



Anekant Education Society's

**TULJARAM CHATURCHAND COLLEGE  
OF ARTS, SCIENCE & COMMERCE, BARAMATI (PUNE)  
(Autonomous)**

**DEPARTMENT OF B. VOC.**

**BOS: RETAIL MANAGEMENT**

**Minutes of BOS Meeting No.14**

**Day & Date of Meeting**

**Saturday, 29<sup>th</sup> March. 2025**

**Venue**

**Department of B. Voc. Retail Management**

---

**Pattern**

**TYRM - 2023 [NEP 2020]**

**'s**

# Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati (Autonomous)

## Course & Credit Structure for T. Y. B. Voc. Retail Management (2023 Pattern as per NEP-2020)

| Sem       | Course Type                         | Course Code     | Course Title                    | Theory/<br>Practical | Credits   |
|-----------|-------------------------------------|-----------------|---------------------------------|----------------------|-----------|
| <b>V</b>  | Major Mandatory                     | RTM-301-MJM     | Retail Financial Services-I     | Theory               | 02        |
|           | Major Mandatory                     | RTM -302-MJM    | Bank Finance-I                  | Theory               | 02        |
|           | Major Mandatory                     | RTM-303-MJM     | Entrepreneurship Development-I  | Theory               | 02        |
|           | Major Mandatory                     | RTM -304-MJM    | Advance MS-Excel                | Practical            | 02        |
|           | Major Mandatory                     | RTM -305-MJM    | Network Marketing-I             | Practical            | 02        |
|           | Major Elective (MJE)                | RTM -306-MJE(A) | Marketing Research-I            | Theory<br>(Any two)  | 04        |
|           | Major Elective (MJE)                | RTM -306-MJE(B) | Retail Management Strategies-I  |                      |           |
|           | Major Elective (MJE)                | RTM -306-MJE(C) | Legal Aspects of Business-I     |                      |           |
|           | Minor                               | RTM -341-MN     | Supply Chain Management-I       | Theory               | 02        |
|           | Minor                               | RTM -342-MN     | Retail Sales Management-I       | Practical            | 02        |
|           | Vocational Skill Course (VSC)       | RTM -321-VSC    | Retail Store Operation-II       | Practical            | 02        |
|           | Field Project(FP)                   | RTM -335-FP     | Field Project                   | Practical            | 02        |
|           | <b>Total Credits Semester-V</b>     |                 |                                 |                      | <b>22</b> |
| <b>VI</b> | Major Mandatory                     | RTM -351-MJM    | Retail Financial Services-II    | Theory               | 02        |
|           | Major Mandatory                     | RTM -352-MJM    | Bank Finance-II                 | Theory               | 02        |
|           | Major Mandatory                     | RTM -353-MJM    | Entrepreneurship Development-II | Theory               | 02        |
|           | Major Mandatory                     | RTM -354-MJM    | E-Commerce                      | Practical            | 02        |
|           | Major Mandatory                     | RTM -355-MJM    | Network Marketing-II            | Practical            | 02        |
|           | Major Elective(MJE)                 | RTM -356-MJE(A) | Marketing Research-II           | Theory<br>(Any two)  | 04        |
|           | Major Elective(MJE)                 | RTM -356-MJE(B) | Retail Management Strategies-II |                      |           |
|           | Major Elective(MJE)                 | RTM -356-MJE(C) | Legal Aspects of Business-II    |                      |           |
|           | Minor                               | RTM -361-MN     | Supply Chain Management-II      | Theory               | 02        |
|           | Minor                               | RTM -362-MN     | Retail Sales Management-II      | Practical            | 02        |
|           | On Job Training (OJT)               | RTM -385-OJT    | On Job Training                 | Practical            | 04        |
|           | <b>Total Credits Semester-VI</b>    |                 |                                 |                      | <b>22</b> |
|           | <b>Total Credits Semester-V+ VI</b> |                 |                                 |                      | <b>44</b> |

**Programme Outcomes for Vocational (B.Voc.) Degree Programme in accordance with  
National Education Policy-2020 [2023 pattern] with effect from Academic Year 2023-24**

|             |                                                                                                                                                                                                                                                                                                                                                                                              |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>PO1</b>  | <b>Technical Competence:</b> 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.                                                                                                                                                                  |
| <b>PO2</b>  | <b>Problem Solving Skills:</b> Students will develop the ability to identify, analyze, and solve problems encountered in their vocational field, using both theoretical knowledge and practical experience.                                                                                                                                                                                  |
| <b>PO3</b>  | <b>Employability Skills:</b> Students will gain employability skills such as essential for success in the workplace.                                                                                                                                                                                                                                                                         |
| <b>PO4</b>  | <b>Industry Relevance and entrepreneurial abilities:</b> 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. |
| <b>PO5</b>  | <b>Ethical and Social Responsibility:</b> 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.                                                                                                                                        |
| <b>PO6</b>  | <b>Environmental Awareness:</b> 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.                                                                                                   |
| <b>PO7</b>  | <b>Research and Innovations:</b> Depending on the programme, students may develop research and innovation skills, enabling them to contribute to advancements and improvements within their vocational field.                                                                                                                                                                                |
| <b>PO8</b>  | <b>Global Perspective:</b> In an increasingly interconnected world, programmes may emphasize the importance of understanding global trends, markets, and perspectives relevant to the students' vocation.                                                                                                                                                                                    |
| <b>PO9</b>  | <b>Multidisciplinary studies:</b> 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.                                                                                                                                 |
| <b>PO10</b> | <b>Community Engagement:</b> The students will be able to demonstrate the capability to participate in community-engaged services/activities for promoting the wellbeing of society.                                                                                                                                                                                                         |

