

T.Y. B. Voc.

Retail Management

Semester- V I

[Pattern 2019]

[Academic Year 2021-2022]

[w. e. f. December 2021]



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

Course Structure for B.Voc Retail Management

F.Y.B.Voc

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

S.Y.B.Voc

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 Operation - I	6
	RM 1306	Store Layout & 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 Operation-II	6
	RM 1406	Service Marketing	6

T.Y.B.Voc

Semester	Paper Code	Subject Name	No. of Credits
V	RM 1501	Marketing Research	4
	RM 1502	Bank Finance	4
	RM 1503	Human Reseource Management for RM	4
	RM 1504	Internship	6
	RM 1505	Material & Logistics Management	6
	RM 1506	Retail Store Operation-III	6
VI	RM 1601	Marketing Management	4
	RM 1602	Retail Financial Services	4
	RM 1603	Entreprenership Development	4
	RM 1604	Internship	6
	RM 1605	E-Commerce & Digital Marketing	6
	RM 1606	Retail Store Operation-IV	6

SYLLABUS (CBCS) FOR T. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. from December, 2021)

Academic Year 2021-2022

Third Year

Semester-VI

Marketing Management

Class : T.Y. B.Voc (RM) SEM-VI

Paper Code : RM1601

Paper : I

Title of Paper: Marketing Management

Credit : 4

No. of lectures: 60

A) Learning Objectives:

- 1) To provide comprehensive knowledge of Marketing Management
- 2) To apply Holistic Marketing Dimensions for marketing Management.
- 3) To formulate segmentation strategies for targeting and positioning brand.
- 4) To develop strategies for building strong brands.
- 5) To apply product lifecycle knowledge for retail business decision.
- 6) To develop product services, warranty, guarantee, pricing, labeling, packing etc. strategies in retail business.
- 7) To develop rural marketing strategies in response to the rural market expansion.

B) Learning Outcomes:

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

CO2-Apply Holistic Marketing Dimensions for marketing Management.

CO3-Formulate segmentation strategies for targeting and positioning brand.

CO4-Develop strategies for building strong brands.

CO5-Apply product lifecycle knowledge for retail business decision.

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

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

RM1601/ Marketing Management

(60 Hours)

TOPICS/ CONTENTS: -

UNIT 1: INTRODUCTION TO MARKETING MANAGEMENT

(15)

- 1.1 : Definition, Marketing Planning Process
- 1.2 Marketing V/s Selling, Marketing Mix
- 1.3 Holistic Marketing Dimensions
- 1.4 Marketing Environment

UNIT 2: CONNECTING WITH CUSTOMERS

(10)

- 2.1 Introduction, Understanding Customers,

- 2.2 Basic Segmentation, Segmentation,
2.3 Targeting, Positioning

UNIT 3: BUILDING STRONG BRANDS (10)

- 3.1 Introduction, Positioning- Competition-
3.2 Brand Identity-Brand Strength-Brand Equity,
3.3 Product life cycle and Positioning, Advertising

UNIT 4: MARKET OFFERING (10)

- 4.1 Product Services, Packing- labeling-
4.2 Warranties-guarantees, Pricing

UNIT 5: RURAL MARKETING (15)

- 5.1 Meaning and Concept, Characteristics, Comparison of Rural and Urban Market, 5.2 Strategies of Rural Marketing, Developing Rural Specific Product,
5.3 Four A's of Rural Marketing
5.4 (Case studies) HUL case studies, Pantanjali brand

Practical (Based on the above Units) : Case studies and presentations

Books recommended

1. Marketing Management - Philip Kotler
2. Managing Brand Equity – Aaker Devid 2nd Edition Free Press

Mapping of this course with Programme Outcomes

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

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

Justification for the mapping

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

PSO2: Marketing strategies & concepts specific to retail industry.

CO1-Students can acquire comprehensive knowledge of Marketing Management.

CO3- Students can formulate segmentation strategies for targeting and positioning brand.

CO4- Students can develop strategies for building strong brands.

CO5- Students can apply product lifecycle knowledge for retail business decision.

CO6- Students can develop product services, warranty, guarantee, pricing, labeling, packing etc. strategies in retail business.

CO7- Students can develop rural marketing strategies in response to the rural market expansion.

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.

CO5- Students can apply product lifecycle knowledge for retail business decision.

