare cost sheet to emphasize the importance of ethical & sustainable practices in the retail industry.

**Retail Banking**

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

Paper Code: UBRM243

Paper : III

Title of Paper: Retail Banking

Credit : 4

No. of lectures: 60

**Course Objectives**

1. To understand the basics of Economic Concepts.
2. Familiarize students with the range of retail banking products and services
3. Equip students with knowledge of the regulatory environment in which retail banks.
4. To learn the impact of technology and innovation on the retail banking sector.
5. Explore marketing strategies for retail banking products and services.
6. Stay updated on current trends, challenges, and emerging issues in the retail banking sector
7. Gain knowledge of the regulatory framework governing retail banking operations

**Course Outcomes:****CO1-** Demonstrate Understanding of Retail Banking Concepts.**CO2-**Identify and Analyze Retail Banking Products.**CO3-**Comply with Regulatory Requirements**CO4-** Leverage Technology and Innovation**CO5-** Understand the sales process and techniques for promoting retail banking offerings**CO6** Explore potential future developments that may impact retail banking**CO7** Understand compliance requirements and ethical considerations in retail banking**UBRM243-Retail Banking****(60 Hours)****TOPICS/ CONTENTS: -****UNIT 1: INTRODUCTION TO RETAIL BANKING****(10)**

- 1.1 Definition and scope of retail banking
- 1.2 Historical development of retail banking
- 1.3 Role and importance of retail banking in the financial system

**UNIT 2:RETAIL ASSETS & LIABILITIES****(20)**

- 2.1 Assets Retail Loans (personal loans, mortgages, auto loans), Consumer durable loans Education loans, Vehicle loans, Housing Finance
- 2.2 Liabilities Savings accounts, Current accounts, Certificates of deposit (CDs) Deposits insurance

**UNIT 3: RETAIL BANKING REGULATIONS AND COMPLIANCE****(10)**

- 3.1 Regulatory framework and agencies (e.g., FDIC, OCC, CFPB)
- 3.2 Anti-money laundering (AML) and Know Your Customer (KYC) regulations.

## UNIT 4: TECHNOLOGY AND INNOVATION IN RETAIL BANKING

(20)

4.1 Fintech and its impact on retail banking, Core Banking System

4.2 Digital transformation and its challenges

4.3 Blockchain Technology and crypto currency

4.4 Artificial intelligence and chatbots

### Reference Books:

1. Bank Management and Financial Services" by Peter S. Rose and Sylvia C. Hudgins.
2. Retail Banking: Business Transformation and Competitive Strategies" by G. N. Bajpai
3. Principles of Banking" by Moorad Choudhry
4. Retail Banking: From Savings Accounts to Fulfillment Centers" by Robert W. Kolb

### Mapping of this course with Programme Outcomes

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

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

### Justification for the mapping

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

CO1: Students will have strong conceptual knowledge of the retail banking concepts such as role & importance of retail banking in financial system.

CO2: Students will develop a deep understanding of retail banking products.

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

CO5- Students will understand the sales process and techniques for promoting retail banking offerings.

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

CO5- Students will understand the sales process and techniques for promoting retail banking offerings.

CO6 Students will Explore potential future developments that may impact retail banking.

CO7 Students will understand compliance requirements and ethical considerations in retail banking.

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

CO4: Students will develop a deep understanding of retail banking products.

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

CO5- Students will understand the sales process and techniques for promoting retail banking offerings.

CO6 Students will Explore potential future developments that may impact retail banking.

CO7 Students will understand compliance requirements and ethical considerations in retail banking.

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

CO 4 Students will able to leverage technology & innovations to manage & motivate teams in the retail industry

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

CO3: Students will recognize the ethical implications of managerial decisions and apply ethical principles to comply with banking regulations.

CO5- Students will understand the sales process and techniques for promoting retail banking offerings.

CO6 Students will Explore potential future developments that may impact retail banking.

CO7 Students will understand compliance requirements and ethical considerations in retail banking.

**Internship**

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

**Paper Code : UBRM 244**

**Paper : IV**

**Title of Paper: Internship**

**Credit : 6**

**No. of Days 30 days required & Daily 8 hrs.**

**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 244- Internship**

**(90 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 today learning's and submit the same with necessary authorization from industry mentor.

The students will be issued a letter from department regarding internship once an institution is decided. The students are expected to learn on the job about:

- a. Concept of Inventory and Management of Merchandise
- b. Process of monitoring and managing the store performance
- c. Budgetary process in the institution and its role in further planning
- d. 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-Partially related 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 known 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-II****Class : S.Y. B.Voc. (RM) SEM-IV****Paper Code: UBRM 245****Paper : V****Title of Paper: Retail Store Operations - II****Credit : 6****No. of lectures: 90****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) Learning Outcomes:****CO1-**The main outcome of this course is to get practical knowledge to various malls.**CO2 –** Understand how to make a business planning.**CO3-** Providing Leadership to team, Building, managing, motivating and leading a team.**CO4-** To understand the project life cycle.**CO5-** Understand the PERT and CPM.**CO6-** Allocation of work in team- principles, methods, advantages and disadvantages  
Factors affecting team in organizational environment.**CO7-** The Project Audit, Construction and Use of the Audit Report, The Project Audit Life Cycle.**UBRM 245- RETAIL STORE OPERATIONS-II****(90 Hours)****TOPICS/CONTENTS:****Practical 1: BUSINESS PLANNING****(20)**

- 1.1 Introduction to concept of planning, its characteristics, advantages.
- 1.2 Steps and methods in planning process.
- 1.3 Concept and techniques of forecasting.
- 1.4 Advantages and Limitations of forecasting.

