Department of Retail Management   F.Y. B.Voc Semester-I

Anekant Education Society's

TULJARAM CHATURCHAND COLLEGE

OF ARTS, SCIENCE & COMMERCE, BARAMATI (PUNE)

(Autonomous)

Three/Four Year Honours/ Honours with Research B.Voc Degree

Program in Retail Management

CBCS Syllabus

FY B.Voc (Retail Management)

For Department of Retail Management

Choice Based Credit System Syllabus (2025 Pattern)

(As Per NEP-2020)

To be implemented from Academic Year 2025-26

Title of the Programme: FY B.Voc. (Retail Management)

AES's T.C.College (Autonomous), Baramati. CBCS Syllabus 2025 Pattern as per NEP 2020

Preamble

AES's, Tuljaram Chaturchand College of Arts, Science and Commerce (Autonomous) has made the decision to change the syllabi of across various faculties from June, 2023 by incorporating the guidelines and provisions outlined in the National Education Policy (NEP), 2020. As per the recommendation of stearing committee meeting held on 22nd and 23rd April 2025 they have suggested separate guideline for vocational programme. This syllabus is according to the same guideline. The NEP envisions making education more holistic and effective and to lay emphasis on the integration of general (academic) education, vocational education and experiential learning. The NEP introduces holistic and multidisciplinary education that would help to develop intellectual, scientific, social, physical, emotional, ethical and moral capacities of the students. The NEP 2020 envisages flexible curricular structures and learning based outcome approach for the development of the students. By establishing a nationally accepted and internationally comparable credit structure and courses framework, the NEP 2020 aims to promote educational excellence, facilitate seamless academic mobility, and enhance the global competitiveness of Indian students. It fosters a system, where educational achievements can be recognized and valued not only within the country but also in the international arena, expanding opportunities and opening doors for students to pursue their aspirations on a global scale.

In response to the rapid advancements in B.Voc the evolving approaches in various domains of Retail Management- related subjects, the Board of Studies in B. Voc at Tuljaram Chaturchand College, Baramati-Pune, has developed the curriculum for the First Semester of FY B.Voc (Retail Management), which goes beyond traditional academic Boundaries. The syllabus is aligned with the NEP 2020 guidelines to ensured that student received an education that prepare them for the challenges and opportunities of the 21st Century. This syllabus has been designed under the framework of the National Education Policy (NEP) 2020, LOCF (UGC), NCrF, NHEQF, Prof. R.D. Kulkarni's Report, Government of Maharashtra's General Resolution dated 20th April and 16th May, 2023, and the circular issued by SPPU, Pune on 31st May,2023.

A degree in Retail Management Subject equips students with the knowledge and skills necessary for adverse range of fulfilling career path, career in Retail Management in considered one of the most high-paying job and is full of opportunities; particularly when India's prowess in Retail Sector is recognized across the globe. This is the jobs roles in Retail Management like Retail Manager, Store Manager, Retail Buyer, and Merchandiser Analyst, Supply chain distributor, Marketing Executive, Warehouse Manager, Brand Manager, Customer Care Executive, Image Promoter, Merchandise Manager, Department Manager. Companies who hired Retail Management Professionals- Retail Industries, Reliance Group, ICT Retail, Adidtya Birla Group, TATA group, Lifestlyes, International Spencers and more…….

Overall, revising the B.Voc Retail Management Syllabus in accordance with the NEP 2020 ensure that student receive an educations that is relevant, comprehensive, and prepare them to navigate the dynamic and interconnected world of today. It equips them with knowledge, skills, and competencies, needed to contribute meaningfully to society and pursue their academic and professional goals in a rapidly changing global landscape.

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 : Gain knowledge & skills to analyze financial statement.

PSO5 : Identify importance of delivering exceptional customer experiences.

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

environment.

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

Programme Outcomes for Vocational (B.Voc.) Degree Programme in accordance with National Education Policy-2020 [2025 pattern] with effect from Academic Year 2025-26

PO1	**Technical Competence:** Students will acquire specialized technical skills and knowledge relevant to their chosen vocation, enabling them to perform tasks effectively and efficiently in their respective industries.
PO2	**Problem Solving Skills:** Students will develop the ability to identify, analyze, and solve problems encountered in their vocational field, using both theoretical knowledge and practical experience.
PO3	**Employability Skills:** Students will gain employability skills such as communication, teamwork, leadership, adaptability, and professionalism, which are essential for success in the workplace.
PO4	**Industry Relevance and entrepreneurial abilities:** The students will adopt knowledge and skills that are relevant to the current needs and required practices of the industry or sector, they are entering. Students focus on fostering entrepreneurial skills, equipping students with the knowledge and capabilities to start and manage their own businesses in their chosen field.
PO5	**Ethical and Social Responsibility:** Students will be aware of the ethical considerations and social responsibilities associated with their vocational field, and they will be able to apply ethical principles in their professional practices.
PO6	**Environmental Awareness:** The students should be able to ability to apply the knowledge, skills, attitudes and values required to take appropriate action for justifying the effect of environmental degradation, climate change, pollution control, effective waste management etc.
PO7	**Research and Innovations:** Depending on the programme, students may develop research and innovation skills, enabling them to contribute to advancements and improvements within their vocational field.
PO8	**Global Perspective:** In an increasingly interconnected world, programmes may emphasize the importance of understanding global trends, markets, and perspectives relevant to the students' vocation.
PO9	**Multidisciplinary studies:** Students will adopt the multidisciplinary studies in an academic approach that integrate knowledge and methodology from various discipline to provide a comprehensive understanding of related job/business opportunities.
PO10	**Community Engagement:** The students will be able to demonstrate the capability to participate in community-engaged services/activities for promoting the wellbeing of society.

Anekant Education Society's

TuljaramChaturchand College of Arts, Science & Commerce,Baramati

(Autonomous)

Board of Studies (BOS) in Department of Retail Management

From 2022-23 to 2024-25

Sr.No.	Name	Designation
1.	Mr. Mahesh Phule	Chairman
2.	Mr. Sudhir Taware	Member
3.	Mrs. Arpita Wagh	Member
4.	Mrs. Dhanshri Jadhav	Member
5.	Dr. Neha Nalawade	Vice-Chancellor Nominee
6.	Dr. Sudearshan Pawar	Expert from other University
7.	Dr. Nandkumar Kadam	Expert from other University
8.	Mr. Atul Salagare	Industry Expert
9.	Mr. Siddharth Shaha	Alumni
10.	Mr. Parth Nale	Student Representative

Name of UG and PG courses related to Specialization

Important Note: For specialized subjects wherever designing of practical course is not adequate then included, theory course of 2 credits in place of practical course.

Credit Framework for B. Voc. Undergraduate (UG) Program

Level / Difficulty	Sem	Subject-1	Subject-2	Subject-3	GE/OE	SEC	IKS	AEC	VEC	CC	Total
4.5 / 100	I	2 (T) + 2 (P)	2(T)+2(P)	2(T)+2 (P)	2 (T)	2 (T/P)	2 (T) (Generic)	2 (T)	2	--	22
	II	2 (T) + 2 (P)	2(T)+2(P)	2(T)+2 (P)	2 (P)	2 (T/P)	--	2 (T)	2	2	22

Exit option: Award of UG Certificate in Major with 44 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor

Continue option: Student will select one subject among the (subject 1, subject 2 and subject 3) as major and another as minor and third subject will be dropped.

Level / Difficulty	Sem	Credits Related to Major				Minor		GE/OE	SEC	IKS	AEC	VEC	CC	Total
		Major Core	Major Electiv	VSC	FP / OJT/ CEP									
5.0 / 200	III	4 (T) + 2 (P)	--	2 (P)	2 (OJT)	2(T)+2(P)	--	2 (T)	--	2 (T) (Major Subject Specific)	2 (T)	--	2	22
	IV	4 (T) + 2 (P)	--	2 (P)	2 (OJT)	2(T)+2(P)	--	2 (P)	2 (T/P)	--	2 (T)	--	2	22

Exit option: Award of UG Diploma in Major and Minor with 88 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor

	V	8(T) + 4(P)	2 (T) + 2 (P)	2 (P)	2 (OJT)	2(T)	--	--	--	--	--	--	--	22
5.5 /300	VI	8(T) + 4(P)	2 (T) + 2 (P)	2 (P)	4 (OJT)	--	--	--	--	--	--	--	--	22
Total 3 Years		44	8	8	10	18	8	8	6	4	8	4	6	132

Exit option: Award of UG Degree in Major with 132 credits OR Continue with Major and Minor

6.0 /400	VII	6 (T) + 4 (P)	2 (T) + 2 (T/P)	--	4 (OJT)	4(RM)(T)	--	--	--	--	--	--	--	22
	VIII	6 (T) + 4 (P)	2 (T) + 2 (T/P)	--	8 (OJT)	0		0	0	0	0	0	0	22
Total 4 Years		64	16	8	22	22	8	8	6	4	8	4	6	176

Four Year UG Honours with Research Degree in Major and Minor with 176 credits OR

6.0 /400	VII	10(T) + 4(P)	2 (T) + 2 (T/P)	0	0	4 (RM) (T)		0	0	0	0	0	0	22
	VIII	10(T) + 4(P)	2 (T) + 2 (T/P)	0	4 (OJT)	0		0	0	0	0	0	0	22
Total 4 Years		72	16	8	14	22	8	8	6	4	8	4	6	176

Four Year UG Honours Degree in Major and Minor with 176 credits

- In elective course 2T+2P are related to each other. In this case students have to choose more than 1 option i.e. in elective part, at least 2 courses each consisting of 1 theory and 1 practical courses in combination.