PSO5: Identify importance of delivering exceptional customer experiences.

CO1-Students can acquire comprehensive knowledge of Marketing Management.

CO3- Students can formulate segmentation strategies for targeting and positioning brand.

CO4- Students can develop strategies for building strong brands.

PSO6: Develop managerial abilities [Marketing, HR, Finance, Inventory] necessary for

Managing retail sector.

CO1-Students can acquire comprehensive knowledge of Marketing Management.

CO3- Students can formulate segmentation strategies for targeting and positioning brand.

CO4- Students can develop strategies for building strong brands.

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

SYLLABUS (CBCS) FOR T. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. from December, 2021)

Academic Year 2021-2022

Third Year

Semester-VI

Retail Financial Services

Class : T.Y. B.Voc (RM) SEM-VI

Paper Code: RM1602

Paper : II

Title of Paper: Retail Financial Services

Credit : 4

No. of lectures: 60

Course objectives:

1. Understand retail financial products
2. Recognize consumer behavior and preferences
3. Analyze regulatory environment
4. Evaluate sales and distribution channels
5. Manage customer relationships
6. Conduct financial analysis and evaluation
7. Adhere to ethical and professional standards

Course outcomes:

1. Gain a comprehensive understanding of the course material
2. Develop effective communication skills
3. Ensure regulatory compliance
4. Implement successful sales and marketing strategies
5. Learn customer relationship management best practices
6. Acquire financial analysis skills
7. Foster professional development

RM1602/ Financial Services

(60 Hours)

TOPICS/ CONTENTS: -

UNIT 1: INTRODUCTION TO FINANCIAL SERVICES

(15)

- 1.1 Meaning and concept of financial services, Features and Functions of financial services,
- 1.2 Classification of financial services, Financial service sector in India,
- 1.3 Modern financial services, Challenges to Indian Financial services.

UNIT 2: BANKING SERVICES

(10)

- 2.1 Meaning, Nature and Scope of Banking Services,
- 2.2 Role and Responsibility of Bankers
- 2.3 Code of conduct of Merchant Bankers

UNIT 3 MUTUAL FUNDS

(15)

- 3.1 Introduction, Concept of Mutual Fund, Advantages of Mutual Funds,
- 3.2 Classification of Mutual funds, Structure of Mutual Funds
- 3.3 Regulation of Mutual Fund in India, AMFI

UNIT 4: INSURANCE SERVICES (10)

- 4.1 : Introduction, Meaning & Importance of Insurance, Principles of Insurance
- 4.2 Types of Insurance-Life Insurance policy-General Insurance, IRDA-Duties and Functions

UNIT 5: CREDIT CARDS (05)

- 5.1 Introduction, concept of Credit Card, Features of Credit Card
- 5.2 Types of Credit Card, Advantages & Disadvantages of Credit Card

UNIT 6: LOANS (05)

- 5.1 Different types of loans, Mudra loan, cash credit , current account
- Practical (Based on the above Units):** Case studies and presentations

Books recommended

1. Financial Services – Siddaih , Person Educatio
2. Merchant Banking and Financial Services – Vij, M & Dhawan, TMH Publication
3. Management of Banking and Financial Services – Paul S.- Person Education

Mapping of this course with Programme Outcomes

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

Weight: 1-Partiallyrelated 2 – ModeratelyRelated 3 –Stronglyrelated

Justification for the mapping

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

CO1- Demonstrate a comprehensive understanding of retail financial services, including products, regulations, market trends, and customer behavior.

CO2-Effectively communicate complex financial information and recommendations to clients, colleagues, and stakeholders clearly and understandably.

CO3 Understand and adhere to regulatory frameworks and compliance requirements governing retail financial services, ensuring ethical and legal practices.

CO4- Apply effective sales and marketing strategies for retail financial products, including segmentation, targeting, positioning, and cross-selling techniques.

CO5 Develop skills in building and maintaining client relationships by understanding customer needs, providing personalized advice, and delivering excellent service.

CO6 Apply financial analysis techniques to evaluate retail financial products, including analyzing financial statements, assessing risk-return profiles, and making recommendations based on financial data.

CO7 Recognize the importance of ongoing professional development and staying updated on industry trends, regulations, and best practices in the retail financial sector.

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

CO1- Demonstrate a comprehensive understanding of retail financial services, including products, regulations, market trends, and customer behavior.

