

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

[Academic Year 2020-2021]

[w. e. f. December 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
December, 2020)**

Academic Year 2020-2021

Second Year

Semester-IV

Principles of Finance

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

Paper Code : RM1401

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 determine the risk and return of various investment assets.
4. To explain and apply the theory of capital structure.
5. To describe basic principles, concepts, and methods of financial management and explain the objectives and role of the financial manager in a corporation.
6. To analyze principles, techniques and major functions of finance in business and organizations
7. To utilize time value of money principles to value bonds and shares.

B) Learning Outcomes:

- CO1** - Utilize 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.

TOPICS/ CONTENTS:**UNIT 1:INTRODUCTION TO FINANCE****(15)**

- 1.1 Definition, Nature and Scope of Finance Function.
- 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**(15)**

- 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**(15)**

- 3.1 Internal and External Sources of Finance.
- 3.2 Internal Sources: Reserve and Surpluses, Retained Earnings, Dividends and Its Policies, Concept of Depreciation and its importance.
- 3.3 External Sources: Shares - meaning, types, advantages and limitations.
- 3.4 Debentures - Meaning, types, advantages and limitations.
- 3.5 Small Financing Institute- Private or Govt. (Introduce Govt. Schemes to raise fund for small finance)
- 3.6 Borrowing from banks - types of loans - advantages and limitations.

UNIT 4: VENTURE CAPITAL**(15)**

- 4.1 Nature and Scope of venture capital in India.
- 4.2 Venture Capital firms Study of Venture Capital Funds of IDBI and SIDBI.

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-Partiallyrelated 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. B.Voc. (RM) SEM-IV****Paper Code: RM1402****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.

1402/ 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. Material, Labour and other 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 Essentials of Budgetary Control.
3.5 Advantages and Limitations of Budgetary Control.
3.6 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 – Bhatta HSM, Himalaya Publication
6. Cost Accounting – Prabhu Dev , 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 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 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 applicable in hands on training.

CO2- Students will develop a deep understanding of preparation of production cost and cost of

goods and can apply 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 able to prepare production cost statement and cost of goods sold statementto 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 this 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 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 able to prepare cost sheet to emphasize the importance of ethical & sustainable practices in the retail industry.

Negotiation Skills

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

Paper Code: RM1403

Paper : III

Title of Paper: Negotiation Skills

Credit : 4

No. of lectures: 60

A) Learning Objectives:

1. Understanding Negotiation Fundamentals
2. Developing Communication Skills.
3. Strategic Planning.
4. Building Confidence
5. Recognizing Different Negotiation Styles
6. Creating Win-Win Solutions
7. Handling Difficult Situations

B) Course Outcomes:

CO1-Improved Preparation Techniques

CO2-Enhanced Communication Skills

CO3-Effective Strategy Development

CO4-Confidence in Negotiation

CO5-Adaptation to Various Styles

CO6-Creation of Win-Win Solutions

CO7-Conflict Resolution Skills

RM1403/NEGOTIATION SKILLS

(60 Hours)

TOPICS/CONTENTS:

UNIT 1: NEGOTIATION With Company

(15)

- 1.1 Meaning, Definition and Importance Goals of Negotiation.
- 1.2 Steps in the process of negotiation.
- 1.3 Communication- Importance of Communication in the process of negotiation, Verbal and Non-Verbal Communication, Importance of non-verbal communication.
- 1.4 Practical: Case Study on Negotiation Skills.
Practical: Face to Face Discussion on use of non-verbal communications.

UNIT 2: AREAS OF NON-VERBAL COMMUNICATION

(15)

- 2.1 Areas of Non-Verbal Communication: Body Language, Personal attributes.
- 2.2 Cultural Differences Meaning, Examples.
- 2.3 Attitude: Winning Attitude – Honesty – Confidence.
- 2.4 Negative Attitudes- Deception, Dishonesty, Defensiveness, Insecurity, Frustration, Boredom.
- 2.5 Practical: Videos, Presentations on non-verbal communication to be discussed with participants.
- 2.6 Practical: Report writing on some do's and don'ts of various cultures.

UNIT 3: PHYSICAL APPEARANCE

(10)

- 3.1 Physical Appearance- Dressing, Personal appearance, hygiene
Vocal Cues- Pitch of speech, Loudness, Clarity, Correct sounds, Quality
Handshake Cues.
- 3.2 Practical: Role Play on the topic.

UNIT 4: BEFORE NEGOTIATION SKILLS

(10)

- 4.1 Before Negotiation Preparation: Importance, Why? SWOT Analysis Prioritizing process of issues, deliverables and expectations. Cost Analysis.
- 4.2 Practical: Students to prepare SWOT Analysis Sheet for themselves and any particular business negotiation, to be discussed and feedback to be shared with students.

UNIT 5: DRAFTING A NEGOTIATION PLAN

(10)

- 5.1 Drafting a negotiation Plan: Plan to include: Background, Issues, Objectives, Priorities, Current Positions, Approach.
- 5.2 Plan review with team Revision of Plan.
- 5.3 Plan of Action- Role of each team member, Bargaining Techniques, Aims in negotiating, Leaving room for compromise, Win-Win Strategies.
- 5.4 Practical: Students to draft a negotiation plan.
- 5.5 Role Play Negotiation Skills for salary during interview.