## **SYLLABUS (CBCSasperNEP2020) For T.Y. B.Voc. Retail Management (w.e.f. June,2025)**

|                       |                                 |
|-----------------------|---------------------------------|
| Name of the Programme | : B. Voc. Retail Management     |
| Program Code          | : UVRTM                         |
| Class                 | : T.Y.B. Voc. Retail Management |
| Semester              | : V                             |
| Course Type           | : Major (Theory)                |
| Course Name           | : Retail Financial Services-I   |
| Course Code           | : RTM-301-MJM (T)               |
| No. of Lectures       | : 30                            |
| No. of Credits        | : 02                            |

### **A) Course Objectives:**

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

### **B) Course Outcomes:**

- CO1:** Demonstrate a comprehensive understanding of retail financial services, including products, regulations, market trends, and customer behavior.
- CO2:** Effectively communicate complex financial information and recommendations to clients, colleagues, and stakeholders in a clear and understandable manner.
- CO3:** Understand and adhere to regulatory frameworks and compliance requirements governing retail financial services, ensuring ethical and legal practices.
- CO4:** Apply effective sales and marketing strategies for retail financial products, including segmentation, targeting, positioning, and cross-selling techniques.
- CO5:** Develop skills in building and maintaining client relationships by understanding customer needs, providing personalized advice, and delivering excellent service.
- CO6:** Apply financial analysis techniques to evaluate retail financial products, including analyzing financial statements, assessing risk-return profiles, and making recommendations based on financial data.
- CO7:** Recognize the importance of ongoing professional development and staying updated on industry trends, regulations, and best practices in the retail financial sector.

## Title & Content:

| Units    | Title & Content                                                                                                                                                                                                                                                | No. of lectures |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit– I  | <b>1) INTRODUCTION TO FINANCIAL SERVICES</b><br>a) Meaning and concept of financial services<br>b) Classification of financial services<br>c) Financial services sector in India<br>d) Modern financial services<br>e) Challenges to Indian financial services | 10              |
| Unit–II  | <b>2) BANKING SERVICES</b><br>a) Meaning, Nature, and Scope of Banking Services<br>b) Role and Responsibility of Bankers<br>c) Code of Conduct of Merchant Bankers                                                                                             | 10              |
| Unit–III | <b>2) CREDIT CARDS</b><br>a) Introduction,<br>b) Concept of Credit Card,<br>c) Features of Credit Card<br>d) Types of Credit Card,<br>e) Advantages and Disadvantages of Credit Card                                                                           | 10              |

## Reference Books:

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

## Mapping of this course with Programme Outcomes

| Course Outcomes | Programme Outcomes(POs) |     |     |     |     |     |     |     |     |      |
|-----------------|-------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                 | PO1                     | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1             | 3                       | 1   | 2   | 3   | 2   | 1   | 2   | 2   | 3   | 1    |
| CO2             | 1                       | 2   | 3   | 2   | 2   | 1   | 1   | 1   | 3   | 2    |
| CO3             | 3                       | 2   | 2   | 2   | 3   | 1   | 2   | 2   | 3   | 2    |
| CO4             | 3                       | 2   | 1   | 3   | 1   | --  | 2   | 2   | 3   | 1    |
| CO5             | 1                       | 2   | 3   | 2   | 2   | --  | 1   | 1   | 3   | 2    |
| CO6             | 3                       | 3   | 1   | 3   | 1   | 1   | 1   | 2   | 3   | 1    |
| CO7             | 3                       | 1   | 2   | 2   | 2   | 2   | 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:** Demonstrate a comprehensive understanding of retail financial services, including products, regulations, market trends, and customer behavior.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**CO2:** Effectively communicate complex financial information and recommendations to clients, colleagues, and

stakeholders in a clear and understandable manner.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**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.

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

**CO2:** Effectively communicate complex financial information and recommendations to clients, colleagues, and

stakeholders in a clear and understandable manner.

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

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

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

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

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

**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.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**PO10: Community Engagement:** The students will be able to demonstrate the capability to participate

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



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

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

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

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

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

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

**SYLLABUS (CBCS as per NEP 2020) For T.Y. B. Voc. Retail Management (w. e. f. June 2025)**

|                              |                                |
|------------------------------|--------------------------------|
| <b>Name of the Programme</b> | : B.Voc Retail Management      |
| <b>Programme Code</b>        | : UVRTM                        |
| <b>Class</b>                 | : T.Y. B.Voc Retail Management |
| <b>Semester</b>              | : V                            |
| <b>Course Type</b>           | : MJM (Theory)                 |
| <b>Course Code</b>           | : RTM-302-MJM (T)              |
| <b>Course Title</b>          | : Bank Finance-I               |
| <b>No of Lecture</b>         | : 30                           |
| <b>No of Credit</b>          | : 02                           |

**A) Course Objectives:**

1. To provide students with a comprehensive understanding of the structure and functions of the Indian Financial System, including its key components such as financial markets, institutions, and services.
2. To explore the various types of financial markets in India, including money and capital markets, and understand their importance in the functioning of the economy.
3. To introduce students to the Indian banking system, focusing on its structure, functions of the Reserve Bank of India (RBI), and the role of commercial banks and non-banking financial companies (NBFCs).
4. To provide an in-depth understanding of the functions of the RBI, including its role in the regulation of the financial system and monetary policy.
5. To understand the concept, features, and role of developmental financial institutions in India, such as SIDBI, NABARD, and others, and their role in supporting the growth of MSMEs.
6. To study the role of financial institutions like IFCI, SFC, and NIDC in promoting economic development and providing financial support to various sectors.
7. To apply theoretical concepts through case studies and presentations, facilitating a deeper understanding of the Indian financial system, banking sector, and developmental institutions.