CO3 Understand and adhere to regulatory frameworks and compliance requirements governing retail financial services, ensuring ethical and legal practices.

CO4- Apply effective sales and marketing strategies for retail financial products, including segmentation, targeting, positioning, and cross-selling techniques.

CO5 Develop skills in building and maintaining client relationships by understanding customer needs, providing personalized advice, and delivering excellent service.

CO6 Apply financial analysis techniques to evaluate retail financial products, including analyzing financial statements, assessing risk-return profiles, and making recommendations based on financial data.

CO7 Recognize the importance of ongoing professional development and staying updated on industry trends, regulations, and best practices in the retail financial sector.

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

CO1- Demonstrate a comprehensive understanding of retail financial services, including products, regulations, market trends, and customer behavior.

CO2-Effectively communicate complex financial information and recommendations to clients, colleagues, and stakeholders in a clear and understandable manner.

CO3 Understand and adhere to regulatory frameworks and compliance requirements governing retail financial services, ensuring ethical and legal practices.

CO4-Apply effective sales and marketing strategies for retail financial products, including segmentation, targeting, positioning, and cross-selling techniques.

CO5 Develop skills in building and maintaining client relationships by understanding customer needs, providing personalized advice, and delivering excellent service.

CO6 Apply financial analysis techniques to evaluate retail financial products, including analyzing financial statements, assessing risk-return profiles, and making recommendations based on financial data.

CO7 Recognize the importance of ongoing professional development, staying updated on industry trends, regulations, and best practices in the retail financial sector.

PSO4:Gain knowledge & skills to analyze financial statement.

CO6-Apply financial analysis techniques to evaluate retail financial products, including analyzing financial statements, assessing risk-return profiles, and making recommendations based on financial data.

PSO5:Identify importance of delivering exceptional customer experiences

CO5 Develop skills in building and maintaining client relationships by understanding customer needs, providing personalized advice, and delivering excellent service.

CO7 Recognize the importance of ongoing professional development, staying updated on industry trends, regulations, and best practices in the retail financial sector.

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

CO5 Develop skills in building and maintaining client relationships by understanding customer needs, providing personalized advice, and delivering excellent service.

CO7 Recognize the importance of ongoing professional development, staying updated on industry trends, regulations, and best practices in the retail financial sector.

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

CO7 Recognize the importance of ongoing professional development, staying updated on industry trends, regulations, and best practices in the retail financial sector.

SYLLABUS (CBCS) FOR T. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. from December, 2021)

Academic Year 2021-2022

Third Year

Semester-VI

Entrepreneurship Development

Class : T.Y. B.Voc (RM) SEM-VI

Paper Code: RM1603

Paper : III

Title of Paper: Entrepreneurship Development

Credit : 4

No. of lectures: 60

A) Learning Objectives:

- 1) To make students aware about Entrepreneurship Development.
- 2) To state the meaning of entrepreneurship.
- 3) To describe the importance of entrepreneurship.
- 4) To outline the qualities of a successful entrepreneur.
- 5) To state the functions of an entrepreneur.
- 6) To distinguish between entrepreneur and promoter.
- 7) To explain the issues and problems faced by entrepreneurs.

B) Course Outcomes:

CO1. Entrepreneurship and innovation minors will be able to sell themselves and their ideas.

CO2. Entrepreneurship and innovation minors will develop and cultivate endurance..

CO3. Entrepreneurship and innovation minors will be able to find problems worth solving.

CO4. Entrepreneurship and innovation minors will be able to mobilize people and resources.

CO5. Create a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.

CO6. Entrepreneurship development and Government (Rules, Conditions, etc).

CO7. Theories of Entrepreneurship and Sectoral Entrepreneurship.

RM1603/ Entrepreneurship Development

(60 Hours)

TOPICS/ CONTENTS: -

UNIT 1: INTRODUCTION TO ENTREPRENEURSHIP

(15)

1.1 Concept of Entrepreneur. Intrapreneur, Entrepreneurship and Manager, Netpreneur, Difference between Entrepreneur and Intrapreneur, Entrepreneur and Entrepreneurship. Classification of Entrepreneurs. Link between Entrepreneurship and Economic Development, Skill Development and Entrepreneurship Development.