**Practical 2: PROJECT MANAGEMENT****(20)**

2.1 Definition of Project, Project Life Cycle, Project Selection and Criteria of Choice, Project Portfolio Process, Project Proposals.

2.2 The Nature of Negotiation, Partnering, Chartering and change, Conflict and the project life cycle, Estimating Project Budgets, Improving the Process of Cost Estimation.

**Practical 3: NETWORK TECHNIQUES: (20)**

3.1 PERT and CPM, The Fundamental Purposes of Control, Three Types of Control Processes, Comments on the Design of Control Systems, Control as a Function of Management.

3.2 The Project Audit, Construction and Use of the Audit Report, The Project Audit Life Cycle.

**UNIT 4: LEADERSHIP (10)**

4.1 Concept of leader and leadership, Qualities of a leader, Leadership Styles

4.2 Providing Leadership to team, Building, managing, motivating and leading a team.

4.3 Application of leadership principles.

**Practical: Give the task in classroom related to team building.**

**UNIT 5: TEAM AND ORGANIZATIONAL DYNAMICS (20)**

5.1 Concept and Importance of Team.

5.2 Leading the team and working effectively in team.

5.3 Allocation of work in team- principles, methods, advantages and disadvantages Factors affecting team in organizational environment.

**Practical: Allocation of work in team.**

**Reference Books:**

1. Production and Operation Management: K. Ashwathappa and Siddharth Bhat, Himalaya Publishing House, 2010 editions

2. Project Management- Samule J Mantel, Jr, Jack R. Meredith, Scott M. Shafer, Margaret M, Sutton with M.R. Gopalan, Wiley India Pvt. Ltd.

3. Successful Project Management- Milton D. Rosenau, Jr., Cregory D. Githens, Wiley India Pvt. Ltd

4. Project Management- Vasant Desai, Himalaya Publishing House

**Mapping of this course with Programme Outcomes**

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

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

Weight: 1-Partiallyrelated      2 – Moderately related      3 –Stronglyrelated

### Justification for the mapping

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

- CO1- Students will have strong practical knowledge of various mall of retail sector.  
CO2-Students will develop a deep understanding business plan for retail industry.  
CO4-Students will learn to examine the project lifecycle of retail industry.  
CO5-Students will able to analyze the PERT and CPM of retail industry.  
CO6-Students can understand how implement work motivation in employees of retail sector.  
CO7- Students can gain knowledge of project audit, construction and use of audit report to implement in retail sector.

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

- CO1- Students will have strong practical knowledge of various malls to decide marketing strategies.  
CO2- Students will develop a deep understanding business plan to decide marketing strategies.  
CO4- Students will learn to examine the project lifecycle of retail industry to decide marketing strategies.  
CO6-Students can understand how implement work motivation in employees of retail sector.

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

- CO1- Students will have strong practical knowledge of various mall of retail sector.  
CO2- Students will develop a deep understanding business plan for retail industry and can learn it practically.  
CO4- Students will learn to examine the project lifecycle of retail industry also get training.

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

- CO1- Students will have strong practical knowledge of various mall for selling products Instore and online platform.  
CO2- Students will develop a deep understanding business plan for selling products Instore and online platform.  
CO4- Students will learn to examine the project lifecycle of retail industry selling products.

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

- CO1-Students will have strong practical knowledge of various mall for delivering exceptional customer experiences.  
CO2- Students will develop a deep understanding business plan for delivering exceptional

customer experiences.

CO4- Students will learn to examine the project lifecycle for delivering exceptional customer experiences.

CO5-Students will able to analyze the PERT and CPM for delivering exceptional customer experiences.

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

CO1- Students will have strong practical knowledge of various mall, it will helpful to develop their managerial abilities.

CO2- Students will develop a deep understanding business plan for retail industry it benefited to develop managerial abilities.

CO3- Students will gain leadership skills, it will develop their leadership abilities.

CO4- Students will learn to examine the project lifecycle which is important to develop managerial abilities.

CO5-Students will able to analyze the PERT and CPM require to develop managerial abilities.

CO6-Students can understand how implement work motivation in employees of retail sector.

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

CO1- Students will have strong practical knowledge of various mallsto emphasize the Importance of ethical & sustainable practices in retail industry.

CO2- Students will develop a deep understanding business plan for retail industry to emphasize the importance of ethical & sustainable practices in retail industry.

