

S.Y. B. Voc.
Retail Management
Semester-III
[Pattern 2019]

[Academic Year 2020-2021]

[w. e. f. June 2020]



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

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

Semester	Paper Code	Subject Name	No. of Credits
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

Course Structure for S. Y. B. Voc. Retail Management

Semester	Paper Code	Subject Name	No. of Credits
III	RM 1301	Business Accounting	4
	RM 1302	Personality Development & Team Building	4
	RM 1303	Principles of Marketing	4
	RM 1304	Internship	6
	RM 1305	Retail Store Operations-I	6
	RM 1306	Store Layout and Design	6
IV	RM 1401	Principles of Finance	4
	RM 1402	Basics of Cost Accounting	4
	RM 1403	Negotiation Skills	4
	RM 1404	Internship	6
	RM 1405	Retail Store Operations-II	6
	RM 1406	Service Marketing	6

Course Structure for T. Y. B. Voc. Retail Management

Semester	Paper Code	Subject Name	No. of Credits
V	RM 1501	Research Methods in Retailing	4
	RM 1502	Digital Retail Business Management	4
	RM 1503	Human Resource Management for Retail Business	4
	RM 1504	Survey and Field Work	6
	RM 1505	Case Studies and Presentation	6
	RM 1506	Case Studies and Presentation	6
VI	RM 1601	Social Media Marketing	4
	RM 1602	Store and Warehouse Operations	4
	RM 1603	Retail Logistics Management	4
	RM 1604	Case Studies, Presentation and Project Work	6
	RM 1605	Industry Visits and Project Work	6
	RM 1606	Industry Visit and Project Work	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, 2020)

Academic Year 2020-2021

Second Year

Semester-III

Business Accounting

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

Paper Code: RM1301

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.

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.
- 1.4 Basic Accounting Terms.

UNIT 2: BASICS CONCEPTS IN ACCOUNTING (10)

- 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 (10)

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

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 Using 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. Vasishth Neeru & Rajput Namita (2006), “Business Communication”, Kitab Mahal, 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

PO4 :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.

Personality Development and Team Building

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

Paper Code: RM1302

Paper : II 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.

TOPICS/ CONTENTS:**UNIT 1: INTRODUCTION****(10)**

1.1 Meaning and Definition of Personality.

1.2 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.

UNIT 2: 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, team building, setting goals, zeal and passion building. (Practical Examples of the above).

UNIT 3: 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).

UNIT 4: TEAM BUILDING:**(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 Required guest lecture on public speaking and physical grooming, Self SWOT analysis

Reference Books:

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)

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	-	-	-	-	-	-	-

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.

PSO2: Marketing strategies & concepts specific to retail industry.

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

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

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

CO4-Students will understand the importance of personal branding, professional appearance, workplace etiquette, and maintaining a positive professional image and also will learn through practical experience.

CO6-Students will acquire skills to expand professional networks, establish connections, and nurture relationships and also will learn through practical experience.

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

CO1-Students will understand the concept of Personality Development and Team Building in any organization to develop tradable product.

PSO5: Identify importance of delivering exceptional customer experiences.

CO2-Students will learn to balance confidence with humility and overcome problems associated with personality to deliver exceptional customer experiences.

CO3-Students will learn techniques to prioritise tasks, set goals, manage time efficiently, and improve overall productivity to deliver exceptional customer experiences.

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

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

CO6-Students will acquire skills to expand professional networks, establish connections, and nurture relationships to deliver exceptional customer experiences.

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

CO2-Students will learn to balance confidence with humility and overcome problems associated with personality for managing retail sector.

CO3-Students will learn techniques to prioritise tasks, set goals, manage time efficiently, and improve overall productivity for managing retail sector.

CO4-Students will understand the importance of personal branding, professional appearance, workplace etiquette, and maintaining a positive professional image for managing retail sector.

CO6-Students will acquire skills to expand professional networks, establish connections, and nurture relationships for managing retail sector.

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

Second Year

Semester-III

Principles of Marketing

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

Paper Code : RM1303

Paper : III

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.

RM1303/ PRINCIPLES OF MAREKTING

(60 Hours)

TOPICS/ CONTENTS:

UNIT 1: INTRODUCTION AND FUNCTIONS OF MARKETING:

(15)

1.1 Marketing – Definitions, Concept, objectives, importance and functions of marketing: on the basis of exchange, on the basis of physical supply and facilitating functions.

- 1.2 Approaches to the study of Marketing.
- 1.3 Relevance of Marketing in a developing economy.
- 1.4 Changing profile and challenges faced by a Marketing manager.