**B) Course Outcomes:**

- CO1.**Students will be able to understand and explain the structure and functions of the Indian financial system, including financial markets and institutions.
- CO2.**Students will gain knowledge of the various financial markets (money and capital markets) and financial services, and their interrelation with the overall economy.
- CO3.**Students will understand the structure, functions, and role of the banking system in India, including the Reserve Bank of India, commercial banks, and non-banking financial companies (NBFCs).
- CO4.**Students will be able to describe the role and functions of the Reserve Bank of India in maintaining financial stability, regulating the banking system, and implementing monetary policy.
- CO5.** Students will gain an understanding of developmental financial institutions like SIDBI, NABARD, and others, and how they contribute to the growth of the economy and MSMEs in India.
- CO6.**Students will be able to analyze the functions of various development financial institutions such as IFCI, SFC, and NIDC, and evaluate their impact on industrial growth and economic development.
- CO7.**Students will develop the ability to apply theoretical knowledge to real-world scenarios, through case studies and presentations, to assess the functioning and challenges of the Indian financial and banking systems.

**TOPICS/ CONTENTS**

| <b>UNIT</b> | <b>TOPICS/CONTENTS</b> | <b>No of Lecture</b> |
|-------------|------------------------|----------------------|
|             |                        |                      |

|               |                                                                                                                                                                                                                                                               |           |
|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>UNIT-1</b> | <b>1. Indian Financial System:</b><br>1.1 Introduction, Functions of Financial System<br>1.2 Structure of the Indian Financial System<br>1.3 Financial Market-Money Market-Capital-Financial Services.<br>1.4 Money Cycle 10<br>1.5 Types of loan             | <b>12</b> |
| <b>UNIT-2</b> | <b>2. The Banking System In India:</b><br>2.1 Introduction, Definition, and Structure of the Indian Banking System<br>2.2 The Reserve Bank of India, Functions of RBI, types of bank, NBFs.<br>Functions of commercial banks 15                               | <b>6</b>  |
| <b>UNIT-3</b> | <b>3. Development Bank:</b><br>3.1 Meaning, Concept, Features, Role of SIDBI in Development of MSMEs in India<br>3.2 IFCI, SFC, NIDC, and its role, NABARD, NHB Financial institution<br>Practical (Based on the above Units): Case studies and Presentations | <b>12</b> |

#### References:

1. "Indian Financial System and Markets" Saha S.S.
2. "Merchant Banking and Financial Services" Paul S.
3. "Financial Institutions and Markets" Bhole L.M

#### Mapping of this course with Programme Outcomes

| Course outcome | Program outcome |     |     |     |     |     |     |     |     |      |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                | PO1             | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1            | -               | 2   | -   | 2   | 2   | 2   | 2   | -   | 3   | 2    |
| CO2            | 2               | 2   | 1   | 3   | 2   | -   | 2   | 1   | 2   | 2    |
| CO3            | 2               | 2   | 2   | -   | 2   | 2   | 2   | 1   | 1   | -    |
| CO4            | 2               | 3   | 2   | -   | 1   | 3   | -   | 2   | 2   | -    |
| CO5            | 1               | 3   | -   | 2   | 2   | 2   | -   | 2   | 2   | -    |
| CO6            | -               | 1   | -   | -   | 2   | 3   | -   | 1   | 2   | -    |
| CO7            | 3               | 2   | 3   | 3   | 1   | 3   | 2   | 2   | 3   | 3    |

Weight: 1-Partially related      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.

**CO2:** Students will gain knowledge of the various financial markets (money and capital markets) and financial services, and their interrelation with the overall economy.

**CO3:** Students will understand the structure, functions, and role of the banking system in India, including the Reserve Bank of India, commercial banks, and non-banking financial companies (NBFCs).

**CO4:** Students will be able to describe the role and functions of the Reserve Bank of India in maintaining financial stability, regulating the banking system, and implementing monetary policy.

**CO5:** Students will gain an understanding of developmental financial institutions like SIDBI, NABARD, and others, and how they contribute to the growth of the economy and MSMEs in India.

**CO7:** Students will develop the ability to apply theoretical knowledge to real-world scenarios, through case studies and presentations, to assess the functioning and challenges of the Indian financial and banking systems.

**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:** Students will be able to identify and analyze the structure and functions of the Indian financial system, including financial markets and institutions, and solve related problems.

**CO2:** Students will develop problem-solving skills by analyzing the interrelation of various financial markets (money and capital markets) and financial services with the overall economy.

**CO3:** Students will be able to identify problems in the banking system and use their understanding of its structure, functions, and role to solve them.

**CO4:** Students will develop the ability to analyze issues related to financial stability, the banking system, and monetary policy, and propose solutions within the context of the Reserve Bank of India's functions.

**CO5:** Students will be able to identify challenges faced by developmental financial institutions like SIDBI, NABARD, and others, and propose solutions for supporting the growth of the economy and MSMEs.

**CO6:** Students will analyze the functions of development financial institutions such as IFCI, SFC, and NIDC, and solve problems related to their impact on industrial growth and economic development.

**CO7:** Students will use case studies and presentations to apply their theoretical knowledge to solve real-world problems, assessing the functioning and challenges of the Indian financial and banking systems.

**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:** Students will enhance their teamwork and adaptability by understanding the interrelation of various financial markets and services and their impact on the economy.

**CO3:** Students will cultivate leadership and teamwork skills through an understanding of the banking system in India, including the Reserve Bank of India and commercial banks.

**CO4:** Students will enhance their professionalism and communication skills by describing the role and functions of the Reserve Bank of India in financial stability and monetary policy implementation.