1.2 Attributes of successful entrepreneurs. Functions of an Entrepreneur, Factors influencing Entrepreneurship Growth - Economic, Non-Economic Factors, For profit or Not for profit entrepreneurs, Role of Entrepreneur in Indian Economy, Developing entrepreneurial culture

1.3 Entrepreneurship as a career, Entrepreneurship as a style of management, Emerging Models of Corporate Entrepreneurship

1.4 Problems and difficulties of Entrepreneurs - Marketing Finance, Human Resource, Production; Research-external problems, Mobility of Entrepreneurs, Entrepreneurial change, occupational mobility - factors in mobility. **(Local entrepreneur) upcoming entrepreneur**

UNIT 2: THEORIES OF ENTREPRENEURSHIP & SECTORAL ENTREPRENEURSHIP(15)

2.1 Innovations and Entrepreneurship- Link between innovation and entrepreneurship, Theories of entrepreneurship: Innovation Theory by Schumpeter & Imitating, Theory of High Achievement by McClelland, X-Efficiency Theory by Leibenstein, Theory of Profit by Knight, Theory of Social change by Everett Hagen

2.2 Entrepreneurship in Agri and Rural Sector- Scope, Problems and Prospects.

2.3 Entrepreneurship in Manufacturing Sector - Scope, Problems and Prospects.

2.1 Entrepreneurship in Service Sector - Scope, Problems and Prospects.

2.5 Women Entrepreneurship- Scope, Problems and Prospects. Reasons for low women Entrepreneurs

UNIT 3 ENTREPRENEURSHIP DEVELOPMENT AND GOVERNMENT(15)

3.1 Role of Mentors. Innovation and Entrepreneurship, Design Thinking Process. Role of consultancy organizations in promoting Entrepreneurs,

3.2 Role of Central Government and State Government in promoting Entrepreneurship with various incentives, subsidies, grants etc. – with special reference to ‘Export oriented unites’

3.3 MSME’S Development Act 2006, Policies for MSMEs, Concessions and Incentives, Financial support schemes, Role and Functions District Industries Centre’s (DIC), Role & Objectives of Entrepreneur Development Programs (EDP), SISI , EDII , NIESBUD, NEDB, EDP

3.4 Assistance Programme for Small Scale Units – Institutional Framework – Role of SSI Sector in the Economy – SSI Units – Failure, Causes and Preventive Measures

3.5 Start-up India, Make in India and Digital India

3.6 Export Promotion facilities for MSMEs and Global Vision for Entrepreneur.

3.7 Entrepreneurship Training and Development- Objectives of Training, Programmes, Contents and Method, Various Training and Development Institutions in India.

UNIT 4: ENTREPRENEURSHIP LAUNCHING (15)

4.1 Creating Entrepreneurial Venture - Entrepreneurship Development Cycle

4.2 Developing and analysis business ideas, Elements of Business Plan, Objectives

4.3 Project report preparation.

4.4 Choice and form of business organization. Ownership - Franchising, networking and alliances, Buying an existing business,

4.5 Opportunity Analysis, Opportunities in Emerging/Transition/Decline industries, Opportunities at the bottom of the pyramid, Opportunities in social sector, Opportunities arising out of digitization, Innovator or Imitator, SWOT analysis, Internal and External Environment Analysis, Porter’s five forces model

Practical (Based on the above Units): Case Studies and Presentations

Books recommended

1. Dynamics of Entrepreneurship Development, Vasant Desai
2. Innovations and Entrepreneurship By Peter Drucker Pub: UBS publishers and Distributors Ltd. New Delhi-110002
3. The Culture of Entrepreneurship, Brigitte Berger
4. Entrepreneurship: New Venture Creation – David H. Holt
5. Entrepreneurship Development New Venture Creation – SatishTaneja, S.L.Gupta
6. Project management – K. Nagarajan.

Mapping of this course with Programme Outcomes

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

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

Justification for the mapping

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

CO3 : Students will have get the knowledge about entrepreneurship and innovation minors will be able to mobilize people and resources to comprehensive understanding of the various aspects of the various aspects of retail operations.

CO4 : Students will understand Entrepreneurship and innovation minors will be able to mobilize people and resources to comprehensive understanding of the various aspects of the various aspects of retail operations.

CO6 : Students understand the Entrepreneurship development and Government (Rules, Conditions, etc) of the various aspects of retail operations.

PSO2 : Marketing strategies & concepts specific to retail industry.