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.Voc. Retail Management Pattern 2025 (w. e. from June, 2025)

Course Structure for F.Y. B. Voc (Retail Management) (Pattern 2025)

Sem	Course Type	Course Code	Title of Course	Course Types	No. of Credit
I	DSC-I (General)	RTM-101-GEN	Introduction to Retail-I	Theory	2
		RTM-102-GEN	Retail Management-I	Practical	2
	DSC-II (General)	RTM-103-GEN	Fundamental of Accounting-I	Theory	2
		RTM-104-GEN	Business Accounting-I	Practical	2
	DSC-III (General)	RTM-105-GEN	Basics of Marketing-I	Theory	2
		RTM-106-GEN	Digital Marketing-I	Practical	2
	Open Elective (OE)	RTM-107-OE	Business Communication Skills-I	Theory	2
	Skill Enhancement Course (SEC)	RTM-108-SEC	Principles of Consumer Behaviour	Practical	2
	Indian Knowledge System (IKS)	GEN-106-IKS	Generic	Theory	2
	Ability Enhancement Course (AEC)	ENG-104-AEC	Functional English-I	Theory	2
	Value Education Course (VEC)	ENV-105-VEC	Environmental Science	Theory	2
	Co-curricular Course (CC)	-----------------	To be selected from the basket	--------	-
Total Credits Sem I:					**22**
Sem	Course Type	Course Code	Title of Course	Course Types	No. of Credits
II	DSC-I (General)	RTM-151-GEN	Introduction to Retail-II	Theory	2
		RTM-152-GEN	Retail Management-II	Practical	2
	DSC-II (General)	RTM-153-GEN	Fundamental of Accounting-II	Theory	2
		RTM-154-GEN	Business Accounting-II	Practical	2
	DSC-III (General)	RTM-155-GEN	Basics of Marketing-II	Theory	2
		RTM-156-GEN	Digital Marketing-II	Practical	2
	Open Elective (OE)	RTM-157-OE	Business Communication Skills-II	Theory	2
	Skill Enhancement Course (SEC)	RTM-158-SEC	Fundamentals of Computer	Practical	2
	Ability Enhancement Course (AEC)	ENG-154-AEC	Functional English-II	Theory	2
	Value Education Course (VEC)	COS-155-VEC	Digital and Technological Solution	Theory	2
	Co-curricular Course (CC)	YOG/PES/CUL/NSS/ NCC-156-CC	YOG/PES/CUL/NSS/NCC	--------	2
Total Credits Sem II:					**22**
Cumulative Credits Semester I and II:					**44**

AES's T.C. College (Autonomous), Baramati CBCS Syllabus 2025 Pattern as per NEP 2020

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.Voc. Retail Management Pattern 2025 (w. e. from June, 2025)

Name of the Programme	: B.Voc Retail Management
Program Code	: UVRTM
Class	: F.Y.B.Voc Retail Management
Semester	I
Course Type	: DSC-I (General) (T)
Course Name	: Introduction to Retail -I
Course Code	: RTM-101-GEN
No. of Lectures	: 30 (30 Hours)
No. of Credits	:02

A)Course Objectives:

1. To introduce the meaning and definition of retailing and provide foundational understanding of the retail sector.

2. To explain the various functions of a retailer and the social and economic impact of retailing.

3. To distinguish between wholesalers and retailers and analyze the structure of the global retail market.

4. To facilitate understanding of the organization structure in retail through interactive methods like presentations and group discussions.

5. To explore the classification of retail organizations in India based on ownership and business formation types.

6. To study different retail formats based on product offerings, pricing strategies, and level of services provided.

7. To examine non-store retailing models such as e-retailing, direct selling, and other out-of-store classifications.

B) Course Outcome:

CO1: Students will be able to define retailing and describe its significance in the modern economy.

CO2: Students will identify and explain key functions of a retailer and understand retailing's role in society.

CO3: Students will compare and contrast wholesalers and retailers and evaluate their roles in the global market.

CO4: Students will demonstrate the ability to present and discuss retail organizational structures collaboratively.

CO5: Students will categorize Indian retail organizations based on ownership and business types.

CO6: Students will differentiate retail formats based on products, pricing, and services offered.

CO7: Students will evaluate the significance of non-store retailing methods and apply concepts to digital retail environments.

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.Voc. Retail Management Pattern 2025 (w. e. from June, 2025)

Contents/ Topics:

Units	Title & Content	No. of Lectures
Unit 1	**1. Introduction:** 1.1 Meaning and definition of retailing. 1.2 Functions of retailer, social and economic importance of retailing. 1.3 Wholesalers V/s retailers, global retail market. Organization Structure in Retail (PPT & Group Discussion required)	**10**
Unit 2	**2. Retail Organization in India (Part-I)** 2.1 Classification on the basis of ownership, formation, and classification (Sole Proprietorship, partnership, LLP, Joint Ventures, Companies) 2.2 Classification based on Products (Departmental Stores, Specialty Store, Super Market, Hyper Markets, Convenience Store etc)	**10**
Unit 3	**3. Retail Organization in India (Part-II)** 3.1 Classification based on Pricing Policies (Discount and warehouse 3.2 Classification of the basis of services offered and Organized Structures 3.3 Out of Stores Classifications (Websites, E-Retailing, Door to Door Selling, Direct Retailing	**10**

Reference Books:

1. Consumer Behavior, Shiffman, L. G. and Kanuk L. L., Prentice Hall, India.

2. Consumer Behavior, Concepts and Applications, London, D. L. And Bitta, A.J. D. Tata McGraw Hill.

3. Consumer Behavior and Marketing Strategy, Peter, J. P. and Olson, J. C., Schiffman, L. G. and Kanuk L. L., Prentice Hall, India.

Mapping of this course with Programme Outcomes

Course Outcome	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3	1	1	1	1	1	2	1	2
CO2	3	-	2	2	2	2	-	-	1	2
CO3	2	1	1	1	2	-	2	-	2	3
CO4	1	2	3	1	2	2	1	2	3	1
CO5	1	-	-	2	-	2	2	-	2	1
CO6	2	-	-	-	2	3	-	2	1	2
CO7	3	2	2	3	-	3	-	1	3	3

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

Justification for the mapping

PO1: Technical Competence: Students will acquire specialized technical skills and knowledge relevant to their chosen vocation, enabling them to perform tasks effectively and efficiently in their respective industries.

CO1: Student will gain foundational knowledge of retailing, equipping them with industry-specific terminology and conceptual understanding essential for technical competence in the retail sector.

CO2: Student will acquire practical insights into core retail operations, which enhances their ability to perform job-specific tasks effectively and aligns with technical skill development in retail environments.

CO3: Student will develop analytical skills to assess distribution systems, contributing to technical competence through informed decision-making in retail and wholesale business contexts.

CO4: Student will apply technical understanding of organizational structures in retail, fostering teamwork and operational efficiency, which are key components of technical competence.

CO5: Student will develop classification skills based on business models and ownership structures, enhancing their ability to navigate and perform in diverse retail settings.

CO6: Student will acquire specialized knowledge of retail formats, enabling them to adapt and apply appropriate strategies in varying business scenarios, a critical aspect of technical competence.

CO7: Student will gain technical insights into e-commerce and non-traditional retail platforms, empowering them with digital retailing skills crucial for efficiency and relevance in modern industry practices.

PO2 Problem Solving Skills: Students will develop the ability to identify, analyze, and solve problems encountered in their vocational field, using both theoretical knowledge and practical experience.

CO1: Student will build foundational understanding necessary to recognize and address basic challenges in the retail sector using relevant theoretical knowledge.

CO3: Student will develop problem-solving skills by critically assessing supply chain roles and making informed decisions to optimize retail performance in competitive environments.

CO4: Student will work collaboratively to analyze organizational issues and suggest improvements, strengthening their ability to solve structural and managerial problems in retail.

CO7: Student will apply critical thinking to solve emerging issues in digital and non-store retailing, using practical understanding of current trends and technologies.

PO3 Employability Skills: Students will gain employability skills such as communication, teamwork, leadership, adaptability, and professionalism, which are essential for success in the workplace.

CO1: Student will develop communication skills by articulating key retail concepts, which enhances their ability to convey ideas professionally in workplace settings.

CO2: Student will strengthen analytical and communication skills by clearly explaining retail functions, preparing them to participate in discussions and presentations in professional environments.

CO3: Student will demonstrate adaptability and critical thinking by evaluating diverse business roles, supporting informed decision-making and leadership in dynamic work environments.

CO4: Student will enhance teamwork, leadership, and communication skills by engaging in group presentations and discussions, reflecting essential employability traits.

CO7: Student will demonstrate digital adaptability, communication, and professionalism by engaging with modern e-commerce concepts and their relevance to workplace success.

PO4: Industry Relevance and Entrepreneurial abilities: The students will adopt knowledge and skills relevant to the current needs and required practices of the industry or sector they are entering. Students focus on fostering entrepreneurial skills, equipping students with the knowledge and capabilities to start and manage their businesses in their chosen field.

CO1: Student will understand the foundational concepts of retailing, enabling them to recognize opportunities and trends within the industry that are essential for launching or managing a retail business.

CO2: Student will gain practical knowledge of retail functions, aligning with current industry operations and providing a base for developing entrepreneurial strategies.

CO3: Student will develop insights into supply chain dynamics and global trade, helping them identify business opportunities and establish competitive retail or wholesale ventures.

CO4: Student will understand how retail businesses are structured, equipping them with the organizational knowledge necessary to set up and manage their own enterprise.

CO5: Student will explore various business models relevant to the Indian retail sector, helping them choose suitable structures for starting or adapting businesses to industry needs.

CO7: Student will gain exposure to modern digital retail models, preparing them to launch or innovate online and non-traditional retail businesses in line with current industry trends.

PO5: Ethical and Social Responsibility: Students will be aware of the ethical considerations and social responsibilities associated with their vocational field, and they will be able to apply ethical principles in their professional practices.

CO1: Student will understand the broader role of retailing in economic and societal development, fostering awareness of the ethical responsibilities' retailers hold within the economy.

CO2: Student will recognize how retail operations impact society and will consider ethical practices in areas such as fair pricing, consumer rights, and community welfare.

CO3: Student will develop a global perspective on ethical trade practices, labor standards, and corporate responsibility in retail and wholesale sectors.

CO4: Student will practice ethical collaboration and communication, respect diverse perspectives and promoting socially responsible workplace interactions.

CO6: Student will evaluate how ethical pricing, truthful advertising, and fair service delivery influence consumer trust and social responsibility in retailing.

PO6 Environmental Awareness: The students should be able to apply the knowledge, skills, attitudes, and values required to take appropriate action to justify the effects of environmental degradation, climate change, pollution control, effective waste management etc.

CO1: Student will gain an initial understanding of retail's role in the economy and will begin to explore how modern retail practices can contribute to or mitigate environmental issues.

CO2: Student will recognize the environmental impact of retail operations such as packaging, logistics, and energy use, encouraging sustainable practices within these functions.

CO4: Student will explore how organizational structures can integrate environmental policies and promote sustainable practices, including roles dedicated to green initiatives.

CO5: Student will analyze how different ownership types and business models address or neglect environmental responsibilities, influencing sustainable business choices.

CO6: Student will examine which retail formats promote eco-friendly practices (e.g., minimal packaging, energy efficiency) and how these contribute to pollution control and waste reduction.

CO7: Student will assess how digital retailing can reduce environmental impacts through paperless transactions, reduced physical infrastructure, and optimized delivery systems.

PO7: Research and Innovations: Depending on the program, students may develop research and innovation skills, enabling them to contribute to advancements and improvements within their vocational field.

CO1: Student will develop a foundational understanding of retailing, which is essential for identifying emerging trends and conducting innovative research within the retail sector.

CO3: Student will analyze global distribution systems, encouraging innovative thinking in optimizing supply chains and contributing to research on global retail strategies.

CO4: Student will explore how different organizational structures support innovation, encouraging collaborative research and the development of new business models.

CO5: Student will study the diversity of Indian retail structures, inspiring research on how traditional and emerging models can evolve through innovative practices.

PO8: Global Perspective: In an increasingly interconnected world, programs may emphasize the importance of understanding global trends, markets, and perspectives relevant to the students' vocation.

CO1: Student will understand the role of retailing in the global economy, gaining awareness of how retail practices and consumer behavior are influenced by international trends.

CO4: Student will engage in collaborative discussions that may include diverse retail models from around the world, encouraging global thinking and cross-cultural comparison.

CO6: Student will analyze retail formats common in various countries, fostering adaptability and awareness of how global markets influence retail format evolution.

CO7: Student will investigate international trends in digital and non-store retailing, gaining insights into global e-commerce innovations and virtual consumer engagement.

