

T.Y. B. Voc.
Retail Management
Semester-V
[Pattern 2019]

[Academic Year 2021-2022]

[w. e. f. June 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 June, 2021)

Academic Year 2021-2022

Third Year

Semester-V

Marketing Research

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

Paper Code: RM1501

Paper : I

Credit : 4

Title of Paper: Marketing Research

No. of lectures: 60

A) Learning Objectives:

1. To know the meaning of Marketing Research.
2. To understand the difference between basic and applied research.
3. To learn the various classifications of Marketing Research.
4. To study the scope of Marketing Research.
5. To learn the various methods of Marketing Research.
6. To learn to identify marketing problem(s) to assist in decision making
7. To learn to choose the methodologies to acquire evidence in an ethical manner to address the marketing problem.

B) Learning Outcomes:

CO1-Identify marketing problem(s) to assist in decision making

CO2-Choose the methodologies to acquire evidence in an ethical manner to address the marketing problem.

CO3-Retrieve primary and secondary data to solve the marketing problem

CO4-Establish the methodological quality, reliability and validity of the data collected

CO5-Integrate all types of relevant evidence towards finding solutions to the marketing problem

CO6-Find solutions to the marketing problem based on the integrated relevant evidence

CO7-Produce an evidence-based marketing report to maximize likelihood of effective implementation of solutions.

RM1501/ Marketing Research

(60 Hours)

TOPICS/ CONTENTS: -

UNIT 1: INTRODUCTION TO MARKETING RESEARCH

(15)

1.1 Introduction, Research Objectives

1.2 Marketing Research & Classification of Marketing Research

1.3 Process of Marketing Research, Marketing Research Service Providers

UNIT 2: REASERCH DESIGN

(15)

2.1 Introduction & Need of Research Design

2.2 Types of Research Design

2.3 Product Research Design

UNIT 3: SAMPLE DESIGN

(15)

- 3.1 Introduction, Distinction between Census and Sampling
- 3.2 Steps of Sampling Design, Characteristics of Good sampling design
- 3.3 Types of Sample Design, Questioner designing
- 3.4 Analytical, Graphical Design, Presentation Chart etc.

UNIT 4: MEASUREMENT AND SCALING TECHNIQUES

(15)

- 4.1 Introduction, Tools of Measurement
- 4.2 Nominal Scale-Ordinal Scale-Interval Scale, Scaling
- Practical (Based on the above Units):** Case Studies and Presentations

Books recommended

1. Marketing Research: An Applied orientation Malhotra Naresh K.
2. Research Methodology Methods & Techniques – C.R.Kothari
3. Marketing Research –Hair, Bush, Ortinau (2nd edition Tata McGraw Hill)
4. Marketing Research Text & Cases – (Wrenn, Stevens, Loudon Jaico publication)

Mapping of this course with Programme Outcomes

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

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 identify marketing problem(s) to assist in decision making to frame marketing strategies.

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.

CO1-Students can identify marketing problem(s) to assist in decision making for Instore and on-line retailing.

CO6-Find solutions to the marketing problem based on the integrated relevant evidence for Instore and on-line retailing.

PSO5: Identify importance of delivering exceptional customer experiences.

CO1-Students can identify marketing problem(s) to assist in decision making for delivering exceptional customer experiences.

CO6-Students can find solutions to the marketing problem based on the integrated relevant evidence for delivering exceptional customer experiences.

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

CO3-Students can retrieve primary and secondary data to solve the marketing problem

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

CO2-Students can choose the methodologies to acquire evidence in an ethical manner to address marketing problem.

CO7-Students can produce an evidence-based marketing report to maximize likelihood of effective implementation of solutions.

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

Academic Year 2021-2022

Third Year

Semester-V

Bank Finance

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

Paper Code: RM1502

Paper : II

Title of Paper: Bank Finance

Credit : 4

No. of lectures: 60

Course Objectives:

1. To provide a fundamental understanding of bank finance.
2. To familiarize students with various financial products and services.
3. To enable students to perform financial analysis.
4. To understand the concept of capital structure and funding.
5. To introduce students to credit evaluation and lending practices.
6. To understand the impact of interest rates and monetary policy on bank finance.
7. To introduce students to the concept of Financial Technology (Fintech).