CO1 : Students will get knowledge about Entrepreneurship and innovation minors will be able to sell themselves and their ideas with the help marketing strategies to developed retail industry.

CO2 : Students will learn the Entrepreneurship and innovation minors will develop and cultivate endurance to developed retail industry.

CO3 : Students will understand an Entrepreneurship and innovation minors will be able to find problems worth solving by using marketing strategies to developed retail industry.

CO4 : Students get the knowledge of an Entrepreneurship and innovation minors will be able to mobilize people and resources by using marketing strategies to developed retail industry.

CO5 : Students also able to Create a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options to developed retail industry.

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

PSO4 : Describe the process of conceiving, producing & selling fashion products for instore & online retailing.

CO1 : Students will get knowledge about Entrepreneurship and innovation minors will be

able to sell themselves and their ideas to enhance selling fashion products instore & online retailing.

CO4 : Students get the knowledge of an Entrepreneurship and innovation minors will be able to mobilize people and resources to analyze selling fashion products for instore & online retailing.

CO5 : Students also able to Create a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options to developed selling fashion products in retailing.

PSO5 : Identify importance of delivering exceptional customer experiences.

CO3 : Students will understand an Entrepreneurship and innovation minors will be able to find problems worth solving and gain knowledge & skills to analyze financial statement.

CO6 : Student learn to understand what are the rules and conditions in Entrepreneurship development and Government and how it is helpful to analyze financial statement.

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

CO1 : Students will get knowledge about Entrepreneurship and innovation minors will be able to sell themselves and their ideas to develop managerial abilities necessary for managing & motivating team in retail environment.

CO2 : Students will learn the Entrepreneurship and innovation minors will develop and cultivate endurance to create managerial abilities necessary for managing & motivating team in retail environment.

CO3 : Students will understand an Entrepreneurship and innovation minors will be able to find problems worth solving to motivating team in retail environment.

CO4 : Students get the knowledge of an Entrepreneurship and innovation minors will be able to mobilize people and resources to motivating team in retail environment.

CO5 : Students also able to Create a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options to to develop managerial abilities necessary for managing & motivating team in retail environment.

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

CO6 : Student learn to understand what are the rules and conditions in Entrepreneurship development and Government emphasize the importance of ethical & sustainable practices in retail industry.

CO7 : Theories of Entrepreneurship and Sectoral Entrepreneurship emphasize the importance of ethical & sustainable practices in retail industry.

SYLLABUS (CBCS) FOR T. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. from December, 2021)

Academic Year 2021-2022

Third Year

Semester-VI

Internship

Class : T.Y. B. B.Voc (RM) SEM-VI

Paper Code: RM1604

Paper : IV

Title of Paper: Internship

Credit : 6

No. of lectures: 90

A) Learning Objectives:

- 1) To know about all details of mall.
- 2) To understand management, project audit and working in team and organization.
- 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.

1604/ 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.

SYLLABUS (CBCS) FOR T. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. from December, 2021)

Academic Year 2021-2022

Third Year

Semester-VI

E- Commerce and Digital Marketing

Class : T.Y. B.Voc (RM) SEM-VI

Paper Code: RM1605

Paper : V

Title of Paper: E-Commerce & Digital Marketing

Credit : 6

No. of lectures: 90

A) Learning Objectives:

- 1) To understand about upcoming E-Commerce & Digital Marketing.
- 2) To understand the core concepts of E-Commerce and the various online payment techniques.
- 3) To know the core concepts of digital marketing and the role of digital marketing in business.
- 4) To apply digital marketing strategies to increase sales and growth of business
- 5) To Apply digital marketing through different channels and platforms, understand the significance of Web Analytics and Google Analytics and apply the same.
- 6) To recognize and understand the environmental variables that influence digital marketing and e-commerce activities.
- 7) To be aware of the ethical, social, and security issues of information systems.

B) Course Outcomes:

CO1- Students understand the core concepts of E-Commerce and the various online payment techniques.

CO2 -Students the core concepts of digital marketing and the role of digital marketing in business and Apply digital marketing strategies to increase sales and growth of business

CO3 -Apply digital marketing through different channels and platforms, understand the significance of Web Analytics and Google Analytics and apply the same.

CO4 -Recognize and understand the environmental variables that influence digital marketing and e-commerce activities.

CO5 – Be aware of the ethical, social, and security issues of information systems.