**CO7:** Students will enhance their communication and teamwork skills by presenting case studies and applying theoretical knowledge to real-world scenarios in the Indian financial and banking systems.

**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.

**CO1:** Students will gain industry-relevant knowledge of the structure and functions of the Indian financial system, including financial markets and institutions, essential for entering the financial services sector.

**CO2:** Students will understand the interrelationship between various financial markets and services, equipping them with the skills necessary for entrepreneurial ventures in the financial and economic sectors.

**CO5:** Students will acquire entrepreneurial skills by understanding how developmental financial institutions like SIDBI and NABARD contribute to the growth of the economy and MSMEs, which is vital for aspiring business owners in these sectors.

**CO7:** Students will apply theoretical knowledge to real-world business scenarios, enhancing their problem-solving skills through case studies and presentations, which is critical for managing and starting businesses in the financial and banking sectors.

**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:** Students will understand the ethical considerations and social responsibilities related to the structure and functions of the Indian financial system, including financial markets and institutions.

**CO2:** Students will be aware of the ethical issues surrounding financial markets and services, ensuring they understand their interrelation with the overall economy and the social responsibility in this sector.

**CO3:** Students will understand the ethical principles and social responsibilities related to the role of the banking system in India, including the Reserve Bank of India, commercial banks, and NBFCs, and apply them in professional practices.

**CO4:** Students will be able to apply ethical principles in the context of the Reserve Bank of India's functions, such as maintaining financial stability, regulating the banking system, and implementing monetary policy.

**CO5:** Students will recognize the ethical and social responsibility of developmental financial institutions like SIDBI and NABARD in promoting economic growth and supporting MSMEs in India.

**CO6:** Students will analyze the ethical considerations and social impact of development financial institutions such as IFCI, SFC, and NIDC, particularly in relation to industrial growth and economic development.

**CO7:** Students will apply ethical principles when analyzing real-world case studies, assessing the challenges and functioning of the Indian financial and banking systems, and considering the social impact of financial decisions.

**PO6 Environmental Awareness:** The students should have the 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.

**CO1:** Students will understand the interconnections between the Indian financial system, financial markets, and institutions, considering the environmental impact of financial decisions and investments.

**CO3:** Students will comprehend the banking system's role in supporting eco-friendly projects and sustainable financial practices, helping to mitigate environmental degradation and promote green finance.

**CO4:** Students will learn about the Reserve Bank of India's role in promoting policies that support environmental sustainability, including regulating banks to fund green projects and climate change mitigation.

**CO5:** Students will explore how developmental financial institutions like SIDBI and NABARD contribute to sustainable economic growth, particularly by funding environmentally responsible MSMEs.

**CO6:** Students will analyze the role of financial institutions such as IFCI, SFC, and NIDC in supporting industries that prioritize environmental sustainability and address issues like pollution and waste management.

**CO7:** Students will apply their theoretical knowledge to real-world case studies, assessing how the financial and banking systems can tackle environmental challenges such as climate change and pollution through sustainable financial practices..

**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.

**CO1:** Students will conduct research on the structure and functions of the Indian financial system, including financial markets and institutions, to propose improvements and innovations in financial practices.

**CO2:** Students will engage in research on the interrelation between various financial markets (money and capital markets) and financial services, exploring innovative solutions to enhance their functioning within the overall economy.

**CO3:** Students will investigate the role of the banking system in India, including the Reserve Bank of India and commercial banks, and contribute to innovations in banking practices and policy.

**CO7:** Students will apply their research and analytical skills to real-world case studies and presentations, using innovative approaches to assess and solve challenges in the Indian financial and banking systems.

**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.

**CO2:** Students will gain knowledge of various global financial markets (money and capital markets) and financial services, analyzing their interrelation with the Indian economy and broader global economic trends.

**CO3:** Students will explore the role of the banking system in India, including the Reserve Bank of India, commercial banks, and NBFCs, considering their impact and integration with global banking systems and international financial policies.

**CO4:** Students will analyze the role and functions of the Reserve Bank of India in the context of global financial stability, understanding how international trends and global policies influence domestic monetary regulations.

**CO5:** Students will understand how developmental financial institutions like SIDBI and NABARD operate within the global economic framework and contribute to global economic growth and MSMEs.

**CO6:** Students will analyze the functions of various development financial institutions such as IFCI, SFC, and NIDC, evaluating their impact on both industrial growth in India and their alignment with global economic development trends.

**CO7:** Students will apply theoretical knowledge to real-world global case studies, evaluating challenges and opportunities in the Indian financial and banking systems from a global perspective.

**P09 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:** Students will integrate knowledge from economics, law, and business management to understand and explain the structure and functions of the Indian financial system, including financial markets and institutions.

**CO2:** Students will combine insights from economics, finance, and data analysis to understand various financial markets (money and capital markets) and financial services, exploring their interrelation with the overall economy.

**CO3:** Students will apply knowledge from economics, public policy, and management to understand the structure, functions, and role of the banking system in India, including the Reserve Bank of India, commercial banks, and non-banking financial companies (NBFCs).

**CO4:** Students will incorporate perspectives from economics, finance, and governance to describe the role and functions of the Reserve Bank of India in maintaining financial stability, regulating the banking system, and implementing monetary policy.

**CO5:** Students will draw from development studies, finance, and public policy to understand how developmental financial institutions like SIDBI and NABARD contribute to the growth of the economy and MSMEs in India.

**CO6:** Students will integrate knowledge from industrial economics, finance, and policy analysis to evaluate the impact of various development financial institutions such as IFCI, SFC, and NIDC on industrial growth and economic development.

**CO7:** Students will apply multidisciplinary approaches, using knowledge from finance, economics, and case study methodology, to assess real-world scenarios and challenges in the Indian financial and banking systems.