Course Outcomes:

- CO1. Gain a comprehensive understanding of banking operations.
- CO2. Acquire knowledge of financial products and services.
- CO3. Learn about capital adequacy and funding.
- CO4. Develop credit evaluation and lending expertise.
- CO5. Gain awareness of monetary policy and interest rate dynamics.
- CO6. Familiarize yourself with financial technology (Fintech).
- CO7. Maintain high ethical and professional standards.

RM1502/ Bank Finance

(60 Hours)

TOPICS/ CONTENTS: -

UNIT 1: INDIAN FINANCIAL SYSTEM

(10)

- 1.1 Introduction, Functions of Financial System
- 1.2 Structure of Indian Financial System
- 1.3 Financial Market-Money Market-Capital Structure-Financial Services.

UNIT 2: THE BANKING SYSTEM IN INDIA

(10)

- 2.1 Introduction, Definition, Structure of Indian Banking System
- 2.2 The Reserve Bank of India, Functions of RBI, types of bank, NBFs

UNIT 3: COMMERCIAL BANKING

(10)

- 3.1 Introduction, Functions of Commercial Banks

3.2 Types of Charges on Assets

UNIT 4: CREDIT APPRAISAL (15)

- 4.1 Introduction, Meaning, Process of Credit Appraisal of a loan by Commercial Bank
- 4.2 Receipt of Application-Pre sanction visit by a bank officer and its report
- 4.3 Preparation of loan proposal
- 4.4 Approval of proposal and sanction loan, Credit Rating

UNIT 5: DEVELOPING BANK (15)

- 4.1 Meaning, Concept, Features, Role of SIDBI in Development of MSMEs in India
- 4.2 IFCI,SFC, NIDC, ICICI, IDBI and its role, NABARD, NHB Financial institution

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

Books recommended

1. “Indian Financial System and Markets” Saha S.S.
2. “Marchant Banking and Financial Services” Paul S.
3. “Financial Institutions and Markets” Bhole L.M.

Mapping of this course with Programme Outcomes

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

Weight: 1-Partiallyrelated 2 - ModeratelyRelated3 -Stronglyrelated

Justification for the mapping

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

CO1-Students will gain a thorough understanding of the functions, roles, and operations of banks within the broader financial system.

CO2-Understanding various financial products and services offered by banks, including loans, deposits, investment products, and ancillary services like wealth management and insurance.

CO5-Understanding the influence of monetary policies on banks, interest rate risk management, and the impact of changing interest rates on financial institutions.

PSO2 : Marketing strategies & concepts specific to retail industry.

CO3 Ability to comprehend the capital structure of banks, funding mechanisms, liquidity management, and the importance of maintaining capital adequacy ratios.

CO4- Capability to assess creditworthiness, analyze loan applications, and understand the principles behind lending decisions and risk management in loan portfolios.

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

CO1-Students will gain a thorough understanding of the functions, roles, and operations of banks within the broader financial system.

CO2-Understanding various financial products and services offered by banks, including loans, deposits, investment products, and ancillary services like wealth management and insurance.

CO3- Ability to comprehend the capital structure of banks, funding mechanisms, liquidity management, and the importance of maintaining capital adequacy ratios.

CO4- Capability to assess creditworthiness, analyze loan applications, and understand the principles behind lending decisions and risk management in loan portfolios.

CO5-Understanding the influence of monetary policies on banks, interest rate risk management, and the impact of changing interest rates on financial institutions.

CO6-Understanding the role of technology in banking operations, including the use of digital platforms, artificial intelligence, blockchain, and other emerging fintech innovations in the banking sector.

CO7-Emphasis on ethical conduct, integrity, compliance, and professionalism in banking practices and customer relationships.

PSO4: Gain knowledge & skills to analyze financial statement.