CO6 -Every student has to understand the E-Commerce strategy, technology adoption and its growth.

CO7 –Students can successfully start their new venture based on E-commerce and Digital Marketing Tools

TOPICS/ CONTENTS: -

UNIT 1: INTRODUCTION TO E-COMMERCE (15)

- 1.1 Introduction, Meaning, Understanding E-Commerce Theme
- 1.2 Online Retailing, B2B Marketing

UNIT 2: DIGITAL MARKETING (15)

- 2.1 Introduction of Digital Marketing, Social Media Platform
- 2.2 Search Engine Optimization
- 2.3 Google Analytics

UNIT 3: DESIGN (15)

- 3.1 Web Design, Landing Page,
- 3.2 Poster Design, Search Engine Marketing

UNIT 4: WAY OF DIGITAL MARKETING (15)

- 4.1 Facebook Marketing, Instagram Marketing,
- 4.2 YouTube Marketing
- 4.3 E-Mail Marketing

Practical (Based on the above Units): Practical on Facebook, Instagram, various E-commerce sites.

Mapping of this course with Programme Outcomes

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

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 core concepts of E-Commerce and the various online payment techniques in retail management.

CO2 - Students understanding the core concepts of digital marketing and the role of digital marketing in retail industry.

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

CO3 -Apply digital marketing strategies through different channels and platforms, understand the significance of Web Analytics and Google Analytics and apply the same.

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

CO7 –Students can get hand on training for their new venture based on E-commerce and Digital Marketing Tools

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

CO2 -Students understand the core concepts of digital marketing and the role of digital marketing in business and Apply digital marketing strategies to increase sales and growth of business .

PO5: Identify the importance of delivering exceptional customer experiences.

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

CO6 -Every student has to understand the E-Commerce strategy, technology adoption and its growth.

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

CO5 – Students be aware of the ethical, social, and security issues of information systems in digital marketing.

SYLLABUS (CBCS) FOR T. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. from December, 2021)

Academic Year 2021-2022

Third Year

Semester-VI

Retail Store Operations-IV

Class : T.Y. B.Voc. (RM) SEM-VI

Paper Code: RM1606

Paper : VI

Title of Paper: Retail Store Operation - IV

Credit : 6

No. of lectures: 90

A) Learning Objectives:

- 1) To equip the students with an understanding of basic operating processes and their significance in running retail operations smoothly.
- 2) To understand the critical need for service orientation in the current business scenario.
- 3) To provide practical experience and exposure to students.
- 4) To describe the Distribution Centers in Retails.
- 5) To make students understand various aspects of retail store
- 6) operation.
- 7) To inculcate Students knowledge of customers handling in stores.

B) Learning Outcomes:

CO1-This course provides practical experience and exposure to students.

CO2- Describe the Distribution Centers in Retails.

CO3- This course will make students understand various aspects of retail store operation.

CO4- Students will inculcate knowledge of customers handling in stores.

CO5-Explains store security and techniques of store security.

CO6-This course get the student acquainted with the knowledge of retail operations performed in a retail organization.

CO7-Students will get knowledge of store audit.

RM1606/ Retail Store Operation-IV

(90 Hours)

TOPICS/ CONTENTS: -

UNIT 1: DISTRIBUTION CENTRES IN RETAILS

(15)

1.1 Introduction, Objectives, Concept of Distribution Centre, Some important terminologies related to distribution centre, Activities of Distribution Centres, Target System, Retail Distribution Centre Operations, Duties of Distribution Centre Head, Security Tag Handling

1.2 Opening and Closing of Store: Introduction, Objectives, Opening and Closing a Store, Store opening process, Store closing process, Store Key Management, Checklist for Store Opening and Closing.