(Required Distributor visit for practical experience)

Reference Books:

1. Malhotra Deepak, "Negotiation Genius", Random House, USA.
2. Fisher Roger and Ury William, "Getting to yes: negotiating an agreement without giving in", Random House, USA.
3. Patric Collins, "Negotiate to Win: Talking your way to what you want", Sterling Publishers, 2012.

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 | - | 1 | - | - |
| CO3 | 1 | - | 1 | - | 1 | - | - |
| CO4 | - | - | 1 | - | 1 | - | - |
| CO5 | - | - | 1 | - | 1 | - | - |

| | | | | | | | |
|-----|---|---|---|---|---|---|---|
| CO6 | 1 | 1 | 1 | - | 1 | - | - |
| CO7 | 1 | 1 | 1 | - | 1 | 2 | 1 |

Weight: 1-Partiallyrelated 2 – ModeratelyRelated 3 –Stronglyrelated

Justification for the mapping

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

CO1-Students will develop improved verbal and non-verbal communication skills, allowing them to articulate their positions effectively and understand the perspectives of others.

CO2-Students will learn to conduct thorough research and preparation before negotiations, including setting objectives, understanding the other party's needs, and anticipating potential outcomes.

CO3-Learners will acquire the ability to create strategic plans tailored to different negotiation scenarios, identifying strengths, weaknesses, opportunities, and threats (SWOT analysis).

CO5-Students will learn to recognize and adapt to different negotiation styles and approaches, including competitive, collaborative, compromising, accommodating, and avoiding styles.

CO6-Students will be able to identify common ground and develop solutions that benefit all parties involved, fostering mutually beneficial agreements.

CO7-Students will acquire techniques for managing and resolving conflicts that may arise during negotiations, promoting constructive dialogue and problem-solving.

PSO2: Marketing strategies & concepts specific to retail industry.

CO6-Students will be able to identify common ground and develop solutions that benefit all parties involved, fostering mutually beneficial agreements.

CO7-Students will acquire techniques for managing and resolving conflicts that may arise during negotiations, promoting constructive dialogue and problem-solving.

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

CO1-Students will develop improved verbal and non-verbal communication skills, allowing them to articulate their positions effectively and understand the perspectives of others.

CO2-Students will learn to conduct thorough research and preparation before negotiations, including setting objectives, understanding the other party's needs, and anticipating potential outcomes.

CO3-Learners will acquire the ability to create strategic plans tailored to different negotiation scenarios, identifying strengths, weaknesses, opportunities, and threats (SWOT analysis).

CO4-Students will gain confidence in their negotiation abilities, enabling them to remain composed, manage emotions, and assert their positions confidently.

CO5-Students will learn to recognize and adapt to different negotiation styles and approaches, including competitive, collaborative, compromising, accommodating, and avoiding styles.

CO6-Students will be able to identify common ground and develop solutions that benefit all parties involved, fostering mutually beneficial agreements.

CO7-Students will acquire techniques for managing and resolving conflicts that may arise during negotiations, promoting constructive dialogue and problem-solving.

PSO4:Gain knowledge & skills to analyze financial statement.

PSO5: Identify importance of delivering exceptional customer experiences.

CO1-Students will develop improved verbal and non-verbal communication skills, allowing them to articulate their positions effectively and understand the perspectives of others.

CO2-Students will learn to conduct thorough research and preparation before negotiations, including setting objectives, understanding the other party's needs, and anticipating potential outcomes.

CO3-Learners will acquire the ability to create strategic plans tailored to different negotiation scenarios, identifying strengths, weaknesses, opportunities, and threats (SWOT analysis).

CO4-Students will gain confidence in their negotiation abilities, enabling them to remain composed, manage emotions, and assert their positions confidently.

CO5-Students will learn to recognize and adapt to different negotiation styles and approaches, including competitive, collaborative, compromising, accommodating, and avoiding styles.

CO6-Students will be able to identify common ground and develop solutions that benefit all parties involved, fostering mutually beneficial agreements.

CO7-Students will acquire techniques for managing and resolving conflicts that may arise during negotiations, promoting constructive dialogue and problem-solving.

PSO6:Developmanagerial abilities necessary for managing & motivating team in retail environment.

CO1-Students will develop improved verbal and non-verbal communication skills, allowing them to articulate their positions effectively and understand the perspectives of others.

CO2-Students will learn to conduct thorough research and preparation before negotiations, including setting objectives, understanding the other party's needs, and anticipating potential outcomes.

CO3-Learners will acquire the ability to create strategic plans tailored to different negotiation scenarios, identifying strengths, weaknesses, opportunities, and threats (SWOT analysis).

CO4-Students will gain confidence in their negotiation abilities, enabling them to remain composed, manage emotions, and assert their positions confidently.

CO5-Students will learn to recognize and adapt to different negotiation styles and approaches, including competitive, collaborative, compromising, accommodating, and avoiding styles.