CO2-Understanding various financial products and services offered by banks, including loans, deposits, investment products, and ancillary services like wealth management and insurance.

CO3 Ability to comprehend the capital structure of banks, funding mechanisms, liquidity management, and the importance of maintaining capital adequacy ratios.

CO4- Capability to assess creditworthiness, analyze loan applications, and understand the principles behind lending decisions and risk management in loan portfolios.

PSO5: Identify importance of delivering exceptional customer experiences

CO1-Students will gain a thorough understanding of the functions, roles, and operations of banks within the broader financial system.

CO7-Emphasis on ethical conduct, integrity, compliance, and professionalism in banking practices and customer relationships.

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

environment.

CO7-Emphasis on ethical conduct, integrity, compliance, and professionalism in banking practices and customer relationships.

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

CO7-Emphasis on ethical conduct, integrity, compliance, and professionalism in banking practices and customer relationships.

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

Academic Year 2021-2022

Third Year

Semester-V

Human Recourse Management I Retailing

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

Paper Code : RM1503

Paper : III

Title of Paper: Human Resource Management in Retailing

Credit : 4

No. of lectures: 60

A) Learning Objectives:

- 1) The objective of this course is to understand Human Resource Management
- 2) To develop an understanding about the functions of HRM.
- 3) To distinguish between Recruitment and Selection.
- 4) To relate the various stages in Training cycle.
- 5) To develop an understanding about basics of compensation management and Performance appraisal.
- 6) To discuss about managing employee relations.
- 7) To administer and contribute to the design and evaluation of the performance management program.

B) Course Outcomes:

CO1.Concept of Human Recourse Management.

CO2.Challenges of HRM in Retailing.

CO3.Concept of Human Resource Planning.

CO4. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.

CO5.Administer and contribute to the design and evaluation of the performance management program.

CO6.Emerging trends in Human Resource Management.

CO7.Uses of Human Resource Information System.

RM1503/ HUMAN RESOURCE MANAGEMENT FOR RETAIL BUSINESS (60 Hours)

TOPICS/ CONTENTS: -

UNIT 1: HUMAN RESOURCE MANAGEMENT

(15)

1.1 Meaning, Nature and Scope, HRM functions and objectives, Role of HRM, Importance of HRM, Functions of HRM, HRM in Retailing

1.2 Evolution – difference between Personnel Management and HRM

1.3 Trends and Challenges of HRM in Retailing

1.4 HRM Models: Harvard Model

1.5 Strategic Human Resource Management: Nature and Importance of Strategic Management

UNIT 2: HUMAN RESOURCE PLANNING

(15)

2.1 Definition, purposes, processes and Barriers to HRP

2.2 Job Analysis, Job Description, Job Specification

2.3 Recruitment-Sources of Recruitment, Selection Process, Induction and Orientation, Retention of Employees Importance of retention, strategies of retention.

2.4 Career Planning- Process of career planning and development, Succession Planning- Transfer and Promotion

UNIT 3: TRAINING AND DEVELOPMENT (15)

3.1 Objectives and Needs, Training and Development Process

3.2 Methods of Training, Tools and Aids, Evaluation of Training Programs, Training Need Assessment, Types of training

3.3 Difference between training and development, Evaluation of Training Effectiveness: Kirkpatrick model.

3.4 **Performance Appraisal:** Definition, Objective, Importance, Process and Appraisal Methods. Needs to measure performance and its purpose

3.5 **Compensation Management:** Concepts and Components of salary, Job Evaluation- Incentives and Benefits, Fringe Benefits

UNIT 4: RETIREMENT (15)

4.1 Superannuation, Voluntary Retirement Schemes, Golden Hand Shake, Resignation, Discharge, Dismissal, Suspension, Layoff. Grievance Procedure in Indian Industry

4.2 **Emerging Trends in HRM:** HR Accounting, HR Audit, HR Shared Services & its - Concept, Objective, Scope & Process

4.3 HRIS- Need, Advantages & Uses of HRIS

Books recommended

1. AswathappaK(2007) Human Resource and Personnel Management, Tata McGraw Hill, 5th Ed.
2. Rao VSP (2009) Human Resource Management, Text and Cases, Excel Books, 2nd Ed.
3. Ivancevich(2007)- Human Resource Management, Tata McGraw Hill, 10th Ed.
4. Dessler(2009) Human Resource Management, Prentice Hall, 10th Ed.
5. Bernard(2009) Human Resource Management, Tata McGraw Hill, 4th Ed.