PO9: Multidisciplinary studies: Students will adopt the multidisciplinary studies in an academic approach that integrates knowledge and methodology from various disciplines to provide a comprehensive understanding of related job/business opportunities.

CO1: Student will connect retailing concepts with economics, business management, and consumer behavior, gaining a multidisciplinary view of how retail impacts broader economic systems.

CO2: Student will integrate concepts from marketing, logistics, sociology, and business operations to understand retail functions within a societal and economic context.

CO3: Student will apply insights from international business, supply chain management, and trade policy to evaluate global roles of wholesalers and retailers.

CO4: Student will combine knowledge from management, communication, and organizational behavior to effectively present and evaluate retail structures in a team setting.

CO5: Student will draw upon business law, entrepreneurship, and finance disciplines to classify retail organizations and understand their operational foundations.

CO6: Student will incorporate marketing strategies, consumer psychology, and merchandising principles to distinguish between various retail formats.

CO7: Student will integrate knowledge from information technology, digital marketing, and e-commerce to analyze and apply non-store retailing concepts in a modern business context.

PO10: Community Engagement: The students will be able to demonstrate the capability to participate in community-engaged services/activities for promoting the well-being of society.

CO1: Student will recognize the importance of retailing in serving communities and promoting local economic development, encouraging socially responsible retail practices.

CO2: Student will understand how retailers fulfill community needs through services, employment, and accessibility of goods, fostering active engagement in community welfare.

CO3: Student will assess how different supply chain models affect local economies and communities, and identify ways to promote fair and inclusive business practices.

CO4: Student will engage in collaborative learning that mirrors community participation, enhancing their ability to work collectively in social and business initiatives.

CO5: Student will explore how various types of retail organizations contribute to different community needs, including supporting local entrepreneurship and job creation.

CO6: Student will understand how diverse retail formats can be used to serve different community segments effectively, ensuring inclusion and accessibility.

CO7: Student will identify how digital retail can expand access to goods and services in underserved communities, promoting digital inclusion and community support.

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.Voc. Retail Management Pattern 2025 (w. e. from June, 2025)

Name of the Programme   : B.Voc Retail Management
Program Code   : UVRTM
Class   : F.Y.B.Voc Retail Management
Semester   I
Course Type   : DSC-I (General) (P)
Course Name   : Retail Management -I
Course Code   : RTM-102-GEN
No. of Practical's   : 30 (60 Hours)
No. of Credits   :02

A) Course Objectives:
1. To provide an overview of the evolution and current scenario of retailing in India.
2. To explain the concept and growth of organized retail in the Indian market.
3. To identify and assess the key challenges of rural retail management in India.
4. To analyze the major drivers that contribute to retail change in India.
5. To introduce students to the fundamentals, features, and methods of visual merchandising.
6. To explore in depth the processes of product display, compliance standards, shelf life, and display techniques.
7. To develop practical skills in display planning, labeling, visual effects, and managing slow-moving stock through hands-on activities.

B) Course Outcome:
CO1: Students will be able to describe the historical and modern development of retail in India.

CO2: Students will explain the characteristics and significance of organized retail formats.

CO3: Students will evaluate the specific issues facing rural retailing and suggest strategic solutions.

CO4: Students will identify the key factors driving retail transformation in India.

CO5: Students will understand the core principles and tools used in effective visual merchandising.

CO6: Students will demonstrate ability to design product displays, apply labeling standards, and maintain hygiene and safety norms.

CO7: Students will apply practical knowledge in preparing, arranging, replacing, and recording merchandise using visual merchandising techniques.

Contents/ Topics:

Units	Title & Content	No. of Lectures
Unit– I	**1. RETAILING IN INDIA** 1.1 Evaluation of Retail in India 1.2 Concept of Organized Retail 1.3 Challenges of rural retail management in India 1.4 Drivers of Retail Change in India 1.5 Practical: a) Strategies to overcome challenges.	**10**

Unit–II	**2. VISUAL MERCHANDISING** 2.1Concept, Features, Methods of Improving Visual Merchandising 2.2Evolution of the function of Merchandising 2.2**Product Display-** Compliance with Norms and guiding staff on display, Types of Product display, promoting products in store, up to date record of displays, standards for display, changes in display reasons and actions, Estimation of area, accessories, quantities, Concept of Shelf Life. 2.3 **Slow or non-moving stock Labeling –** Importance, , Display areas and methods, health, safety and hygiene requirements, Observation and Report writing	**10**
Unit-III	**3. Practical:** a) Preparing products for display estimating their quantities as per demand and other factor b) Labelling requirements, positioning, confirmation, visibility and safety c) Replacement of products and repositioning of products. d) Identification of purpose, content, style, equipment's and installation of display and design brief. e) Visual effects- color, text, improving visual effects. f) Alternate merchandise identification, replacements deliverables and record keeping.	**10**

Reference Books:

1. The Art of Retailing b y A. J. Lamba
2. Retail Management; A Strategic Approach by Barry Berman, Joel R Evans-
3. Retailing Management – Swapna Pradhan.

Mapping of this course with Programme Outcomes

Course Outcome	Programme Outcomes (POs)									
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**
CO1	1	2	2	1	1	1	2	1	1	1
CO2	-	-	2	2	2	1	-	-	2	2
CO3	-	-	1	-	-	2	-	3	3	1
CO4	2	3	2	-	3	1	2	2	1	1
CO5	2	-	-	2	3	3	-	1	1	2
CO6	1	2	-	1	3	1	2	-	1	2
CO7	1	2	2	3	2	3	1	1	1	3

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

Justification for the mapping

PO1: Technical Competence: Students will acquire specialized technical skills and knowledge relevant to their chosen vocation, enabling them to perform tasks effectively and efficiently in their respective industries.

CO1: Student will gain foundational knowledge of retail evolution in India, which forms the technical basis for understanding the current structure and practices of the industry.

CO4: Student will understand industry trends and technological advancements shaping Indian retail, preparing them for efficient adaptation in a transforming market.

CO5: Student will acquire technical knowledge in visual merchandising, enabling them to apply best practices in product presentation and retail branding.

CO6: Student will develop hands-on technical competence in visual merchandising, safety, and compliance—essential for professional execution of retail tasks.

CO7: Student will demonstrate specialized technical skills required in merchandising operations, ensuring efficiency and effectiveness in daily retail functions.

PO2 Problem Solving Skills: Students will develop the ability to identify, analyze, and solve problems encountered in their vocational field, using both theoretical knowledge and practical experience.

CO1: Student will analyze the evolution of retail to understand current challenges and identify opportunities for improvement in modern retail systems.

CO4: Student will critically assess transformative trends in retail and use analytical skills to evaluate how to adapt to these shifts through strategic decision-making.

CO6: Student will apply practical skills to resolve issues related to retail display errors, compliance with labeling standards, and safety regulations.

CO7: Student will solve operational and layout problems by efficiently applying visual merchandising techniques to optimize retail space and improve customer experience.

PO3 Employability Skills: Students will gain employability skills such as communication, teamwork, leadership, adaptability, and professionalism, which are essential for success in the workplace.

CO1: Student will develop analytical and communication skills by presenting the evolution of retailing, enhancing their ability to articulate trends and insights professionally.

CO2: Student will improve communication and adaptability by understanding structured retail systems, preparing them to work efficiently in modern retail settings.

CO3: Student will apply critical thinking and teamwork skills to assess challenges in rural retail, fostering leadership and problem-solving abilities relevant to workplace dynamics.

CO4: Student will stay updated with current industry changes, demonstrating adaptability and initiative—key qualities sought by employers in a fast-changing retail environment.

CO7: Student will enhance workplace efficiency and collaboration by mastering task execution, time management, and responsibility in merchandising operations.

PO4: Industry Relevance and Entrepreneurial abilities: The students will adopt knowledge and skills relevant to the current needs and required practices of the industry or sector they are entering. Students focus on fostering entrepreneurial skills, equipping students with the knowledge and capabilities to start and manage their businesses in their chosen field.

CO1: Student will gain industry awareness by understanding how the Indian retail sector has evolved, which is essential for identifying business opportunities and adapting to market demands.

CO2: Student will understand structured retail operations, enabling them to align with current industry practices or replicate such formats in their own entrepreneurial ventures.

CO5: Student will acquire technical and creative skills that are directly applicable in retail settings and essential for entrepreneurs managing product presentation and branding.

CO6: Student will master industry-relevant display techniques and regulatory practices that are key to both employment and starting a compliant, customer-ready retail business.

CO7: Student will gain hands-on experience in day-to-day retail operations, preparing them to manage inventory, attract customers, and run their own stores effectively.

PO5: Ethical and Social Responsibility: Students will be aware of the ethical considerations and social responsibilities associated with their vocational field, and they will be able to apply ethical principles in their professional practices.

CO1: Student will develop an understanding of the evolution of retail with respect to societal needs and ethical trade practices, helping them recognize the importance of socially responsible business models.

CO2: Student will evaluate how organized retail can contribute to fair employment practices, transparent pricing, and responsible sourcing, fostering an ethical workplace culture.

CO4: Student will assess industry shifts with a critical lens on ethics, ensuring responsible adoption of technology, labor practices, and sustainable operations in the retail sector.

CO5: Student will learn to present products in ways that are honest, respectful of consumer rights, and aligned with ethical marketing and advertising standards.

CO6: Student will ensure ethical compliance by adhering to product labeling, hygiene, and safety regulations, thus protecting consumer health and upholding professional integrity.

CO7: Student will follow ethical merchandising practices, such as avoiding deceptive display techniques and maintaining accurate inventory records, contributing to responsible retail operations.

PO6 Environmental Awareness: The students should be able to ability to apply the knowledge, skills, attitudes, and values required to take appropriate action to justify the effects of environmental degradation, climate change, pollution control, effective waste management etc.

CO1: Student will analyze how retail practices have evolved over time, considering their impact on the environment and the shift toward sustainable retail models.

CO2: Student will recognize how organized retail can implement environmentally friendly practices, such as energy-efficient layouts and sustainable supply chains.

CO3: Student will propose sustainable retail strategies for rural areas that consider environmental challenges like waste management and ecological preservation.

CO4: Student will evaluate how environmental concerns, green consumerism, and sustainable innovations are contributing to the transformation of the retail industry.

CO5: Student will consider the use of eco-friendly materials, energy-efficient lighting, and sustainable packaging in visual merchandising displays.

CO6: Student will incorporate environmentally responsible practices such as minimizing waste, using recyclable materials, and maintaining eco-conscious hygiene standards.

CO7: Student will apply green practices in daily retail operations—such as reducing packaging

waste, conserving resources, and promoting eco-friendly product placement.

PO7: Research and Innovations: Depending on the program, students may develop research and innovation skills, enabling them to contribute to advancements and improvements within their vocational field.

CO1: Student will analyze past and present retail practices to identify gaps and opportunities for innovation in the evolving Indian retail industry.

CO4: Student will investigate technological, economic, and consumer-driven changes to propose forward-thinking retail innovations aligned with industry trends.

CO6: Student will innovate in product presentation by incorporating new materials, sustainable practices, and improved safety protocols.

CO7: Student will apply innovative merchandising methods and technology to optimize display effectiveness and inventory processes.