**P010 Community Engagement:** The students will be able to demonstrate the capability to participate in community-engaged services/activities for promoting the wellbeing of society.

**CO1:** Students will understand the role of the Indian financial system, including financial markets and institutions, and how their functioning can contribute to community development and societal well-being.

**CO2:** Students will gain knowledge of financial markets and services, and explore how these sectors can be leveraged for social impact, such as promoting financial inclusion and supporting community-based initiatives.

**CO7:** Students will apply their theoretical knowledge to real-world case studies, focusing on how financial systems and banking challenges can be addressed to improve community welfare and promote societal well-being.

## **SYLLABUS (CBCS as per NEP 2020) For T.Y. B. Voc. Retail Management (w. e. f. June 2025)**

|                       |                                  |
|-----------------------|----------------------------------|
| Name of the Programme | : B.Voc Retail Management        |
| Programme Code        | : UVRTM                          |
| Class                 | : T. Y. B.Voc. Retail Management |
| Semester              | : V                              |
| Course Type           | : MJM (Theory)                   |
| Course Code           | : RTM-303- MJM (T)               |
| Course Title          | : Entrepreneurship Development-I |
| No. of Lectures       | : 30                             |
| No. of Credit         | : 02                             |

### **A) Course Objectives:**

1. To Provide a comprehensive understanding of entrepreneurs, intrapreneurs, and entrepreneurship, along with their significance in the modern economy.
2. To distinguish between various types of entrepreneurs and understand the factors contributing to their classification.
3. To examine the economic and non-economic factors affecting the development and growth of entrepreneurship in different contexts.
4. To explore the contributions of entrepreneurs in shaping India's economy, fostering innovation, and driving economic development.
5. To study the common problems and difficulties entrepreneurs encounter in establishing and sustaining their ventures.
6. To investigate key entrepreneurial theories, including Schumpeter's Innovation Theory, McClelland's Achievement Theory, and Leibenstein's X-Efficiency Theory.
7. To focus on sectoral entrepreneurship in agriculture, rural, manufacturing, and women-centric industries to assess their scope, problems, and prospects.

### **B) Course Outcomes:**

- CO1:** Students will be able to explain the roles of entrepreneurs and intrapreneurs, and differentiate between various entrepreneurial types.
- CO2:** Students will develop the skill to categorize entrepreneurs based on their characteristics, functions, and industry types, while identifying key factors influencing their success.
- CO3:** Students will critically assess both economic and non-economic factors affecting entrepreneurship growth, providing solutions to overcome barriers.
- CO4:** Students will gain insight into how entrepreneurs drive economic growth, job creation, and innovation within the Indian economy.
- CO5:** Students will develop strategies to tackle common difficulties faced by entrepreneurs, such as financial management, market access, and regulatory issues.
- CO6:** Students will be able to apply key entrepreneurship theories to practical situations, analysing how these theories can shape entrepreneurial strategies and decisions.
- CO7:** Students will gain the ability to assess the challenges and opportunities in different sectors, including agriculture, rural, manufacturing, and women entrepreneurship, and suggest appropriate strategies for growth and development.

### **Topics/ Contents:**



| <b>Units</b> | <b>Title &amp; Content</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>No. of lectures</b> |
|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| <b>Unit1</b> | <b>Int1. Introduction to Entrepreneurship:</b><br>1.1 Concept of Entrepreneur, Intrapreneur, Entrepreneurship.<br>1.2 Classification of Entrepreneurs.<br>1.3 Factors influencing Entrepreneurship Growth- Economic and Non Economic Factors.<br>1.4 Role of Entrepreneur in Indian Economy.<br>1.5 Problems and difficulties of Entrepreneurs in Indian Economy.                                                                                                                                                                                  | <b>12</b>              |
| <b>Unit2</b> | <b>2.Theories of Entrepreneurship &amp; Sectoral Entrepreneurship:</b><br>2.1 Theories of entrepreneurship: Innovation Theory by Schumpeter & Imitating, Theory of High Achievement by McClelland, X-Efficiency Theory by Leibenstein,<br>2.2 Entrepreneurship in Agri and Rural Sector- Scope, Problems and Prospects.<br>2.3 Introduction of Agri Recycling.<br>2.3 Entrepreneurship in Manufacturing Sector - Scope, Problems and Prospects.<br>2.4 Women Entrepreneurship- Scope, Problems and Prospects. Reasons for low women Entrepreneurs. | <b>12</b>              |
| <b>Unit3</b> | <b>3. Entrepreneurship Training and Development</b><br>3.1 Objectives of Training.<br>3.2 Contents and Method.<br>3.3 Various Training and Development Institutions in India.<br>3.4 Introduction Incubation Centre (Visits)                                                                                                                                                                                                                                                                                                                       | <b>6</b>               |

#### **Reference:**

1. "Entrepreneurship: Theory, Process, and Practice": By Donald F. Kuratko, Cengage Learning, 2017.
2. "The Dynamics of Entrepreneurial Development and Management" : By Vasanth Desai, Himalaya Publishing House, 2019.
3. "Entrepreneurship and Small Business Management": By C.B. Gupta and Srinivasan, Sultan Chand & Sons, 2017.
4. "Women Entrepreneurship in India": By S.R.S. Sharma, Deep & Deep Publications, 2014.
5. "Entrepreneurship Development": By S.S. Khanka, S. Chand Publishing, 2018.
6. "Small Scale Industries and Entrepreneurship": By S.K. Mandal, PHI Learning Pvt. Ltd, 20

### Mapping of this course with Programme Outcomes

| Course outcome | Program outcome |     |     |     |     |     |     |     |     |      |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                | PO1             | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1            | -               | 2   | 1   | 1   | 1   | 2   | 2   | 2   | 1   | 2    |
| CO2            | 2               | 2   | 3   | 2   | -   | 1   | 2   | 2   | 2   | 2    |
| CO3            | -               | 1   | 2   | 1   | 2   | 2   | -   | 1   | -   | -    |
| CO4            | 2               | 1   | 2   | 1   | 2   | -   | -   | -   | 2   | 1    |
| CO5            | 2               | 1   | 2   | 1   | -   | -   | -   | 2   | 2   | -    |
| CO6            | -               | -   | 1   | 2   | 2   | 2   | 1   | -   | 2   | 2    |
| CO7            | 1               | 2   | 2   | 1   | 3   | 3   | 1   | 2   | 2   | 2    |

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.