UNIT 2: CLASSIFICATION AND TYPES OF MARKETS: (15)

- 2.1 Traditional classification of marketing.
- 2.2 **Service Marketing:** 7P's of services marketing, importance of services marketing, importance of service sectors.
- 2.3 **Rural Marketing:** Meaning, feature & importance of rural marketing, Difficulties in rural marketing and suggestions for improvement of Rural Marketing.
- 2.4 Retail marketing
- 2.5 Tele marketing
- 2.6 E-Marketing
- 2.7 Digital marketing: meaning, importance of digital marketing.
- 2.8 Green marketing

UNIT 3: MARKETING ENVIRONMENT AND MARKET SEGMENTATION: (10)

- 3.1 **Marketing Environment:** Meaning, Internal & external factors influencing Marketing environment: political, social, economic, international, technological multi-cultural environment.
- 3.2 **Market Segmentation:** Meaning, Definition, Essentials of effective Market Segmentation, types of segmentation.

UNIT 4: MARKETING MIX: (10)

- 4.1: **Product mix and Price mix:** Meaning, scope and importance 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.

4.2 : Place mix and Promotion mix:

- a) **Place mix:** meaning and concepts of channel of distribution, types of channel 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.
- b) **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.

UNIT 5: MARKETING PLANNING, MARKETING INFORMATION SYSTEM AND MARKETING 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.
(Focus on product demand, searching for suitable space, competition assessment,

availability of raw material, place, product selection, direct marketing and retail business)

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 Frain.

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 able todescribe 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: RM1304

Paper : IV

Title of Paper: Internship

Credit : 6

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.

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:

- 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-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.

Second Year

Semester-III

Retail Store Operations-I

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

Paper Code: RM1305

Paper : V

Title of Paper: Retail Store Operations-I

Credit : 6

No. of lectures: 90 Hours

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.

RM1305/ RETAIL STORE OPERATIONS-I

(90 Hours)

TOPICS/CONTENTS:

UNIT 1: SALES INVENTORY AND MERCHANDISE MANAGEMENT (20)

- a. **Concept of Inventory:** Importance, need and management and various methods and types of inventory management, understand the methods to manage inventory.
- b. **Concept of Merchandise:** Importance, need and management.
- c. **Concept of Sales:** Sales Management, Campaign needs and importance.

1.4 Effective visual display, Elements of Display, Potential Places for Display.

UNIT 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. (Consumer- Video's on youtube)

UNIT 3: BUDGET (15)

3.1 Concept of Budget- need and importance, significance of budgeting in business operations.

3.2 Understanding the procedure of creation of budget, factors affecting budgets, components of annual budget plan, and various steps involved in business planning.

3.3 Reviewing of Budgets, Revision of Budgets etc.

UNIT 4: DEVELOPING INDIVIDUAL SERVICE OPPORTUNITIES (20)

4.1 Identification of new clients, building strong relationships with new clients. Importance of customer profiling, techniques of approaching potential clients.

4.2 Understanding the concept and importance of target markets and customer segments.

4.3 Methods and 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.

UNIT 5: PRACTICAL (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. F Robert Jacobs, "Operations and Supply Chain management, Mc Graw Hill
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 opportunitiesby 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 analyzed and planned 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 financial 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: RM1306

Paper : VI

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.

1306/ STORE LAYOUT AND DESIGNS**(90 Hours)****TOPICS/CONTENTS:****UNIT 1: STORE LAYOUT****(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

UNIT 2: STORE DESIGN**(15)**

2.1 Introduction about store design.

2.2 Meaning, store design inner and outline store design.

UNIT 3: RETAIL SPACE MANAGEMENT (20)

3.1 Space management.

3.2 Optimum space use.

3.3 Retail floor space.

UNIT 4: 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

UNIT 5: PRACTICAL (20)

a. Visit various malls and shops.

b. Understand the store layout and design, internal store management, space management etc.

c. Make a report on store layout and design.

Reference Books:

1. F Robert Jacobs, "Operations and Supply Chain management, Mc Graw Hill
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"
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8. Gerald A. Michaelson, "Strategies for Selling"

Mapping of this course with Programme Outcomes

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



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

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

Sr. No.	Certificate Course	No. of Credits	Course Coordinator
1	Business Development Skills	2	Prof. Mahesh S. Phule tccphule@gmail.com 9922555523
2	Personality Development	2	Prof. Mahesh S. Phule tccphule@gmail.com 9922555523
3	Human Resource Planning & Development	2	Prof. Sudhir K. Taware Sudhir21287@gmail.com 9890262923
4	Entrepreneurship Development	2	Prof. Sudhir K. Taware Sudhir21287@gmail.com 9890262923

Course Title: 1) 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
- Retain more existing customers
- Increase customer base
- Desired sales or profit levels

[B] Course Outcomes:

CO1- Learners will pick up about Foundation of Entrepreneurship Development and its theories.