CO6-Students will be able to identify common ground and develop solutions that benefit all parties involved, fostering mutually beneficial agreements.

CO7-Students will acquire techniques for managing and resolving conflicts that may arise during negotiations, promoting constructive dialogue and problem-solving.

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

CO7-Students will acquire techniques for managing and resolving conflicts that may arise during negotiations, promoting constructive dialogue and problem-solving.

Internship

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

Paper Code: RM1404

Paper : IV

Title of Paper: Internship

Credit : 6

No. of lectures: 90

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.

RM 1404/ INTERNSHIP

(90 Hours)

TOPICS/ CONTENTS:

1.1 The students are expected to work for 30 days*8 Hours a day= 240 hours in aggregate in 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 Planning and its use in business
- b. Projects and its management, project audit
- c. Working in team and organization.

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 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: RM1405****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.

RM 1405/ RETAIL STORE OPERATIONS-II**(90 Hours)****TOPICS/CONTENTS:****UNIT 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.

UNIT 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.

UNIT 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, some essentials of an Audit/Evolution.

UNIT 4: LEADERSHIP (10)

- 4.1 Concept of leader and leadership, Qualities of a leader.
- 4.2 Providing Leadership to team, Building, managing, motivating and leading a team.
- 4.3 Application of leadership principles.

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.

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-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 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 : RM1406****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.**RM 1406/ Service Marketing****(90 Hours)****TOPICS/ CONTENTS:****UNIT 1: Introduction****(30)**

- 1.1 Introduction of service marketing environment.
- 1.2 Definition of service marketing.
- 1.3 Characteristics of services, importance of scanning environment.
- 1.4 Types of marketing- Macro/External environment.
- 1.5 Micro/Internal Environment

UNIT 2: Service to Consumer Behavior**(20)**

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

- 2.3 Three stage model of service consumption a) pre-purchase stage
service encounter stage c) post encounter stage, service tried. b)

UNIT 3: Service Distribution (20)

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

UNIT 4: 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.6

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.

PO7: Emphasize the importance of ethical & sustainable practices in the 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 consumer needs and see how marketing plays a role in value creation through researching and satisfying of these customer needs. | 2 Hrs |
| 8 | Process management | Customer management and factors within the organization, Team management, Personal management | 2 hrs |
| 9 | Presenting the solution for implementation | Creating impact, Selling the solution, Structure and order for the presentation of the solution | 2 hrs |
| 10 | Leadership | Vision, motivation and transparency | 2 hrs |
| 11 | Business Marketing and Marketing Research | Differentiate between consumer marketing and business marketing, review the purpose of marketing research and compare new buy, modified re-buy and straight re-buy. | 3 hrs |
| 12 | Product Marketing | Evaluate different types of market segmentation and learn the steps to segment business markets. Depict strategies for product development and business growth. | 2 hrs |
| 13 | Services Marketing, Marketing Channels & Supply Chain Management | Differentiate between goods and services and scrutinize the functions of marketing channels and channel intermediaries. | 3 hrs |
| 14 | Public Relations | Need of public relations, | 2 hrs |
| 15 | Implementation and assimilation | Reactions to the process, Significance for the organization, operations and changes to the organizational culture, Completing the process | 2 hrs |

Mode of Evaluation:

- i) Objective type question – 20 Marks
- ii) Project Report on Business development – 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 | 2.1Personality Traits: Meaning and Definition, Developing Positive Personality Traits. 2.2Attitude: Factors that determine Attitude, Benefits of Positive Attitude and Consequences of negative attitude, steps to build positive attitude. 2.3Personality Habits: Meaning and concept of habits. 2.4Developing 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. | 6hrs |

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|---|------------------------------------|--|-------|
| | | <p>2.5Thinking 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> | |
| | | <p>2.4Developing 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>2.5Thinking 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>3.1Introspection: Self-Introspection Skills.</p> <p>3.2Self-Assessment: Meaning, importance, types and self-assessment for students.</p> <p>3.3Self Appraisal: Meaning, importance, tips for self-appraisal.</p> <p>3.4Self Development: Meaning, process of self-development, Self-Development Techniques, Use of Self Development, Individual Development Plan.</p> <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> | 6hrs |

| | | | |
|---|---------------|---|-------|
| | | 3.8 Personal SWOT analysis & STAR analysis. (One or two case lets on the above topic). | |
| | | 3.5Self Introduction: Meaning, tips for effective self-introduction, Self-Acceptance, Awareness, Self-Knowledge, belief, confidence, criticism and self-examination. 3.6Defining Success: Real or Imaginative, obstacles to success, factors and qualities that make person successful. 3.7Concept of Failure: Reasons for failure. 3.8 Personal SWOT analysis & STAR analysis. (One or two case lets on the above topic). | 6 hrs |
| 5 | Team Building | 4.1Team 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 speakig and phisical grooming, self SWOT analysis etc | 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 |

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|---|--|---|--------|
| 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 |

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|---|-------------------------|--|--------|
| 6 | 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), 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) | 06 hrs |
|---|-------------------------|--|--------|

Mode of Evaluation:

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