MappingofthiscoursewithProgrammeOutcomes

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

Weight: 1-Partiallyrelated 2 - ModeratelyRelated 3 -Stronglyrelated

Justification for the mapping

- PSO1 : Comprehensive understanding of the various aspects of retail operations.**
- CO1 : Students will have get the knowledge about human resource management of retail organizations those are handled retail operations.
- CO2 : Students will understand various trends and challenges of HRM in retail operations
- CO6 : Students understand the recent trends of retail operations in human resource management.

CO7 : Students will be able to understand the use of Human Resource Information System in retail operations.

PSO2 : Marketing strategies & concepts specific to retail industry.

CO2 : Students will have strong conceptual knowledge of how to use new trends of markets and challenges to face market to developed retail industry.

CO4 : Students will learn how to Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes with the use of marketing strategies developed to retail industry.

CO6 : Students learn recent trends with use of marketing strategies & concept specific to 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.

CO4 : Students will learn how to Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes in selling fashion products for instore & online retailing.

PSO5 : Identify importance of delivering exceptional customer experiences.

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

CO1 : Student will get the knowledge of HRM to develop managerial abilities necessary for managing & motivating team in retail environment.

CO2 : Students will understand challenges of HRM in retailing to develop managerial abilities necessary for managing & motivating team in retail environment.

CO3 : Students will get the knowledge of HRP to develop managerial abilities necessary for managing & motivating team in retail environment.

CO4 : Students will learn how to Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes to motivate team in retail environment.

CO5 : Students will have basics knowledge of Administer and contribute to the design and evaluation of the performance management program to develop managerial abilities necessary for managing & motivating team in retail environment.

CO6 : Students will studied about emerging trends in HRM to develop managerial abilities necessary for managing & motivating team in retail environment.

CO7 : Students will learn how to use of HRIs to develop managerial abilities necessary for managing & motivating team in retail environment.

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

Academic Year 2021-2022

Third Year

Semester-V

Internship

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

Paper Code: RM1504

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.

RM1504/ 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 June, 2021)

Academic Year 2021-2022

Third Year

Semester-V

Material and Logistics Management

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

Paper Code: RM1505

Paper : V Title of Paper: Material & Logistics Management

Credit : 6 No. of lectures: 90

A) Learning Objectives:

- 1) To provides an overview of how firms use distribution intermediaries to gain a competitive advantage in local and global markets through the integration of logistics management.
- 2) To provide an opportunity for comprehensive analysis and discussion of key contemporary issues and problems in logistics management.
- 3) To analyze for how to improve a quality customer service and integrated logistics.
- 4) To understand how to establish a customer satisfaction strategy.
- 5) To understand integrated logistics & quality customer service.
- 6) To explain the outsourcing logistics and to elaborate the practical concepts regarding third party and fourth party logistics.
- 7) To students have proficiency in various logistics strategies.

B) Learning Objectives:

CO1- This course provides an overview of how firms use distribution intermediaries to gain a competitive advantage in local and global markets through the integration of logistics management.

CO2- Provide an opportunity for comprehensive analysis and discussion of key contemporary issues and problems in logistics management.

CO3-Students detailed analysis for how to improve a quality customer service and integrated logistics.

CO4-Students understand how to establish a customer satisfaction strategy.

CO5 – Understand integrated logistics & quality customer service.

CO6 –Explain the outsourcing logistics and to elaborate the practical concepts regarding third party and fourth party logistics.

CO7 –Students have proficiency in various logistics strategies.