CO2 - Learners will explore entrepreneurial skills and management function of a company with special reference to SME sector

CO3 -Learners will identify the type of entrepreneur and the steps involved in an entrepreneurial venture.

CO4 -Learners will understand various steps involved in starting a venture and to explore marketing methods & new trends in entrepreneurship.

CO5- Evaluate different opportunities for developing a business idea.

CO6 -Describe, recognize and apply academic conduct to the student's own work.

CO7- Applying theoretical knowledge on a practical and real case

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 monitoring tools, which ensure that goals are achieved.	2 hrs
4	Business Strategy	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	2 Hrs

		consumer needs and see how marketing plays a role in value creation through researching and satisfying of these customer needs.	
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 – 20Marks
- iii) Presentation – 10 Marks

Course Title: 2) Certificate Course in Personality Development

[A] Learning Objectives:

- Develop personality
- Develop personality development skills

[B] Learning Outcome:

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.

Syllabus

Sr. No.	Chapter	Topics	Lectures
1	Introduction	Introduction of Personality Development	2 hrs
2	Personality Traits	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,	6hrs

		Active, Facing Challenges, striving for success. Apologizing, Appreciating, Accepting feedback. Aiming high, enthusiasm, team building, setting goals, zeal and passion building. (Practical Examples of the above).	
		<p>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.</p> <p>2.5 Thinking Big and Winning Through: Action, Active, Facing Challenges, striving for success. Apologizing, Appreciating, Accepting feedback. Aiming high, enthusiasm, team building, setting goals, zeal and passion building. (Practical Examples of the above).</p>	4 hrs
3	Pillars of Personality Development	<p>3.1 Introspection: Self-Introspection Skills.</p> <p>3.2 Self-Assessment: Meaning, importance, types and self-assessment for students.</p> <p>3.3 Self Appraisal: Meaning, importance, tips for self-appraisal.</p> <p>3.4 Self Development: Meaning, process of self-development, Self-Development Techniques, Use of Self Development, Individual Development Plan.</p> <p>3.5 Self Introduction: Meaning, tips for effective self-introduction, Self-Acceptance, Awareness, Self-Knowledge, belief, confidence, criticism and self-examination.</p> <p>3.6 Defining Success: Real or Imaginative, obstacles to success, factors and qualities that make person successful.</p> <p>3.7 Concept of Failure: Reasons for failure.</p> <p>3.8 Personal SWOT analysis & STAR analysis. (One or two case lets on the above topic).</p>	6hrs

		<p>3.5Self Introduction: Meaning, tips for effective self-introduction, Self-Acceptance, Awareness, Self-Knowledge, belief, confidence, criticism and self-examination.</p> <p>3.6Defining Success: Real or Imaginative, obstacles to success, factors and qualities that make person successful.</p> <p>3.7Concept of Failure: Reasons for failure.</p> <p>3.8Personal SWOT analysis & STAR analysis. (One or two case lets on the above topic).</p>	6 hrs
5	Team Building	<p>4.1Team Building-Concept, Importance, Feature (Two Case lets on the above topic).</p> <p>4.2Setting of Team Objectives, Effective team Communication.</p> <p>4.3Motivating and Monitoring Team, Role of Leadership in Team Management.</p> <p>4.4Application of Leadership Principles (Case Study Method).</p> <p>4.5 Required guest lecture on public speakig and phisical grooming, self SWOT analysis etc</p>	6hrs

Mode of Evaluation:

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

Course Title: 3) Certificate Course in Human Resource Planning & Development

[A] Learning Objectives:

- A familiarity with major sources of information and opinion related to management and in particular Human Resource Planning and Development.
- A basic knowledge of current trends, practices, issues and changes in Human Resource Planning and Development practices.
- An ability to learn effective methods and techniques of Recruitment and Selection.
- Further developmental of your oral and written skills and the ability to discuss all the issues of Human Resource Management.

[B] Learning Outcome:

CO1-Explain the various steps of the human resource planning process

CO2-Define the concept job analysis and explain how a job analysis is carried out

CO3-Define the concept “job redesign” and describe the various types of job redesign;

CO4-Identify internal and external sources of recruitment.