**CO2:** Students will develop the technical skill to categorize entrepreneurs based on their characteristics, functions, and industry types, while identifying key factors influencing entrepreneurial success, applying advanced analytical methods relevant to their chosen vocation.

**CO4:** Students will gain insight into how entrepreneurs drive economic growth, job creation, and innovation within the Indian economy, using economic frameworks and technical analysis to evaluate entrepreneurial impacts.

**CO5:** Students will develop strategies to tackle common difficulties faced by entrepreneurs, such as financial management, market access, and regulatory issues, by applying general problem-solving approaches, which may not fully involve specialized technical skills in all contexts.

**CO7:** Students will gain the ability to assess the challenges and opportunities in different sectors, including agriculture, rural, manufacturing, and women entrepreneurship, and suggest appropriate strategies for growth and development using technical analysis tools and sector-specific knowledge.

**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:** Students will acquire the ability to explain the roles of entrepreneurs and intrapreneurs, and differentiate between various entrepreneurial types, which involve foundational knowledge but have limited direct application to problem-solving in vocational tasks.

**CO2:** Students will develop the skill to categorize entrepreneurs based on their characteristics, functions, and industry types, while identifying key factors influencing their success, which requires analytical thinking but less emphasis on active problem-solving in complex scenarios.

**CO3:** Students will critically assess both economic and non-economic factors affecting entrepreneurship growth, applying analytical and problem-solving skills to identify barriers and propose effective solutions within their vocational field.

**CO4:** Students will gain insight into how entrepreneurs drive economic growth, job creation, and innovation within the Indian economy, which involves understanding economic dynamics that can support problem identification, though not always directly solving specific problems.

**CO5:** Students will develop strategies to tackle common difficulties faced by entrepreneurs, such as financial management, market access, and regulatory issues, using structured problem-solving approaches based on theoretical knowledge and practical insights.

**CO7:** Students will gain the ability to assess the challenges and opportunities in different sectors, including agriculture, rural, manufacturing, and women entrepreneurship, and suggest appropriate growth strategies using critical thinking and problem-solving techniques.

**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:** Students will explain the roles of entrepreneurs and intrapreneurs, and differentiate between various entrepreneurial types, which are strongly related to their communication skills and partially related to leadership and professionalism.

**CO2:** Students will develop the skill to categorize entrepreneurs based on their characteristics, functions, and industry types, which is strongly related to their critical thinking and communication skills, with moderate relation to teamwork and adaptability.

**CO3:** Students will critically assess both economic and non-economic factors affecting entrepreneurship growth, providing solutions to overcome barriers, which are strongly related to their problem-solving, leadership, and adaptability, and moderately related to professionalism.

**CO4:** Students will gain insight into how entrepreneurs drive economic growth, job creation, and innovation within the Indian economy, which is strongly related to their communication and leadership skills, with moderate relation to teamwork and adaptability.

**CO5:** Students will develop strategies to tackle common difficulties faced by entrepreneurs, such as financial management, market access, and regulatory issues, which is strongly related to their problem-solving, leadership, and teamwork skills, with moderate relation to professionalism.

**CO6:** Students will be able to apply key entrepreneurship theories to practical situations, analysing how these theories can shape entrepreneurial strategies and decisions, which is strongly related to their analytical, leadership, and communication skills, and moderately related to adaptability and professionalism.

**CO7:** Students will gain the ability to assess the challenges and opportunities in different sectors, including agriculture, rural, manufacturing, and women entrepreneurship, which is strongly related to their critical thinking, teamwork, leadership, and adaptability, with moderate relation to professionalism.

**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.

**CO1:** Students will develop an understanding of the different roles that entrepreneurs and intrapreneurs play within the business ecosystem. They will be able to differentiate between various types of entrepreneurs, such as social, corporate, and serial entrepreneurs, and understand how these roles contribute to different industries.

**CO2:** Students will develop the ability to categorize entrepreneurs according to their personal characteristics, business functions, and the industries they operate in. They will identify key success factors, such as leadership qualities, market understanding, and resource management, which are critical in entrepreneurial ventures.

**CO3:** Students will critically evaluate both economic factors (like market conditions, access to finance) and non-economic factors (such as cultural attitudes and regulatory environments) that influence entrepreneurship. They will learn to propose strategic solutions to overcome common barriers to business growth.

**CO4:** Students will gain insight into the significant role entrepreneurs play in driving economic growth, creating employment opportunities, and fostering innovation, particularly within the context of the Indian economy. This understanding will help them see the broader impact of entrepreneurship on society.

**CO5:** Students will develop practical strategies to address common challenges faced by entrepreneurs, including managing finances, accessing new markets, and navigating regulatory frameworks. These strategies will enhance their problem-solving skills in real-world business environments.

**CO6:** Students will apply key entrepreneurship theories, such as the Business Model Canvas and Lean Start-up methodology, to real-world business scenarios. They will analyze how these theories can influence strategic planning, decision-making, and the development of sustainable business models.