## Service Marketing

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

Paper Code: UBRM 246

Paper : VI

Title of Paper: Service Marketing

Credit : 6

No. of lectures: 90 Hours

**A) Learning Objectives:**

- 1) To know about Service marketing in retail sector
- 2) To understand the Concept of Services and intangible products.
- 3) To discuss the relevance of the services Industry to Industry.
- 4) To examine the characteristics of the services industry and the modus operandi.
- 5) To analyze the role and relevance of Quality in Services.
- 6) To visualize future changes in the Services Industry.
- 7) To acquaint students of sales management and service concept.

**B) Learning Outcomes:**

- CO1**-Know about Service marketing in retail sector.
- CO2**-Understand the Concept of Services and intangible products.
- CO3**-Discuss the relevance of the services Industry to Industry.
- CO4**-Examine the characteristics of the services industry and the modus operandi.
- CO5**-Analyse the role and relevance of Quality in Services.
- CO6**-Visualise future changes in the Services Industry.
- CO7**-Acquaint students of sales management and service concept.

<b>UBRM 246- Service Marketing</b>	<b>(90</b>
<b>Hours)</b>	

**TOPICS/CONTENTS:****Practical- I: INTRODUCTION 30**

- 1.1 Introduction of service marketing environment.
- 1.2 Definition of service marketing, Service Marketing Mix.
- 1.3 Characteristics of services
- 1.4 Importance of scanning environment.
- 1.4 Types of marketing.
- 1.5 Micro/Internal Environment

**Practical- II:SERVICE TO CONSUMER 20**

- 2.1 Customer needs and expectations
- 2.2 Division making roles.

2.3 Three stage model of service consumption

- a) pre-purchase stage
- b) service encounter stage
- c) post encounter stage, service tried.

**Practical:**

- a) Visits to various service centers and understand this concept.
- b) Make a report how they provide service to the customers.

**Practical– III SERVICE DISTRIBUTION**

**20**

- 3.1 Use of intermediaries in service industry.
- 3.2 Role & Importance of intermediaries.
- 3.3 Decision effective distribution channel, types of Intermediaries.
- 3.4 Factors affecting choice of channels.

**Practical:**

- a) Visits to various service centers and understand this concept. (Hotel, Transport, Financial, Banking, Insurance Services)
- b) Make a report how they provide service to the customers.

**Practical– IV MANAGEMENT OF SERVICE QUALITY**

**20**

- 4.1 Introduction & Definition
- 4.2 Service quality models
- 4.3 Improving service quality

**Practical:**

- a) Visits to various service centers and understand this concept.
- b) Make a report how they provide service to the customers.

**Text Books:**

1. Rampal. M.K & Gupta S. L , Service marketing , Galgotia Publishing, NewDelhi 2000.
2. Valarie A Zeithaml , Services Marketing: Integrating Customer Focus Across the Firm, Second Edition, McGraw-Hill 2003.
3. Christopher Lovelock , Services Marketing : People, Technology & Strategy, Seventh Edition, Pearson Education, NewDelhi 2011

**Reference Books:**

1. Ravi Shanker , Services Marketing, First Edition, Excel Books, NewDelhi 2008.
2. Bryson, J. M., Strategic Planning for Public Service and nonprofit organizations, First Edition, Pergamon Press 1993.
3. S M Jha , Services Marketing, Himalaya Publishing House , Mumbai 2000.

**Mapping of this course with Programme Outcomes**

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

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**

**CO1-**Students will have strong conceptual knowledge of Service marketing in retail sector.

**CO2-** Students will develop a deep understanding of retail Services and intangible products.

**CO4-**Students will learn to examine the characteristics of the services industry and the modus operandi of retail industry.

**CO5-**Students will able to analyze the role and relevance of quality in services of retail industry.

**CO6-**Students can visualize future changes in the Services Industry of retail sector.

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

**CO1-** Students will have strong conceptual knowledge of Service marketing strategies of retail sector.

**CO2-** Students will develop a deep understanding of retail Services foe develop marketing strategies.

**CO4-** Students will learn to examine the characteristics of the services industry and the modus operandi to decide marketing strategies of retail industry.

**CO5-**Students will able to analyze the role and relevance to decide marketing strategies of retail industry.

**CO6-**Students can visualize future changes in the Services Industry to decide marketing strategies of retail sector.

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

**CO1-** Students will have strong conceptual knowledge of Service marketing hands on training of retail sector.

**CO2-** Students will develop a deep understanding of retail Services through hands on training.

**CO3-**Students will get hands on training of relevance of the services Industry to Industry

**CO4-**Students will learn to examine the characteristics of the services industry and the modus operandi through hands on training of retail industry.

**CO5-**Students will able to analyze the role and relevance of quality service through hands on training in retail industry.

#### **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**

**CO1-** Students will have strong conceptual knowledge of service marketing for delivering exceptional customer experiences

**CO2-**Students will develop a deep understanding of retail Services for delivering exceptional customer experiences.

**CO4-**Students will learn to examine the characteristics of the services industry for delivering exceptional customer experiences.

**CO5-**Students will able to analyze the role and relevance of quality service for delivering exceptional customer experiences.

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