PO8: Global Perspective: In an increasingly interconnected world, programs may emphasize the importance of understanding global trends, markets, and perspectives relevant to the students' vocation.

CO1: Student will compare the evolution of Indian retail with global retail trends, enabling them to understand India's position in the international market.

CO3: Student will explore rural retail challenges in India in the context of global rural development models, enhancing cross-cultural problem-solving abilities.

CO4: Student will relate local transformation drivers to global retail shifts such as digitalization, sustainability, and globalization of supply chains.

CO5: Student will apply globally accepted visual merchandising practices and adapt them to local consumer behavior, enhancing international market readiness.

CO6: Student will follow globally recognized standards for labeling, display, hygiene, and safety, preparing them to work in international retail environments.

PO9: Multidisciplinary studies: Students will adopt multidisciplinary studies in an academic approach that integrates knowledge and methodology from various disciplines to provide a comprehensive understanding of related job/business opportunities.

CO1: Student will connect historical, economic, and social contexts to understand the evolution of Indian retail, integrating knowledge from history, economics, and business studies.

CO2: Student will combine concepts from management, marketing, and logistics to analyze organized retail structures, building a multidisciplinary view of retail operations.

CO3: Student will use insights from rural development, sociology, supply chain management, and business strategy to propose comprehensive, practical solutions.

CO4: Student will explore the roles of technology, consumer psychology, economic trends, and policy reforms—integrating multiple disciplines to understand retail evolution.

CO5: Student will apply artistic design, marketing psychology, and branding strategies to develop impactful merchandising, drawing from arts, business, and communication studies.

CO6: Student will integrate principles from design, regulatory compliance, health sciences, and retail management to ensure practical and safe merchandising solutions.

CO7: Student will blend knowledge from operations, IT systems, customer service, and inventory management for effective implementation of merchandising practices.

PO10: Community Engagement: The students will be able to demonstrate the capability to participate in community-engaged services/activities for promoting the well-being of society.

CO1: Student will understand how retail has evolved to meet the needs of communities, and how socially responsible retail practices contribute to community development.

CO2: Student will recognize how organized retail contributes to employment generation, local economic development, and better consumer access in communities.

CO3: Student will address rural community needs by proposing inclusive retail models that improve access to goods and services, supporting equitable development.

CO4: Student will evaluate how retail transformations can be aligned with community welfare, including digital inclusion and sustainable consumer practices.

CO5: Student will apply visual merchandising techniques to promote local products and support small businesses, enhancing community participation in retail ecosystems.

CO6: Student will ensure community health and well-being through ethical display practices, clear labeling, and maintenance of hygiene standards in retail spaces.

CO7: Student will contribute to community-oriented retail operations by implementing efficient merchandising practices that support local demand and responsible consumption.

Name of the Programme   : B.Voc Retail Management
Program Code   : UVRTM
Class   : F.Y.B.Voc Retail Management
Semester   I
Course Type   : DSC-II (General) (T)
Course Name   : Fundamental of Accounting -I
Course Code   : RTM-103-GEN
No. of Lectures   : 30 (30 Hours)
No. of Credits   :02

A) Course Objectives:
1. To know about business accounting.
2. To know how to record business day to day transactions.
3. To impart the knowledge about prepare Financial statements in accordance with appropriate standards.
4. To understand the basic terms of accounting.
5. To know the how to fill various documents.
6. To preparing financial statements in accordance with appropriate standards.
7. To impart the knowledge about prepare Financial statements in accordance with appropriate standards.

B) Course Outcome:
CO1 - The main outcome of this course is to acquaint students of business accounting.
CO2- Enable students to acquire Practical and Theoretical Knowledge.
CO3- Acquaint students about accounting software's in regular transactions.
CO4- Understand the process of recording and classifying the business transactions and events
CO5- Understand the financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement of a sole proprietor.
CO6- Understand the role of IFRS/Ind-AS in accounting discipline.
CO7- Understanding of financial distress or bankruptcy prediction and how to analyse management quality means the concept of beyond balance sheet.

Contents/ Topics:

Units	Title & Content	No. of Lectures
Unit– I	**1. Introduction To Business Accounting** 1.1 Introduction, Meaning, Definition of Business Accounting. 1.2 Scope and Objectives of Accounting. 1.3 Principles of Accounting Concepts and Conventions, Accounting Standard, IFRS-Introduction Basic Accounting Terms.	08

Unit–II	**2. Depreciation:** 2.1 Meaning, Definition, Objectives Difference 2.2 Methods of Depreciation	12
Unit–III	**3. Basics Procedure In Accounting** 3.1 Meaning, Importance and Utility of Journal 3.2 Specimen of Journal (Structure) 3.3 Writing of Journal Entries.	10

Reference Books:

1. Collins, Sandra K., Richard C. McKinnies, Eric Matthews, and Kevin S. Collins. "Succession Planning." *Health Care Manager* 32, no. 3 (2013): 233–38. http://dx.doi.org/10.1097/hcm.0b013e31829d7386.

2. Garman, Andrew N., and Jeremy Glawe. "Succession planning." *Consulting Psychology Journal: Practice and Research* 56, no. 2 (2004): 119–28. http://dx.doi.org/10.1037/1061-4087.56.2.119.

Mapping of this course with Programme Outcomes

Course Outcome	Programme Outcomes (POs)									
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**
CO1	2	1	1	-	-	-	-	-	1	-
CO2	-	2	1	2	-	-	1	-	1	-
CO3	2	-	2	-	-	-	2	-	-	-
CO4	-	1	1	-	-	-	1	-	-	-
CO5	1	-	1	2	-	-	-	-	-	-
CO6	2	-	1	1	-	-	-	-	-	-
CO7	3	-	2	-	-	-	2	1	1	-

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

Justification for the mapping

PO1: Technical Competence: Students will acquire specialized technical skills and knowledge relevant to their chosen vocation, enabling them to perform tasks effectively and efficiently in their respective industries.

CO1 - The main outcome of this course is to acquaint students of business accounting.

CO3 - Acquaint students about accounting software's in regular transactions.

CO5 - Understand the financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement of a sole proprietor.

CO6 - Understand the role of IFRS/Ind-AS in accounting discipline.

CO7 - Understanding of financial distress or bankruptcy prediction and how to analyze management quality means the concept of beyond balance sheet.

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PO2 Problem Solving Skills: Students will develop the ability to identify, analyze, and solve problems encountered in their vocational field, using both theoretical knowledge and practical experience.

CO1 - The main outcome of this course is to acquaint students of business accounting.
CO2 - Enable students to acquire Practical and Theoretical Knowledge.
CO4 - Understand the process of recording and classifying the business transactions and events

PO3: Employability Skills: Students will gain employability skills such as communication, teamwork, leadership, adaptability, and professionalism, which are essential for success in the workplace.

CO1 - The main outcome of this course is to acquaint students of business accounting.
CO2 - Enable students to acquire Practical and Theoretical Knowledge.
CO3 - Acquaint students about accounting software's in regular transactions.
CO4 - Understand the process of recording and classifying the business transactions and events
CO5 - Understand the financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement of a sole proprietor.
CO6 - Understand the role of IFRS/Ind-AS in accounting discipline.
CO7 - Understanding of financial distress or bankruptcy prediction and how to analyze management quality means the concept of beyond balance sheet.

PO4: Industry Relevance and Entrepreneurial abilities: The students will adopt knowledge and skills relevant to the current needs and required practices of the industry or sector they are entering. Students focus on fostering entrepreneurial skills, equipping students with the knowledge and capabilities to start and manage their businesses in their chosen field.

CO2 - Enable students to acquire Practical and Theoretical Knowledge.
CO5 - Understand the financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement of a sole proprietor.
CO6 - Understand the role of IFRS/Ind-AS in accounting discipline.

PO5: Ethical and Social Responsibility: Students will be aware of the ethical considerations and social responsibilities associated with their vocational field, and they will be able to apply ethical principles in their professional practices.

PO6 Environmental Awareness: The students should be able to apply the knowledge, skills, attitudes, and values required to take appropriate action to justify the effects of environmental degradation, climate change, pollution control, effective waste management, etc.

PO7: Research and Innovations: Depending on the program, students may develop research and innovation skills, enabling them to contribute to advancements and improvements within their vocational field.

CO2 - Enable students to acquire Practical and Theoretical Knowledge.
CO3 - Acquaint students about accounting software's in regular transactions.
CO4 - Understand the process of recording and classifying the business transactions and events

CO7 - Understanding of financial distress or bankruptcy prediction and how to analyze management quality means the concept of beyond balance sheet.

PO8: Global Perspective: In an increasingly interconnected world, programs may emphasize the importance of understanding global trends, markets, and perspectives relevant to the students' vocation.

CO7 - Understanding of financial distress or bankruptcy prediction and how to analyze management quality means the concept of beyond balance sheet.

PO9: Multidisciplinary Studies: Students will adopt the multidisciplinary studies in an academic approach that integrate knowledge and methodology from various disciplines to provide a comprehensive understanding of related job/business opportunities.

CO1 - The main outcome of this course is to acquaint students of business accounting.

CO2 - Enable students to acquire Practical and Theoretical Knowledge.

CO7 - Understanding of financial distress or bankruptcy prediction and how to analyze management quality means the concept of beyond balance sheet.

PO10: Community Engagement: The students will be able to demonstrate the capability to participate in community-engaged services/activities for promoting the well-being of society.

Name of the Programme   : B.Voc Retail Management
Program Code   : UVRTM
Class   : F.Y.B.Voc Retail Management
Semester   I
Course Type   : DSC-II (General) (P)
Course Name   : Business Accounting -I
Course Code   : RTM-104-GEN
No. of Practical's   : 30 (60 Hours)
No. of Credits   :02

A) Course Objectives:
1.   To know about business accounting.
2.   To know how to record business day to day transactions.
3.   To impart the knowledge about prepare Financial statements in accordance with appropriate standards.
4.   To understand the basic terms of accounting.
5.   To know the how to fill various documents.
6.   To preparing financial statements in accordance with appropriate standards.
7.   To impart the knowledge about prepare Financial statements in accordance with appropriate standards

B) Course Outcome:
CO1 - The main outcome of this course is to acquaint students of business accounting.
CO2- Enable students to acquire Practical and Theoretical Knowledge.
CO3- Acquaint students about accounting software's in regular transactions.
CO4- Understand the process of recording and classifying the business transactions and events
CO5- Understand the financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement of a sole proprietor.
CO6- Understand the role of IFRS/Ind-AS in accounting discipline.
CO7- Understanding of financial distress or bankruptcy prediction and how to analyse management quality means the concept of beyond balance sheet.