**CO7:** Students will assess sector-specific challenges and opportunities, including in agriculture, rural development, manufacturing, and women-led entrepreneurship. They will suggest strategies tailored to each sector's unique dynamics to support growth and sustainable development.

**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:** Students will be able to explain the roles of entrepreneurs and intrapreneurs, and differentiate between various entrepreneurial types, while recognizing the ethical responsibilities inherent in these roles to promote sustainable and socially responsible business practices.

**CO3:** Students will critically assess both economic and non-economic factors affecting entrepreneurship growth, providing solutions to overcome barriers, and will integrate ethical considerations and social responsibility into their proposed solutions.

**CO4:** Students will gain insight into how entrepreneurs drive economic growth, job creation, and innovation within the Indian economy, while understanding the importance of ethical leadership and social impact in fostering inclusive and responsible economic development.

**CO6:** Students will be able to apply key entrepreneurship theories to practical situations, analysing how these theories can shape entrepreneurial strategies and decisions, while upholding ethical principles and promoting socially responsible business practices.

**CO7:** Students will gain the ability to assess the challenges and opportunities in different sectors, including agriculture, rural, manufacturing, and women entrepreneurship, and suggest appropriate strategies for growth and development, with a strong emphasis on ethical practices and social responsibility.

**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 to f environmental degradation, climate change, pollution control, effective waste management etc.

**CO1:** Students will be able to explain the roles of entrepreneurs and intrapreneurs, and differentiate between various entrepreneurial types, while recognizing the environmental impact of entrepreneurial activities and the importance of sustainable business practices.

**CO2:** Students will develop the skill to categorize entrepreneurs based on their characteristics, functions, and industry types, while identifying key environmental factors that influence entrepreneurial success and promote eco-

friendly business models.

**CO3:** Students will critically assess both economic and non-economic factors affecting entrepreneurship growth, providing solutions to overcome barriers, with a focus on minimizing environmental degradation and promoting sustainability.

**CO6:** Students will be able to apply key entrepreneurship theories to practical situations, analysing how these theories can shape entrepreneurial strategies and decisions, with an emphasis on environmental awareness, pollution control, and effective waste management.

**CO7:** Students will gain the ability to assess the challenges and opportunities in different sectors, including agriculture, rural, manufacturing, and women entrepreneurship, and suggest appropriate strategies for growth and development, ensuring environmental sustainability and eco-friendly practices are prioritized.

**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."

**CO1:** Students will be able to explain the roles of entrepreneurs and intrapreneurs, and differentiate between various entrepreneurial types, while demonstrating the ability to research and analyze emerging entrepreneurial models and innovative business practices.

**CO2:** Students will develop the skill to categorize entrepreneurs based on their characteristics, functions, and industry types, while identifying key factors influencing their success through innovative approaches and research methodologies.

**CO6:** Students will be able to apply key entrepreneurship theories to practical situations, analysing how these theories can shape entrepreneurial strategies and decisions, while incorporating research findings to support innovative decision-making.

**CO7:** Students will gain the ability to assess the challenges and opportunities in different sectors, including agriculture, rural, manufacturing, and women entrepreneurship, and suggest appropriate strategies for growth and development, through comprehensive research and innovative thinking.

**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:** Students will be able to explain the roles of entrepreneurs and intrapreneurs and differentiate between various entrepreneurial types, which helps them understand the diverse entrepreneurial ecosystems globally, recognizing how different roles contribute to economic development across various cultures and markets.

**CO2:** Students will develop the skill to categorize entrepreneurs based on their characteristics, functions, and industry types, while identifying key factors influencing their success, enabling them to analyze global entrepreneurial trends and compare how different industries and cultural contexts impact entrepreneurial growth.

**CO3:** Students will critically assess both economic and non-economic factors affecting entrepreneurship growth, providing solutions to overcome barriers, which fosters the ability to evaluate global economic policies, market conditions, and socio-cultural factors that influence entrepreneurship worldwide.

**CO5:** Students will develop strategies to tackle common difficulties faced by entrepreneurs, such as financial management, market access, and regulatory issues, equipping them with the knowledge to apply global best practices and adapt strategies to diverse international business environments.

**CO7:** Students will gain the ability to assess the challenges and opportunities in different sectors, including agriculture, rural, manufacturing, and women entrepreneurship, and suggest appropriate strategies for growth and development, enabling them to identify sector-specific trends and opportunities in both domestic and international contexts.

**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:** Students will be able to explain the roles of entrepreneurs and intrapreneurs and differentiate between various entrepreneurial types, which encourages the integration of knowledge from business management, economics, psychology, and sociology to understand how different entrepreneurial roles influence organizational and societal dynamics.

**CO2:** Students will develop the skill to categorize entrepreneurs based on their characteristics, functions, and industry types, while identifying key factors influencing their success, fostering an interdisciplinary approach that incorporates marketing, finance, technology, and cultural studies to analyze entrepreneurial traits and industry-specific factors.

**CO4:** Students will gain insight into how entrepreneurs drive economic growth, job creation, and innovation within the Indian economy, promoting a multidisciplinary perspective that connects economics, public policy, innovation studies, and regional development to evaluate entrepreneurship's role in economic progress.

**CO5:** Students will develop strategies to tackle common difficulties faced by entrepreneurs, such as financial management, market access, and regulatory issues, which involves applying principles from finance, international business, legal studies, and strategic management to develop comprehensive solutions.

**CO6:** Students will be able to apply key entrepreneurship theories to practical situations, analyzing how these theories can shape entrepreneurial strategies and decisions, encouraging the integration of theoretical frameworks from management, behavioral sciences, economics, and operations research to solve real-world problems.