TOPICS/ CONTENTS: -**UNIT 1: LOGISTICS****(15)**

- 1.1 Objectives, Components, Significance
- 1.2 Supply Chain Management - Objectives, Components, Significance, Trade off Customer Service & Cost
- 1.3 Supply Chain Structure: Shift from enterprise to network, Structure of a SC, push based SC, Pull based SC, Tradeoff between Push & Pull, Identifying appropriate Push & Pull Strategy for SC, Commodity & cost centric SC, Agile SC
- 1.4 HRM Models: Harvard Model

UNIT 2: INVENTORY MANAGEMENT**(15)**

- 2.1 Inventory concepts- Need, Pressures for Low Inventory, Pressures for High Inventory, Role of inventory in Operations,
- 2.2 Types of inventory – seasonal, decoupling, cyclic, pipeline, Safety stock.
- 2.3 Costs associated with Inventory - Carrying costs, ordering costs, shortage costs. Basic EOQ Model - EOQ with discounts
- 2.4 Classification of material -ABC Analysis - VED, HML, FSN, GOLF, SOS
- 2.5 Inventory Control systems: Continuous Review (Q) systems, Periodic Review (P) systems, ABC Classification system, Issues in the P and Q systems of inventory control

UNIT 3: PURCHASING MANAGEMENT**(15)**

- 3.1 Responsibilities of Purchase Department, Purchase Cycle
 - 3.2 Negotiation & Bargaining
 - 3.3 Vendor relations
 - 3.4 Purchasing Methods
 - 3.5 Global sourcing
- Just-In-Time:** Principles of just-in-time, Core logic of JIT, Main features for stocks, Achieving just-in-time operations, Other effects of JIT, Benefits and disadvantages of JIT, Comparison with other methods of inventory management. KANBAN as a control tool. Vendor managed inventory.

UNIT 4: THE DEVELOPMENT OF E-TAIL LOGISTICS**(15)**

- 4.1 E-Commerce as a Channel of Retail
- 4.2 The Growth of E-Commerce in India
- 4.3 E-Retail Marketing Mix
- 4.4 The Omni Channel and Multi-Chanel Dilemma
- 4.5 The Greening of Retail Logistics-
 - a. Scenario
 - b. Environmental effects of retail logistics
 - c. Choice of Transportation Mode
 - d. Energy Efficiency of Retail Deliveries
- 4.6 Customer Value:
 - a. Empowered consumer, Customer focused Marketing & SC service outputs,
 - b. customer service- Availability, operational performance, reliability.
 - c. Customer satisfaction - Customer expectations, enhancing customer satisfactions, limitations of customer satisfaction.
 - d. Customer success -Achieving customer success, value added services, customer value requirement mapping, CRM.

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

Books recommended

1. Rushton, A., Oxley, J &Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management. Kogan Page.
2. Simchi-Levi, David, Kaminsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill.
3. Operations Management: Theory and Practice, B Mahadevan, Pearson.
4. Operations Management-Process and Value Chains, Krajewski, Ritzman, Malhotra, Pearson.
5. Inventory Control and Management, Donald Waters, Wiley Student Edition.
6. Just-in-Time Manufacturing, Korgaonker, Macmillan

Mapping of this course with Programme Outcomes

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

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

Justification for the mapping

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

CO1- Students understand an overview of how firms use distribution intermediaries to gain a competitive advantage in local and global markets through the integration of logistics management.

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 In store and on-line retailing.

PO5: Identify the importance of delivering exceptional customer experiences.

CO3 -Students understand detailed analysis for how to improve a quality customer service and integrated logistics.

CO4 -To understand how to establish a customer satisfaction strategy.

CO5 – To understand integrated logistics & quality customer service.

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

CO6 –Students understand outsourcing logistics and to elaborate the practical concepts regarding third party and fourth party logistics.

CO7 –Students get proficiency in various logistics strategies.

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

CO7 –Students get ethics in proficiency in various logistics management.