Contents/ Topics:

Units	Title & Content	No. of Lectures
Unit– I	**1. Introduction To Business Accounting** Introduction to Accounting: Maning and Definition: Objectives of Accounting: Need Accounting: Users of Accounting Information: Limitations of Accounting	10

Unit–II	**2. Source Documents Required for Accounting** 2.1 Meaning, Contents and Specimen, Voucher-Internal-External 2.2 Cash & Petty Cash Voucher, Cash & Credit Memo 2.3 Pay in slip, Withdraw Slip 2.4 Cheque – Bearer, Order, Crossed Account Payee, RTGS-NEFT 2.5 Practical – a) Crossed Cheque b) Bearer Cheque C) DD d) RTGS-NEFT e) Deposit-Withdraw Slip f) CC	10
Unit–III	**3. Journal Entries Problems** 3.1 Practical – 15 Journal Entries Problems	10

Reference Books:

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhary Pearson Education
2. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
3. An Introduction to Accountancy- S.N. Maheshwari& S.K. Maheshwari (Vikas Publishing)

Mapping of this course with Programme Outcomes

Course Outcome	Programme Outcomes (POs)									
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**
CO1	2	1	1	-	-	-	-	-	1	-
CO2	-	2	1	2	-	-	1	-	1	-
CO3	2	-	2	-	-	-	2	-	-	-
CO4	-	1	1	-	-	-	1	-	-	-
CO5	1	-	1	2	-	-	-	-	-	-
CO6	2	-	1	1	-	-	-	-	-	-
CO7	3	-	2	-	-	-	2	1	1	-

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

Justification for the mapping

PO1: Technical Competence: Students will acquire specialized technical skills and knowledge relevant to their chosen vocation, enabling them to perform tasks effectively and efficiently in their respective industries.

CO1 - The main outcome of this course is to acquaint students of business accounting.

CO3 - Acquaint students about accounting software's in regular transactions.

CO5 - Understand the financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement of a sole proprietor.

CO6 - Understand the role of IFRS/Ind-AS in accounting discipline.

CO7 - Understanding of financial distress or bankruptcy prediction and how to analyse management quality means the concept of beyond balance sheet.

PO2 Problem Solving Skills: Students will develop the ability to identify, analyze, and solve

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problems encountered in their vocational field, using both theoretical knowledge and practical experience.

CO1 - The main outcome of this course is to acquaint students of business accounting.

CO2 - Enable students to acquire Practical and Theoretical Knowledge.

CO4 - Understand the process of recording and classifying the business transactions and events.

PO3: Employability Skills: Students will gain employability skills such as communication, teamwork, leadership, adaptability, and professionalism, which are essential for success in the workplace.

CO1 - The main outcome of this course is to acquaint students of business accounting.

CO2 - Enable students to acquire Practical and Theoretical Knowledge.

CO3 - Acquaint students about accounting software's in regular transactions.

CO4 - Understand the process of recording and classifying the business transactions and events

CO5 - Understand the financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement of a sole proprietor.

CO6 - Understand the role of IFRS/Ind-AS in accounting discipline.

CO7 - Understanding of financial distress or bankruptcy prediction and how to analyze management quality means the concept of beyond balance sheet.

PO4: Industry Relevance and Entrepreneurial abilities: The students will adopt knowledge and skills relevant to the current needs and required practices of the industry or sector they are entering. Students focus on fostering entrepreneurial skills, equipping students with the knowledge and capabilities to start and manage their businesses in their chosen field.

CO2 - Enable students to acquire Practical and Theoretical Knowledge.

CO5 - Understand the financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement of a sole proprietor.

CO6 - Understand the role of IFRS/Ind-AS in accounting discipline.

PO5: Ethical and Social Responsibility: Students will be aware of the ethical considerations and social responsibilities associated with their vocational field, and they will be able to apply ethical principles in their professional practices.

PO6 Environmental Awareness: The students should be able to ability to apply the knowledge, skills, attitudes, and values required to take appropriate action to justify the effects of environmental degradation, climate change, pollution control, effective waste management etc.

PO7: Research and Innovations: Depending on the program, students may develop research and innovation skills, enabling them to contribute to advancements and improvements within their vocational field.

CO2 - Enable students to acquire Practical and Theoretical Knowledge.

CO3 - Acquaint students about accounting software's in regular transactions.

CO4 - Understand the process of recording and classifying the business transactions and events

CO7 - Understanding of financial distress or bankruptcy prediction and how to analyze management quality means the concept of beyond balance sheet.

PO8: Global Perspective: In an increasingly interconnected world, programs may emphasize the importance of understanding global trends, markets, and perspectives relevant to the students' vocation.

PO9: Multidisciplinary studies: Students will adopt the multidisciplinary studies in an academic approach that integrates knowledge and methodology from various disciplines to provide a comprehensive understanding of related job/business opportunities.

CO1 - The main outcome of this course is to acquaint students of business accounting.

CO2 - Enable students to acquire Practical and Theoretical Knowledge.

CO7 - Understanding of financial distress or bankruptcy prediction and how to analyze management quality means the concept of beyond balance sheet.

PO10: Community Engagement: The students will be able to demonstrate the capability to participate in community-engaged services/activities for promoting the well-being of society.

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.Voc. Retail Management Pattern 2025 (w. e. from June, 2025)

Name of the Programme   : B.Voc Retail Management
Program Code   : UVRTM
Class   : F.Y.B.Voc Retail Management
Semester   I
Course Type   : DSC-III (General) (T)
Course Name   : Basics of Marketing -I
Course Code   : RTM-105-GEN
No. of Lectures   : 30 (30 Hours)
No. of Credits   :02

A) Course Objectives:
1. To understand the basics of marketing.
2. To learn about the marketing process for different types of products and services.
3. To understand the tools used by marketing managers in decision situations.
4. To understand the marketing environment.
5. To understand the marketing segmentation.
6. To know about internal and external factors affecting marketing.
7. To learn about challenges faced by marketing manager.

B) Course Outcome:
CO1: Strong conceptual knowledge in the functional area of marketing management.
CO2: Effective understanding of relevant functional areas of marketing management and its applications.
CO3: Demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.
CO4: Relevance of Marketing in a developing economy.
CO5: Market segmentation Process.
CO6: Study the Marketing Information System.
CO7: Difference between Market Research and Marketing Research.

Contents/ Topics:

Units	Title & Content	No. of Lectures
Unit– I	**1. Introduction And Functions of Marketing:** 1.1 Introduction 1.2 Importance of Marketing 1.3 Functions of Marketing 1.4 Components of Marketing 1.5 Differentiate between Marketing Concept and Selling Concepts.	**08**

Unit–II	**2.Marketing Environment And Market Segmentation:** 2.1 Meaning of Marketing Environment 2.2 Internal & external factors influencing Marketing environment 2.3 Components of Marketing Environment. 2.4 Meaning and Definition of Market Segmentation 2.5 Importance of Market Segmentation. 2.6 Types of Market segmentation 2.7 Market Segmentation Process	**12**
Unit–III	**3. Marketing Planning, Market Information System** 3.1 Introduction about Marketing Planning. 3.2 Scope of Marketing Planning. 3.3 Essential steps in Marketing Planning. 3.4 Importance of Marketing Planning.	**10**

Reference Books:
1. Marketing Management By Philip Kotler.
2. Marketing Management Cravens By Hills–Woodruff.
3. Marketing Information System By Davis–Olsan
4. Principles and practice of Marketing By John Frain.

Mapping of this course with Programme Outcomes

Course Outcome	Programme Outcomes (POs)									
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**
CO1	1	-	2	2	-	2	2	-	2	3
CO2	-	-	1	1	-	2	-	3	-	-
CO3	-	2	2	2	2	-	-	2	-	-
CO4	1	2	1	3	3	3	3	-	2	-
CO5	2	2	3	1	2	-	-	-	3	-
CO6	2	1	1	2	3	-	2	1	-	2
CO7	2	-	1	2	3	1	1	2	-	1

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

Justification for the mapping

PO1: Technical Competence: Students will acquire specialized technical skills and knowledge relevant to their chosen vocation, enabling them to perform tasks effectively and efficiently in their respective industries.

CO1: Student will demonstrate technical competence by acquiring deep conceptual knowledge essential for effective marketing management.

CO4: Student will comprehend the technical importance of marketing principles specifically in

the context of a developing economy.

CO5: Student will acquire technical skills to segment markets strategically for better targeting and positioning.

CO6: Student will gain technical knowledge in managing and utilizing marketing information systems for data-driven decision-making.

CO7: Student will develop technical clarity distinguishing between market research and marketing research to apply correct methodologies.

PO2 Problem Solving Skills: Students will develop the ability to identify, analyze, and solve problems encountered in their vocational field, using both theoretical knowledge and practical experience.

CO3: Student will develop critical problem-solving skills by identifying and resolving marketing-related issues effectively.

CO4: Student will analyze economic contexts to solve marketing problems relevant to developing economies.

CO5: Student will apply problem-solving techniques to effectively segment current markets and address diverse customer needs.

CO6: Student will use problem-solving skills to interpret and utilize data from marketing information systems for decision-making.

PO3: Employability Skills: Students will gain employability skills such as communication, teamwork, leadership, adaptability, and professionalism, which are essential for success in the workplace.

CO1: Student will communicate marketing concepts effectively, demonstrating professionalism and clarity in the functional area of marketing management.

CO2: Student will collaborate with peers and adapt to diverse functional areas, showing teamwork and adaptability in applying marketing knowledge.

CO3: Student will exhibit leadership and problem-solving skills to analyze and resolve marketing management issues in a professional environment.

CO4: Student will adapt communication and teamwork skills to explain the significance of marketing in the context of a developing economy.

CO5: Student will work collaboratively and professionally to apply segmentation techniques and communicate findings effectively.

CO6: Student will demonstrate professionalism and teamwork in analyzing and utilizing marketing information systems.

CO7: Student will communicate clearly and demonstrate professionalism when distinguishing between market research concepts and their applications.

PO4: Industry Relevance and Entrepreneurial abilities: The students will adopt knowledge and skills relevant to the current needs and required practices of the industry or sector they are entering. Students focus on fostering entrepreneurial skills, equipping students with the knowledge and capabilities to start and manage their businesses in their chosen field.

CO1: Student will apply industry-relevant marketing concepts that prepare them for entrepreneurial and business management roles.

CO2: Student will utilize practical marketing knowledge applicable to current industry trends and

entrepreneurial ventures.

CO3: Student will solve real-world marketing problems with analytical thinking skills that are crucial for entrepreneurial success.

CO4: Student will understand and adapt marketing strategies aligned with industry needs in emerging economies to foster business growth.

CO5: Student will implement market segmentation techniques essential for targeting customers effectively in entrepreneurial and industry settings.

CO6: Student will leverage marketing information systems to make informed decisions relevant to industry practices and business management.

CO7: Student will differentiate research methodologies that are vital for informed decision-making in both industry and entrepreneurial contexts.

PO5: Ethical and Social Responsibility: Students will be aware of the ethical considerations and social responsibilities associated with their vocational field, and they will be able to apply ethical principles in their professional practices.

CO3: Student will apply ethical reasoning when analyzing and solving marketing challenges to ensure socially responsible outcomes.

CO4: Student will recognize the social impact of marketing practices and promote ethical marketing in emerging economies.

CO5: Student will practice fair and ethical market segmentation to avoid discrimination and respect consumer rights.

CO6: Student will handle marketing data responsibly, ensuring privacy and ethical use of information in business decisions.

CO7: Student will uphold ethical standards in conducting and reporting market and marketing research.

PO6 Environmental Awareness: The students should be able to ability to apply the knowledge, skills, attitudes, and values required to take appropriate action to justify the effects of environmental degradation, climate change, pollution control, effective waste management etc.