CO5-Describe the various steps in the selection process, as well as the most important considerations that have to be taken into account for each separate step.

Syllabus

Sr. No.	Chapter	Topics	Lectures
1	Introduction	Macro Level manpower Planning and Labour market Analysis, Organisational Human Resource Planning, Stock Taking, Work Force Flow mapping, Age and Grade Distribution mapping.	04 hrs
2	Human Resource Accounting	Introduction, Definition of Human Resource Accounting, Need, Significance, Objectives for HRA, Advantages of HRA , Methods of HRA, Objections to HRA, Controlling Manpower Costs, True Costs of Planning and Recruitment, HR Accounting in India	06 hrs
3	Career Management	Career Management, Career Planning and Career Development, Performance Planning -- Potentials Appraisal -- HRD Climate, Tips for successful career planning, Talent management, Succession planning	06 hrs
4	Human Resourcing Strategy	Introduction, Components of Resourcing Strategy, Business Scenario Planning, Estimating Future Human Resource Requirements, Labor Turnover, Action Planning, Role of HR in Developing Resource Capability, Resourcing Strategy	04 hrs

5	Human resource Planning & resourcing	Factors Affecting HR Planning, Need for HR Planning, Five Steps in HR Planning, Importance of HR Planning, Obstacles in HR Planning, Advantages of HR Planning, Successful HR Planning, Consolidated Demand Forecast Development, Effective Decision Making, Gaining Senior Management Support, Meeting the Organization's Goals and Objectives	06 Hrs
6	Recent Trends in Human Resource Planning and Development	Introduction, Competency mapping, Knowledge management, E-Manpower Development, E-Manpower planning	04 hrs

Mode of Evaluation:

- | | | |
|------|---|------------|
| i) | Objective type question | – 20 Marks |
| ii) | Project Report on Human Resource Planning | – 20 Marks |
| iii) | Presentation | --10 Marks |

Course Title: 4) Certificate Course in Entrepreneurship Development

[A] Learning Objectives:

- Understanding basic concepts in the area of entrepreneurship
- Understanding the role and importance of entrepreneurship foreconomic development, developing personal creativity and entrepreneurial initiative
- Adopting of the key steps in the elaboration of business idea,
- Understanding the stages of the entrepreneurial process and the
- Resources needed for the successful development of entrepreneurial ventures.

[B] Learning Outcome:

- Analyse the business environment in order to identify business opportunities
- Identify the elements of success of entrepreneurial ventures
- Evaluate the effectiveness of different entrepreneurial strategies
- Specify the basic performance indicators of entrepreneurial activity
- Explain the importance of marketing and management in small businesses venture
- Interpret their own business plan.

Syllabus

Sr. No.	Chapter	Topics	Lectures
1	Introduction	Meaning and Importance, Characteristics of an entrepreneur, Entrepreneur and Entrepreneur, Types of entrepreneur- According to Type of Business, Use of Technology, Motivation, Growth, Stages,	06 hrs
2	Factors influencing entrepreneurship'	Psychological factors, Social factors, Economic factor, Environmental factors, Barriers to entrepreneurship	04 hrs
3	New generations of entrepreneurship	Social entrepreneurship, Entrepreneurship, Health entrepreneurship, Tourism entrepreneurship, Women entrepreneurship etc	4 hrs
4	Women Entrepreneurs	Challenges to Woman Entrepreneurs, Achievements of Woman Entrepreneurs, Role Models of Woman Entrepreneurs.	04 hrs
5	Project Work	Students have to prepare a detailed business plan selecting a product(s), Presentation of such business plans and submission after necessary corrections suggested by subject faculty	06 Hrs
	Organisation Assistance	Assistance to an entrepreneur, New Ventures, Industrial Park (Meaning, features, & examples), Special Economic Zone (Meaning, features & examples) Financial assistance by different agencies, MSME Act Small Scale Industries, Carry on Business (COB) licence, Environmental Clearance, National Small Industries Corporation (NSIC),	06 hrs

6		Government Stores Purchase scheme (e-tender process), Excise exemptions and concession, Exemption from income tax, Quality Standards with special reference to ISO, Financial assistance to MSME, The Small Industries Development Bank of India(SIDBI), The State Small Industries Development Corporation(SSIDC)	
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Mode of Evaluation:

- iv) Objective type question – 20 Marks
- v) Project Report on Entrepreneurship Development – 20 Marks
- vi) Presentation --10 Marks