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

Academic Year 2021-2022

Third Year

Semester-V

Retail Store Operations-III

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

Paper Code: RM1506

Paper : VI

Title of Paper: Retail Store Operation-III

Credit : 6

No. of lectures: 90

A) Learning Objectives:

- 1) To know about daily process and setup of retail store operation.
- 2) To provide practical experience and exposure to students.
- 3) To make students understand various aspects of retail store operation.
- 4) To get the student acquainted with the knowledge of retail operations performed in a retail organization.
- 5) To describe the steps of setting up retail organization.
- 6) To inculcate store layout and space planning knowledge.
- 7) To explain store management and role and responsibilities of store manager.

B) Learning Outcomes:

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

CO2-This course will make students understand various aspects of retail store operation.

CO3-This course get the student acquainted with the knowledge of retail operations performed in a retail organization.

CO4-Describe the steps of setting up retail organization.

CO5-Students will inculcate store layout and space planning knowledge.

CO6-Explains store management and role and responsibilities of store manager.

CO7-Students will get knowledge of logistics management and information system.

RM1506/ RETAIL STORE OPERATION-III

(90 Hours)

TOPICS/ CONTENTS: -

UNIT 1: SETTING UP TRTAIL ORGANIZATION

(15)

1.1 Size and space allocation, location strategy, factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design.

1.2 Functioning of a Retail Store - Introduction, Objectives, Everyday Operations of a Retail Store, Visual Merchandising, Visual merchandising norms, Visual merchandising in India, Operating system of visual merchandising, Role and responsibilities of a visual merchandiser

1.3 Role of Signage in the StoreSupply Chain Structure: Shift from enterprise to network, Structure of a SC, push based SC, Pull based SC, Tradeoff between Push & Pull, Identifying appropriate Push & Pull Strategy for SC, Commodity & cost centric SC, Agile

UNIT 2:STORE LAYOUT AND SPACE PLANNING (15)

- 2.1 Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.
- 2.2 Practical, digram, visting and observing various malls) general store
- 2.3 Store Finance and Control:Introduction, Objectives, Measures of Financial Performance of Retail Stores, Income statement or profit and loss statement, Balance sheet, Measures of Performance Evaluation, Ratio analysis, Other measures of performance: assortment of products,
- 2.4 Measuring retail store and space performance, Measuring employee productivity, Strategic Profit Model, Budgeting, Dump and Shrink: Calculation and Control, Gift Voucher’s Management and Release

UNIT 3: STORE MANAGEMENT (15)

- 3.1Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers
- 3.2 Store Record and Accounting System - Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments.

UNIT 4: LOGISTICS AND INFORMATION SYSTEM (15)

- 4.1 Improved product availability, Improved assortments,
- 4.2 Strategies, Quick Response System. (application base studies, digital stock,)

Books recommended

- 1. SwapanaPradhan- 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	3	1	3	2	1	-	-
CO3	3	-	3	-	-	-	-
CO4	3	-	3	-	-	-	-
CO5	3	-	3	-	-	-	-
CO6	-	-	3	-	-	3	-
CO7	2	-	3	-	-	1	-

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 understand various aspects of retail store operation.

CO3-Student will acquainted with the knowledge of retail operations performed in

a retail organization.

CO4- Students can describe the steps of setting up retail organization.

CO5-Students will inculcate store layout and space planning knowledge.

CO7-Students will get knowledge of logistics management and information system.

PSO2: Marketing strategies & concepts specific to retail industry.

CO2-Students can understand various aspects of retail store operation.

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

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

CO2-Students can understand various aspects of retail store operation.

CO3-Student will acquainted with the knowledge of retail operations performed in a retail organization.

CO4- Students can describe the steps of setting up retail organization.

CO5-Students will inculcate store layout and space planning knowledge.

CO6-Student can acquaint knowledge of store management and role and responsibilities of store manager.

CO7-Students will get knowledge of logistics management and information system.

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

CO2-Students can understand various aspects of retail store operation.

PSO5: Identify importance of delivering exceptional customer experiences.

CO2-Students can understand various aspects of retail store operation.

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

CO6- Student can acquaint knowledge of store management and role and responsibilities of store manager.

CO7-Students will get knowledge of logistics management and information system.

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



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

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