CO1: Student will incorporate environmental considerations into marketing concepts to promote sustainable business practices.

CO2: Student will apply environmental awareness in various marketing functions to support eco-friendly and responsible business operations.

CO4: Student will recognize the importance of environmentally responsible marketing strategies in the growth of developing economies.

CO7: Student will conduct market and marketing research with an awareness of environmental impacts and promote green marketing insights.

PO7: Research and Innovations: Depending on the program, students may develop research and innovation skills, enabling them to contribute to advancements and improvements within their vocational field.

CO1: Student will apply research skills to deepen conceptual understanding in marketing management.

CO4: Student will conduct research to explore and innovate marketing strategies suitable for developing economies.

CO5: Student will employ innovative research techniques to improve market segmentation accuracy and effectiveness.
CO6: Student will research and develop innovative approaches to enhance marketing information systems.

PO8: Global Perspective: In an increasingly interconnected world, programs may emphasize the importance of understanding global trends, markets, and perspectives relevant to the students' vocation.
CO2: Student will apply global market knowledge to the functional areas of marketing management.
CO3: Student will analyze and resolve marketing problems considering global market trends and international challenges.
CO6: Student will utilize global data sources and technologies to enhance marketing information systems.
CO7: Student will distinguish and apply global research practices in market research and marketing research.

PO9: Multidisciplinary studies: Students will adopt the multidisciplinary studies in an academic approach that integrates knowledge and methodology from various disciplines to provide a comprehensive understanding of related job/business opportunities.
CO1: Student will integrate concepts from marketing and related disciplines to build a strong foundational knowledge.
CO4: Student will understand marketing within the broader socio-economic and cultural contexts, reflecting a multidisciplinary perspective.
CO5: Student will utilize knowledge from psychology, sociology, and economics to effectively segment markets.

PO10: Community Engagement: The students will be able to demonstrate the capability to participate in community-engaged services/activities for promoting the well-being of society.
CO1: Student will apply marketing concepts to design initiatives that address community needs and promote social welfare.
CO6: Student will utilize marketing information systems to gather community data and support socially responsible decision-making.
CO7: Student will differentiate research types to gather relevant data for community engagement and social impact.

Name of the Programme : B.Voc Retail Management
Program Code : UVRTM
Class : F.Y.B.Voc Retail Management
Semester I
Course Type : DSC-III (General) (P)
Course Name : Digital Marketing -I
Course Code : RTM-106-GEN
No. of Practicals : 30 (60 Hours)
No. of Credits :02

A) Course Objectives:
1. To introduce students to the fundamentals of digital marketing and major social media platforms.
2. To explain the importance and techniques of Search Engine Optimization (SEO).
3. To provide insights into Google Analytics for tracking and evaluating website performance.
4. To familiarize students with Canva and other related applications for poster and graphic design.
5. To introduce the use of Photoshop for creating professional digital content.
6. To develop creative skills for effective poster design and search engine marketing.
7. To explore various channels of digital marketing including Facebook, Instagram, YouTube, and E-mail marketing.

B) Course Outcome:
CO1: Students will understand and describe key concepts and tools of digital marketing and social media.
CO2: Students will apply SEO techniques to improve online visibility and website performance.
CO3: Students will analyze user behavior and marketing effectiveness using Google Analytics.
CO4: Students will design marketing content using Canva and related design tools.
CO5: Students will demonstrate basic photo editing and creative skills using Photoshop.
CO6: Students will create engaging posters and plan search engine marketing strategies.
CO7: Students will design and implement marketing campaigns through Facebook, Instagram, YouTube, and E-mail platforms.

Contents/ Topics:

Units	Title & Content	No. of Lectures
Unit– I	**1 Digital Marketing** 1.1 Introduction of Digital Marketing, Social Media Platforms 1.2 Search Engine Optimization. 1.3 Google Analytics	10
Unit–II	**2 Design** 2.1 Canva application (Using various related application for designing posters)	10

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	2.2 Poster Design	
	2.3 Search Engine Marketing	
Unit–III	**3 Way of Digital Marketing** 3.1 Facebook Marketing, Instagram Marketing 3.2 YouTube Marketing 3.3 G-mail Marketing	10

Reference Books:

1. Digital Marketing, Seema Gupta, McGraw Hill Education, 2nd Edition, 2023
2. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Damian Ryan, Kogan Page, 5th Edition, 2022
3. Digital Marketing for Dummies, Ryan Deiss & Russ Henneberry, Wiley, 2nd Edition, 2020
4. Photoshop CC: The Missing Manual, Lesa Snider, O'Reilly Media, 2nd Edition, 2019

Mapping of this course with Programme Outcomes

Course Outcome	Programme Outcomes (POs)									
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**
CO1	3	2	1	-	1	1	2	2	2	1
CO2	2	1	2	1	2	1	2	-	1	-
CO3	2	-	2	2	2	2	-	-	3	-
CO4	2	2	2	1	3	-	1	2	-	1
CO5	-	1	1	3	-	1	2	2	2	2
CO6	1	1	-	2	-	2	3	1	-	2
CO7	-	-	-	2	2	3	-	-	1	-

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

Justification for the mapping

PO1: Technical Competence: Students will acquire specialized technical skills and knowledge relevant to their chosen vocation, enabling them to perform tasks effectively and efficiently in their respective industries.

CO1: Student will acquire technical knowledge of digital marketing concepts and tools, enabling effective use in   their vocation.

CO2: Student will develop technical skills in SEO to enhance online marketing efforts efficiently.

CO3. Student will utilize technical tools like Google Analytics to assess marketing performance   and make data-driven decisions.

CO4: Student will gain technical competence in using design software to create effective marketing materials.

CO6 Student will apply technical expertise to design marketing visuals and strategize search engine marketing campaigns.

PO2 Problem Solving Skills: Students will develop the ability to identify, analyze, and solve problems encountered in their vocational field, using both theoretical knowledge and practical

experience.

CO1 Student will develop problem-solving skills by analyzing and applying digital marketing concepts to overcome marketing challenges.

CO2 Student will solve problems related to website ranking and visibility by applying appropriate SEO techniques.

CO4 Student will creatively solve design challenges to produce effective marketing content using design tools.

CO5: Student will troubleshoot and resolve technical and creative issues in photo editing to enhance marketing visuals.

CO6 Student will strategize and solve problems related to campaign planning and poster design to engage target audiences.

PO3: Employability Skills: Students will gain employability skills such as communication, teamwork, leadership, adaptability, and professionalism, which are essential for success in the workplace.

CO1: Student will develop communication skills by effectively articulating digital marketing concepts and tools.

CO2: Student will demonstrate adaptability and problem-solving skills by applying SEO techniques to optimize website performance.

CO3: Student will enhance analytical and decision-making skills critical for teamwork and leadership in marketing roles.

CO4: Student will develop creativity and collaboration skills necessary for working in diverse teams.

CO5: Student will cultivate professionalism and attention to detail essential for producing high-quality marketing materials.

PO4: Industry Relevance and Entrepreneurial abilities: The students will adopt knowledge and skills relevant to the current needs and required practices of the industry or sector they are entering. Students focus on fostering entrepreneurial skills, equipping students with the knowledge and capabilities to start and manage their businesses in their chosen field.

CO2: Student will develop practical skills aligned with current digital marketing practices to enhance online business presence.

CO3: Student will gain analytical capabilities to evaluate market trends and customer behavior, supporting data-driven business decisions.

CO4: Student will develop creative and technical skills needed for producing marketing materials relevant to industry standards.

CO5: Student will build proficiency in industry-standard software, enhancing employability and entrepreneurial marketing initiatives.

CO6: Student will acquire strategic planning skills important for effective marketing campaigns in competitive industries.

CO7: Student will develop the ability to execute multi-channel digital marketing campaigns, preparing them for entrepreneurial ventures and industry roles.

PO5: Ethical and Social Responsibility: Students will be aware of the ethical considerations and social responsibilities associated with their vocational field, and they will be able to apply ethical

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principles in their professional practices.

CO1: Student will recognize the ethical implications involved in digital marketing and social media usage.

CO2: Student will apply SEO practices responsibly, ensuring transparency and fairness in search engine optimization.

CO3: Student will handle user data ethically while analyzing behavior to respect privacy and comply with regulations.

CO4: Student will create marketing content that is truthful, respectful, and socially responsible.

CO7: Student will implement digital marketing campaigns with awareness of ethical communication and social impact.

PO6 Environmental Awareness: The students should be able to ability to apply the knowledge, skills, attitudes, and values required to take appropriate action to justify the effects of environmental degradation, climate change, pollution control, effective waste management etc.

CO1: Student will incorporate environmental awareness by promoting sustainable and eco-friendly digital marketing practices.

CO2 Student will optimize SEO strategies while considering energy-efficient digital practices to reduce environmental impact.

CO3: Student will analyze data with an awareness of promoting environmentally responsible content and campaigns.

CO5: Student will produce visual content that supports environmental messages and advocates for eco-friendly initiatives.

CO6: Student will design campaigns that raise awareness about environmental challenges and promote sustainability.

CO7: .Student will implement digital marketing campaigns that effectively communicate environmental responsibility and sustainability values.

PO7: Research and Innovations: Depending on the program, students may develop research and innovation skills, enabling them to contribute to advancements and improvements within their vocational field.

CO1: Student will understand and describe key concepts and tools of digital marketing and social media by exploring recent trends and innovative platforms**.**

CO2: Student will apply SEO techniques to improve online visibility and website performance by researching the latest algorithm updates and innovative SEO strategies.

CO4: Student will design marketing content using Canva and related design tools by experimenting with creative and innovative design approaches.

CO5: Student will demonstrate basic photo editing and creative skills using Photoshop, applying innovative editing techniques to enhance marketing visuals.

CO6: Student will create engaging posters and plan search engine marketing strategies by researching market trends and innovating promotional ideas.

PO8: Global Perspective: In an increasingly interconnected world, programs may emphasize the importance of understanding global trends, markets, and perspectives relevant to the students' vocation.

CO1: Student will understand and describe key concepts and tools of digital marketing and social media in a global context, recognizing worldwide digital marketing trends**.**

CO4: Student will design marketing content using Canva and related design tools that cater to diverse global audiences and cultural sensitivities**.**

CO5: Student will demonstrate basic photo editing and creative skills using Photoshop by producing visuals that appeal to international markets**.**

CO6: Student will create engaging posters and plan search engine marketing strategies aligned with global marketing campaigns and cross-border promotions.

PO9: Multidisciplinary studies: Students will adopt the multidisciplinary studies in an academic approach that integrates knowledge and methodology from various disciplines to provide a comprehensive understanding of related job/business opportunities.

CO1: Student will understand and describe key concepts and tools of digital marketing and social media by integrating knowledge from marketing, technology, and communication disciplines.

CO2: Student will apply SEO techniques to improve online visibility and website performance by combining principles from computer science, analytics, and marketing strategies.

CO3: Student will analyze user behavior and marketing effectiveness using Google Analytics by synthesizing data analysis, consumer psychology, and business insights.

CO5: Student will demonstrate basic photo editing and creative skills using Photoshop by applying artistic techniques alongside digital marketing objectives.