UNIT 2: CUSTOMERS IN STORES

(15)

2.1 Introduction, Objectives, Concept of Customer Role of customers and customer touch points, Customer buying behaviour, Entry Process for Customers in a Retail Store, Baggage Counter, Buying Method and Job Responsibility, Cash management and customer checkout, Gift vouchers, Return policy and procedure, Garments alteration, Maintenance of alteration counters, Customer Complaints and Suggestions, Managing Free Gifts

2.2 Employees in Retail Stores-Introduction, Objectives, Employees and Shift Timings, Employee Entry and Attendance Recording System, Scheduling Breaks, Entry Recording System for Outsiders, Grooming Standards for Store Employees, Store Disciplinary Policy for Employees, Morning Briefing for Sales Employees

UNIT 3 STORE SECURITY

(15)

3.1 Introduction, Objectives, Security Process in Different Situations, Handling Legal Aspects, Handling Counterfeit Currencies, Handling Tag Beep

3.2 Pilferage and Shoplifting: Introduction, Objectives, Pilferage Handling, Concept of Shoplifting, Methods of Shoplifting, Anti-Shoplifting Techniques, Other measures to prevent shoplifting, Points to be considered while displaying merchandise

UNIT 4: STORE AUDIT

(15)

4.1 Introduction, Objectives, Concept of Store Audit, Importance of Store Audit, Parameters for Store Audit

4.2 Storefront appearance, In-store presentation, Customer service, Storage, Housekeeping

Practical (Based on the above Units): Case studies and presentations

Books recommended

1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

Mapping of this course with Programme Outcomes

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

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

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

Justification for the mapping

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

CO2- Students can describe the distribution centers in Retails.

CO3- Students can understand various aspects of retail store operation.

CO4- Students will inculcate knowledge of customers handling in stores.

CO5- Students can understand store security and techniques of store security.

CO7-Students will get knowledge of store audit.

PSO2: Marketing strategies & concepts specific to retail industry.

CO4- Students will inculcate knowledge of customers handling in stores.

CO5- Students can understand store security and techniques of store security.

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

CO1-Students will acquire practical experience and exposure to students.

CO2- Students can describe the distribution centers in Retails.

CO3- Students can understand various aspects of retail store operation.

CO4- Students will inculcate knowledge of customers handling in stores.

CO5- Students can understand store security and techniques of store security.

CO6-Student can get acquainted with the knowledge of retail operations performed in a retail organization.

CO7-Students will get knowledge of store audit.

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

CO4- Students will inculcate knowledge of customers handling in stores.

PSO5: Identify importance of delivering exceptional customer experiences.

CO4- Students will inculcate knowledge of customers handling in stores.

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

CO6-Student can get acquainted with the knowledge of retail operations performed in a retail organization.

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

CO5- Students can understand store security and techniques of store security.

CO7-Students will get knowledge of store audit.



**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
Course Title: 1) Certificate Course in Network Marketing**

[A] Learning Objectives:

- The concept of networking
- The process of using your network map
- Opportunities for Networking
- Networking essentials
- Attributes of a skillful networking professional

B) Learning Outcome:

After completion of this course students can

CO1-Understand the concept of network marketing;
CO2-Identify the products that can be sold through network marketing;
CO3-Explain how network marketing works;
CO4-Identify the industry leaders and the different forms of network marketing;
CO5-Distinguish between network marketing and direct marketing/selling;
CO6-Explain the strategies for successful network marketing;
CO7-Develop the skill to build a network marketing business;

Syllabus

Sr. No.	Chapter	Topics	Lectures
1	Network Marketing	1.1 Introduction, 1.2 Concept of Network Marketing--Meaning Emergence, 1.3 Characteristics, 1.4 How does it work? 1.5 Who participates in Network Marketing?	06 hrs
2	Networking Skills	2.1 Introduction 2.2 Benefits of Business Networking 2.3 Opportunities for Networking 2.4 Networking Essentials 2.5 Three Important Types of Business Networks	06 hrs
3	Developing Avenues for Effective Business Networking	3.1 Introduction 3.2 Important Principles for Effective Business Networking 3.3 Essential Networking Checklist 3.4 Categories of Networking Situations, Events and Methods 3.5 Attributes of a Skillful Networking Professional 3.6 Avoiding Networking Pitfalls	06 hrs
4	Forms & Evaluation of Network Marketing	4.1 Network Marketing vs. Direct Selling , 4.2 Products and services of Network Marketing, 4.3 Selection criteria for Network Marketing 4.4 Evaluation of Network Marketing , 4.5 Challenges faced by the Industry, 4.6 The Regulatory	06 hrs

		Challenges & Way Forward, 4.7 Myths surrounding the industry.	
5	Coverage Of MLM	5.1 Global Direct Selling, 5.2 Direct selling in India, 5.3 Direct selling in Maharashtra, 5.4 Direct Selling opportunities in Maharashtra:2025,	06 hrs

Mode of Evaluation:

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