CO7: Student will design and implement marketing campaigns through Facebook, Instagram, YouTube, and E-mail platforms by integrating social media trends, technology, and marketing communication skills.

PO10: Community Engagement: The students will be able to demonstrate the capability to participate in community-engaged services/activities for promoting the well-being of society.

CO1: Student will understand and describe key concepts and tools of digital marketing and social media to effectively engage and communicate with diverse community groups.

CO4: Student will design marketing content using Canva and related design tools to create compelling materials that raise awareness and support for community initiatives.

CO5: Student will demonstrate basic photo editing and creative skills using Photoshop to develop visually engaging content that fosters community involvement.

CO6: Student will create engaging posters and plan search engine marketing strategies that encourage public participation and promote social well-being.

Name of the Programme   : B.Voc Retail Management
Program Code   : UVRTM
Class   : F.Y.B.Voc Retail Management
Semester   I
Course Type   : Open Elective (OE) (T)
Course Name   : Business Communication Skills-I
Course Code   : RTM-107-OE
No. of Practicals   : 30 (30 Hours)
No. of Credits   :02

A) Course Objectives:

1. To introduce the meaning, definition, and basic understanding of communication in a business context.
2. To explain the elements, process, and various types of communication used in organizations.
3. To familiarize students with different levels, principles, and the importance of effective communication.
4. To highlight the essential components required for successful communication.
5. To provide knowledge about written communication, its nature, advantages, disadvantages, and suitable media.
6. To analyze oral communication, including its features, strengths, weaknesses, and different forms.
7. To understand informal communication networks like the grapevine and their impact on organizational communication.

B) Course Outcome:

CO1: Students will be able to define communication and explain its relevance in business settings.

CO2: Students will identify and describe the communication process, elements, and various types of communication.

CO3: Students will evaluate communication levels and principles and understand their importance in the workplace.

CO4: Students will recognize the essential factors contributing to effective business communication.

CO5: Students will differentiate between types of written communication and select appropriate media for message delivery.

CO6: Students will demonstrate understanding of oral communication methods and evaluate their advantages and disadvantages.

CO7: Students will interpret the role of grapevine communication and assess its effects in an organizational context.

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.Voc. Retail Management Pattern 2025 (w. e. from June, 2025)

Contents/ Topics:

Units	Title & Content	No. of Lectures
Unit– I	**1. INTRODUCTION TO BUSINESS COMMUNICATION** 1.1 Introduction, Meaning, Definition of Communication 1.2 Elements and Process of Communication, types 1.3 Levels, Principles and Importance of Communication. 1.4 Essentials of Communication	10
Unit–II	**2. MODES OF COMMUNICATION (Part-I)** **2.1 Written Communication:** 2.1.1 Advantages & Disadvantages, Nature of Written Communication 2.1.2 Media for Written Communication 2.1.3 The Choice of Medium	10
Unit- III	**3. MODES OF COMMUNICATION (Part-II)** **3.1 Oral Communication:** 3.1.1 Nature of Oral Communication 3.1.2 Advantages & Disadvantages of Oral Communication 3.1.3 Media for Oral Communication Grapevine – A Variant of Oral Communication (Pictorial part of communication)	10

References Books:
1. AshaKaul (1999), "Business Communication", Prentice Hall of India, New Delhi.
2. Chaturvedi P. D. &ChaturvediMukesh (2012), "Managerial Communication", Pearson, Delhi.
3. Madhukar R. K. (2005), "Business Communication", Vikas Publishing House Pvt. Ltd., New Delhi.
4. Mamoria C. B. &Gankar S. V. (2008), "Personnel Management", Himalaya Publishing House, Mumbai.
5. NawalMallika (2012), "Business Communication", Cengage Learning, Delhi.
6. Rajendra Pal &Korlahalli (2007), "Essentials of Business Communication", Sultan Chand & Sons, New Delhi.
7. Sharma R. C. &Krishan Mohan, "Business Correspondence & Report Writing", Tata McGraw Hill Publishing Co. Ltd.

Mapping of this course with Programme Outcomes

Course Outcome	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	1	-	1	1	-	1	1	1
CO2	-	2	1	2	2	2	1	1	1	-
CO3	2	-	2	2	-	3	2	-	3	2
CO4	-	1	1	-	-	1	1	2	-	2
CO5	1	-	1	2	2	1	-	-	2	1
CO6	2	1	1	1	1	-	-	2	-	-
CO7	3	-	2	1	2	-	2	1	1	1

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

Justification for the mapping

PO1: Technical Competence: Students will acquire specialized technical skills and knowledge relevant to their chosen vocation, enabling them to perform tasks effectively and efficiently in their respective industries.

CO1: Student will be able to define communication and explain its relevance in business settings, demonstrating foundational technical knowledge in business communication..

CO3: Student will evaluate communication levels and principles and understand their importance in the workplace, applying technical skills to assess communication effectiveness.

CO5: Student will differentiate between types of written communication and select appropriate media for message delivery, demonstrating technical skills in written communication methods.

CO6: Student will demonstrate understanding of oral communication methods and evaluate their advantages and disadvantages, showing technical competence in verbal communication.

CO7: Student will interpret the role of grapevine communication and assess its effects in an organizational context, applying technical insight into informal communication networks.

PO2 Problem Solving Skills: Students will develop the ability to identify, analyze, and solve problems encountered in their vocational field, using both theoretical knowledge and practical experience.

CO1: Student will identify communication challenges and explain their relevance in business settings, developing problem-solving skills related to effective communication.

CO2: Student will analyze the communication process and its elements to address issues in various communication types, demonstrating problem-solving abilities.

CO4: Student will recognize factors affecting business communication and develop strategies to overcome barriers, applying problem-solving skills.

CO6: Student will assess oral communication methods to solve problems related to message clarity and effectiveness in organizational contexts.

PO3: Employability Skills: Students will gain employability skills such as communication, teamwork, leadership, adaptability, and professionalism, which are essential for success in the

workplace.

CO1: Student will develop communication skills by defining communication and explaining its relevance in business settings, enhancing workplace readiness**.**

CO2: Student will improve teamwork and communication abilities by identifying and describing the communication process, elements, and types.

CO3: Student will demonstrate professionalism by evaluating communication levels and principles and applying them effectively in workplace scenarios.

CO4: Student will cultivate adaptability and leadership by recognizing key factors that contribute to effective business communication.

CO5: Student will enhance decision-making and communication skills by differentiating types of written communication and selecting appropriate media.

CO6: Student will develop oral communication proficiency and critical evaluation skills by understanding **and** assessing oral communication methods.

CO7: Student will exhibit analytical skills and professionalism by interpreting grapevine communication and managing its impact within organizations.

PO4: Industry Relevance and Entrepreneurial abilities: The students will adopt knowledge and skills relevant to the current needs and required practices of the industry or sector they are entering. Students focus on fostering entrepreneurial skills, equipping students with the knowledge and capabilities to start and manage their businesses in their chosen field..

CO2: Student will identify and describe the communication process, elements, and various types of communication, preparing them for effective workplace interactions.

CO3: Student will evaluate communication levels and principles and understand their importance in the workplace, enhancing their readiness to meet industry expectations.

CO5: Student will differentiate between types of written communication and select appropriate media for message delivery, ensuring clarity and professionalism in business correspondence.

CO6: Student will demonstrate understanding of oral communication methods and evaluate their advantages and disadvantages, supporting effective verbal interactions in the industry.

CO7: Student will interpret the role of grapevine communication and assess its effects in an organizational context, helping them manage informal communication channels professionally.

PO5: Ethical and Social Responsibility: Students will be aware of the ethical considerations and social responsibilities associated with their vocational field, and they will be able to apply ethical principles in their professional practices.

CO1: Student will understand the ethical importance of communication and explain its relevance in promoting honesty and transparency in business settings.

CO2: Student will identify ethical considerations in the communication process, elements, and various types of communication, ensuring responsible information exchange..

CO5: Student will differentiate types of written communication and select appropriate media to convey messages ethically and professionally.

CO6: Student will demonstrate understanding of oral communication methods and evaluate their ethical implications and impact on professional relationships.

CO7: Student will interpret the role of grapevine communication and assess its ethical effects within an organizational context, promoting responsible informal communication.

PO6 Environmental Awareness: The students should be able to ability to apply the knowledge, skills, attitudes, and values required to take appropriate action to justify the effects of environmental degradation, climate change, pollution control, effective waste management etc.

CO1: Student will understand and explain the relevance of communication in promoting environmental awareness and sustainability in business settings.

CO2: Student will identify and describe how communication processes and elements can be used to effectively disseminate information about environmental issues and corporate social responsibility.

CO3: Student will evaluate communication principles to enhance workplace awareness regarding environmental impacts and encourage sustainable practices.

CO4: Student will recognize key factors contributing to effective business communication that supports environmental ethics and sustainability initiatives.

CO5: Student will differentiate types of written communication and select appropriate media to effectively convey environmental messages and policies.

PO7: Research and Innovations: Depending on the program, students may develop research and innovation skills, enabling them to contribute to advancements and improvements within their vocational field..

CO2: Student will investigate and describe the communication process, elements, and various types of communication through analytical research.

CO3: Student will critically evaluate communication levels and principles, using research to understand their impact in the workplace.

CO4: Student will identify and research essential factors contributing to effective business communication, fostering innovative communication strategies.

CO7: Student will examine the role of grapevine communication and research its effects within an organizational context to recommend innovative communication practices.

PO8: Global Perspective: In an increasingly interconnected world, programs may emphasize the importance of understanding global trends, markets, and perspectives relevant to the students' vocation.

CO1: Student will develop research skills to explore and explain communication concepts and their relevance in business settings.

CO2: Student will investigate and describe the communication process, elements, and various types of communication through analytical research.

CO4: Student will identify and research essential factors contributing to effective business communication, fostering innovative communication strategies.

CO6: Student will assess oral communication methods by researching their advantages and disadvantages to propose improvements.

CO7: Student will examine the role of grapevine communication and research its effects within an organizational context to recommend innovative communication practices.

PO9: Multidisciplinary studies: Students will adopt the multidisciplinary studies in an academic

approach that integrates knowledge and methodology from various disciplines to provide a comprehensive understanding of related job/business opportunities.

CO1: Student will define communication and explain its relevance in business settings by integrating concepts from business, psychology, and sociology.

CO2: Student will identify and describe the communication process, elements, and various types of communication by applying principles from multiple academic disciplines.

CO3: Student will evaluate communication levels and principles and understand their importance in the workplace through an interdisciplinary perspective.

CO4: Student will recognize the essential factors contributing to effective business communication by integrating knowledge from communication theory, organizational behavior, and cultural studies.

CO5: Student will differentiate between types of written communication and select appropriate media for message delivery by combining insights from linguistics, media studies, and business communication.

CO6: Student will demonstrate understanding of oral communication methods and evaluate their advantages and disadvantages by applying methodologies from speech communication and interpersonal skills.

CO7: Student will interpret the role of grapevine communication and assess its effects in an organizational context using a multidisciplinary approach, including management, psychology, and sociology**.**

PO10: Community Engagement: The students will be able to demonstrate the capability to participate in community-engaged services/activities for promoting the well-being of society.

CO1: Student will be able to define communication and explain its relevance in business settings, enabling effective interaction with community stakeholders..

CO3: Student will evaluate communication levels and principles and understand their importance in the workplace, supporting ethical and constructive community involvement.

CO4: Student will recognize the essential factors contributing to effective business communication, which promotes collaboration and trust within community initiatives.

CO5: Student will differentiate between types of written communication and select appropriate media for message delivery, ensuring clear and inclusive communication in community outreach programs..

CO7: Student will interpret the role of grapevine communication and assess its effects in an organizational context to manage informal community networks and improve social cohesion.

Name of the Programme	: B.Voc Retail Management
Program Code	: UVRTM
Class	: F.Y.B.Voc Retail Management
Semester	I
Course Type	: Skill Enhancement Course (SEC) (P)
Course Name	: Principles of Consumer Behavior
Course Code	: RTM-108-SEC
No. of Practicals	: 30 (60 Hours)
No. of Credits	:02

A) Course Objectives:

1. To introduce the meaning, definition, and scope of consumer behavior.
2. To explore the role of consumer research, marketing mix, social responsibility, and technology in influencing consumer decisions.
3. To understand the concepts of customer value, satisfaction, retention, and the decision-making process in consumer behavior.
4. To analyze various factors that affect consumer behavior including cultural, psychological, and personal influences.
5. To explain the learning process in consumers, including elements, types, memory, habits, and loyalty.
6. To examine how personality traits and lifestyle patterns, including AIO and values, shape consumer choices.
7. To study the formation, nature, and development of consumer attitudes and their relationship with behavior.

B) Course Outcome:

CO1: Students will be able to define consumer behavior and explain its relevance in marketing.

CO2: Students will assess how marketing strategies and technology influence consumer decision-making.

CO3: Students will evaluate customer satisfaction, retention strategies, and the complete process of consumer decision-making.

CO4: Students will identify and analyze key factors affecting consumer behavior.

CO5: Students will describe the learning processes in consumers and understand their impact on memory, habits, and brand loyalty.

CO6: Students will interpret how personality traits and lifestyle trends influence consumer preferences and behavior.

CO7: Students will explain the nature of consumer attitudes and how they relate to behavioral outcomes.

Contents/ Topics:

Units	Title & Content	No. of Lectures
Unit– I	**1. An Introduction to Consumer Behavior:** 1.1 Meaning and Definition 1.2 Consumer Research, Marketing Mix, Social Responsible Marketing 1.3 Technology and Consumer Behavior 1.4 Customer Value Satisfaction and retention 1.5 Process of Consumer Behavior 1.6 Factors affecting on Consumer Behavior.	10
Unit–II	**2. Consumer Learning:** 2.1 Introduction 2.2 Elements of Learning Process 2.3 Types of Learning process 2.4 Consumer Memory Habit 2.5 Brand Loyalty, Customer Loyalty	10
Unit–III	**3. Personality And Lifestyle Influence:** 3.1 Introduction 3.2 Activities, Interest and Opinions (AIO) and values framework 3.3 Chancing lifestyle trends of Indian Consumer 3.4 Properties of Personality	10

References Books:

1. Consumer Behavior, Shiffman, L. G. and Kanuk L. L., Prentice Hall, India.
2. Consumer Behavior, Concepts and Applications, London, D. L. And Bitta,
A.J. D. Tata McGraw Hill.
3. Consumer Behavior and Marketing Strategy, Peter, J. P. and Olson, J. C., Schiffman, L. G. and Kanuk L. L., Prentice Hall, India.

Mapping of this course with Programme Outcomes

Course Outcome	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	-	1	1	1	-	2	1	1
CO2	-	2	1	2	-	-	1	1	1	-
CO3	2	1	-	-	1	2	2	2	2	2
CO4	-	1	1	1	2	2	1	3	-	2
CO5	1	-	2	2	1	1	-	-	2	3
CO6	2	2	1	1	-	3	-	1	-	-
CO7	3	-	-	-	2	1	2	1	1	2

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

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Justification for the mapping

PO1: Technical Competence: Students will acquire specialized technical skills and knowledge relevant to their chosen vocation, enabling them to perform tasks effectively and efficiently in their respective industries.

CO1: Student will be able to define consumer behavior and explain its relevance in marketing, developing foundational technical knowledge critical for marketing analysis..

CO3: Student will evaluate customer satisfaction, retention strategies, and the complete process of consumer decision-making, demonstrating technical competence in customer relationship management.

CO5: Student will describe the learning processes in consumers and understand their impact on memory, habits, and brand loyalty, acquiring technical insights important for targeted marketing.

CO6: Student will interpret how personality traits and lifestyle trends influence consumer preferences and behavior, utilizing technical frameworks to understand consumer segmentation.

CO7: Student will explain the nature of consumer attitudes and how they relate to behavioral outcomes, showing technical proficiency in predicting market responses.

PO2 Problem Solving Skills: Students will develop the ability to identify, analyze, and solve problems encountered in their vocational field, using both theoretical knowledge and practical experience.

CO1: Student will identify and analyze issues related to consumer behavior and explain its relevance in marketing to develop effective problem-solving strategies.

CO2: Student will assess and solve problems related to the impact of marketing strategies and technology on consumer decision-making.

CO3: Student will evaluate challenges in customer satisfaction and retention, applying problem-solving skills to improve the consumer decision-making process.

CO4: Student will identify key factors affecting consumer behavior and analyze these to resolve marketing-related problems.

CO6: Student will interpret personality traits and lifestyle trends to solve problems associated with consumer preferences and behaviors.

PO3: Employability Skills: Students will gain employability skills such as communication, teamwork, leadership, adaptability, and professionalism, which are essential for success in the workplace..

CO2: Student will develop adaptability and analytical skills to assess how marketing strategies and technology influence consumer decision-making.

CO4: Student will utilize critical thinking and communication skills to identify and analyze key factors affecting consumer behavior.

CO5: Student will show professionalism and adaptability by describing consumer learning processes and understanding their impact on memory, habits, and brand loyalty.

CO6: Student will demonstrate interpersonal skills by interpreting how personality traits and lifestyle trends influence consumer preferences and behavior.

PO4: Industry Relevance and Entrepreneurial abilities: The students will adopt knowledge and skills relevant to the current needs and required practices of the industry or sector they are entering. Students focus on fostering entrepreneurial skills, equipping students with the knowledge and capabilities to start and manage their businesses in their chosen field.

CO1: Student will apply knowledge of consumer behavior to understand market demands and create industry-relevant marketing strategies.

CO2: Student will assess marketing strategies and technological trends to innovate and adapt entrepreneurial ventures effectively.

CO4: Student will analyze key factors affecting consumer behavior to identify business opportunities and make informed entrepreneurial decisions.

CO5: Student will understand consumer learning processes to design effective brand loyalty programs relevant to current market practices.

CO6: Student will interpret personality traits and lifestyle trends to tailor marketing and entrepreneurial efforts for targeted consumer segments.

PO5: Ethical and Social Responsibility: Students will be aware of the ethical considerations and social responsibilities associated with their vocational field, and they will be able to apply ethical principles in their professional practices.

CO1: Student will understand ethical considerations in defining consumer behavior and recognize the social impact of marketing practices.

CO3: Student will evaluate customer satisfaction and retention strategies by applying ethical standards and respecting consumer rights.

CO4: Student will identify key factors affecting consumer behavior while considering the social responsibilities of marketers.

CO5: Student will describe consumer learning processes with sensitivity to ethical concerns related to memory, habits, and brand loyalty..

CO7: Student will explain consumer attitudes by integrating ethical principles to promote honest and socially responsible marketing outcomes.

PO6 Environmental Awareness: The students should be able to ability to apply the knowledge, skills, attitudes, and values required to take appropriate action to justify the effects of environmental degradation, climate change, pollution control, effective waste management etc.

CO1: Student will understand consumer behavior and recognize the importance of promoting environmentally responsible marketing practices..

CO3: Student will evaluate customer satisfaction and retention strategies while integrating environmentally conscious approaches.

CO4: Student will identify key factors affecting consumer behavior with an emphasis on promoting eco-friendly products and practices.

CO5: Student will describe consumer learning processes with attention to fostering environmental values and sustainable habits.

CO6: Student will interpret personality traits and lifestyle trends to support environmentally responsible consumer choices.

CO7: Student will explain consumer attitudes by incorporating awareness of environmental impacts and promoting green marketing initiatives.

PO7: Research and Innovations: Depending on the program, students may develop research and innovation skills, enabling them to contribute to advancements and improvements within their vocational field.

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CO2: Student will assess how marketing strategies and technology influence consumer decision-making by applying innovative research techniques.

CO3: Student will evaluate customer satisfaction and retention strategies through critical analysis and research to improve decision-making processes.

CO4: Student will identify and analyze key factors affecting consumer behavior using research tools to support innovative marketing solutions.

CO7: Student will explain the nature of consumer attitudes and apply research insights to predict behavioral outcomes and develop new strategies.

PO8: Global Perspective: In an increasingly interconnected world, programs may emphasize the importance of understanding global trends, markets, and perspectives relevant to the students' vocation.

CO1: Student will be able to define consumer behavior and explain its relevance in global marketing contexts.

CO2: Student will assess how international marketing strategies and technologies influence consumer decision-making across different markets.

CO3: Student will evaluate customer satisfaction and retention strategies considering global consumer behavior and diverse market dynamics.

CO4: Student will identify and analyze key factors affecting consumer behavior with an understanding of global cultural and economic influences..

CO6: Student will interpret how personality traits and lifestyle trends affect consumer preferences worldwide.

CO7: Student will explain the nature of consumer attitudes and relate them to behavioral outcomes in a global marketing environment.

PO9: Multidisciplinary studies: Students will adopt the multidisciplinary studies in an academic approach that integrates knowledge and methodology from various disciplines to provide a comprehensive understanding of related job/business opportunities.

CO1: Student will define consumer behavior by integrating concepts from psychology, sociology, and marketing, allowing for a multidimensional understanding of marketing relevance.

CO2: Student will assess how marketing strategies and technological advancements from IT and behavioral sciences influence consumer decision-making.

CO3: Student will evaluate customer satisfaction and retention by applying principles from service management, communication, and data analytics..

CO5: Student will describe consumer learning processes through the lens of cognitive science and apply them to marketing and brand management practices.

CO7: Student will explain consumer attitudes using interdisciplinary insights from psychology, communication theory, and advertising strategies to understand behavioral outcomes.

PO10: Community Engagement: The students will be able to demonstrate the capability to participate in community-engaged services/activities for promoting the well-being of society.

CO1: *Student will* understand and explain consumer behavior to design marketing strategies that responsibly address the needs and values of the community.

CO3: *Student will* evaluate customer satisfaction and retention strategies to ensure ethical engagement with customers and long-term value creation within communities.

CO4: *Student will* identify and analyze factors affecting consumer behavior, allowing them to support inclusive and diverse marketing practices that reflect community demographics.

CO5: *Student will* describe consumer learning processes and apply this understanding to promote awareness and educational marketing in support of community initiatives.

CO7: *Student will* explain consumer attitudes to encourage socially responsible marketing approaches that foster trust and engagement within the community.