**CO7:** Students will gain the ability to assess the challenges and opportunities in different sectors, including agriculture, rural, manufacturing, and women entrepreneurship, and suggest appropriate strategies for growth and development, which promotes a multidisciplinary approach by combining insights from sector-specific studies, gender studies, rural development, and global trade dynamics.

**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:** By understanding the roles of entrepreneurs and intrapreneurs, students will be able to engage with local business communities, fostering initiatives that support societal well-being through entrepreneurial activities.

**CO2:** Students will categorize entrepreneurs based on their characteristics and functions, enabling them to identify community leaders and support local entrepreneurial ecosystems that contribute to societal development.

**CO4:** Understanding how entrepreneurs drive economic growth, students will actively participate in community programs that promote job creation, innovation, and sustainable development within their localities.

**CO6:** Applying key entrepreneurship theories, students will analyze real-world community projects, suggesting strategies that foster social impact and promote well-being through entrepreneurial practices.

**CO7:** By assessing sector-specific challenges and opportunities, students will engage in community-based projects that support sectors like agriculture, rural development, and women entrepreneurship, driving inclusive growth and societal progress.

## **SYLLABUS (CBCS as per NEP 2020) For T. Y. B.Voc. Retail Management (w.e.f.June 2025)**

|                       |                                   |
|-----------------------|-----------------------------------|
| Name of the Programme | : B. Voc. Retail Management       |
| Programme Code        | : UVRTM                           |
| Class                 | : T. Y. B. Voc. Retail Management |
| Semester              | : V                               |
| Course Type           | : MJM (Practical)                 |
| Course Code           | : RTM-304-MJM (P)                 |
| Course Title          | : Advance MS-Excel                |
| No. of Lectures       | : 60                              |
| No. of Credit         | : 02                              |

### **A) Course Objectives:**

1. To teach fundamental Excel functions and data manipulation techniques.
2. To introduce charting and visualization methods for data analysis.
3. Cover advanced Excel functions and data analysis techniques.
4. To explain data validation and conditional formatting for data integrity.
5. To teach advanced Excel techniques such as Pivot Tables, Pivot Charts, and What-If analysis and data consolidation.
6. To cover advanced charting and visualization methods.
7. To introduce macros for task automation and efficiency.

### **B) Course Outcomes:**

- CO 1.** Use fundamental Excel functions and data manipulation.
- CO 2.** Create and customize charts for effective data visualization.
- CO 3.** Use advanced Excel functions and data analysis methods.
- CO 4.** Understand and apply data validation and conditional formatting.
- CO 5.** Use PivotTables, Pivot Charts, and interactive data analysis.
- CO 6.** Apply advanced charting and visualization methods.
- CO 7.** Use macros for task automation and efficiency.

## Topics/Contents

| Units   | Title & Content                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | No. of lectures |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit-1  | <p><b>1. Basic Functions and Data Management:</b></p> <p>1.1 Introduction to Excel functions: SUM, AVERAGE, COUNT. Logical functions: IF, AND, OR for decision-making in formulas.</p> <p>1.2 Sorting and filtering: Organizing and analyzing data to identify patterns.</p> <p>1.3 Text Functions: Utilizing functions like CONCATENATE, LEFT, RIGHT, MID for text manipulation.</p> <p>1.4 Date and Time Functions: Using functions such as TODAY, NOW, DATE, TIME for handling date and time data effectively.</p> <p><b>1.5 Charts and Graphs:</b></p> <p>Creating basic charts: Column, bar, and pie charts to visualize data. Customizing charts: Formatting elements, axes, titles, and legends for clarity. Adding trendlines: Visualizing trends and forecasting future data points.</p> <p><b>1.6 Advanced Functions and Analysis:</b></p> <p>Lookup functions: VLOOKUP, HLOOKUP, INDEX, MATCH for advanced data retrieval.</p> <p>Conditional summing and counting: SUMIF, SUMIFS, COUNTIF, COUNTIFS for targeted analysis.</p> <p>Statistical Functions: Using functions such as MIN, MAX, MEDIAN, and MODE for statistical analysis.</p> | 30              |
| Unit- 2 | <p><b>2. Advanced Data Analysis Techniques</b></p> <p>2.1 What-If analysis: Using scenarios and goal seek to simulate different outcomes.</p> <p>2.2 Data consolidation: Combining data from multiple sources for comprehensive analysis.</p> <p>2.3 Exploring data analysis tools: Solver and Analysis Tool Pak for advanced analysis.</p> <p><b>2.4 Advanced Charting and Visualization</b></p> <p>Combination charts: Visualizing multiple data series in a single chart for comparison.</p> <p>Sparklines: Creating mini-charts within cells to display trends at a glance.</p> <p>Dynamic charting: Building dynamic charts using named ranges and formulas for interactive analysis.</p> <p><b>2.5 Macros and Automation</b></p> <p>Introduction to macros: Understanding macros and their role in automating tasks.</p>                                                                                                                                                                                                                                                                                                                        | 30              |

## Reference Books

1. Advanced Excel Formulas, Murray Alan, Apress
2. Mastering Advanced Excel, Ritu Arora, BPB publications
3. Advanced Excel Essentials, Jordan Goldmeier, Apress



### Mapping of this course with Programme Outcomes

| Course Outcome | Program out come |     |     |     |     |     |     |     |     |      |
|----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1            | 2                | 2   | -   | 1   | 2   | 1   | -   | 1   | -   | 1    |
| CO2            | 2                | 2   | 2   | -   | -   | 2   | 2   | -   | 2   | -    |
| CO3            | 2                | 2   | 1   | 2   | 1   | -   | 1   | 1   | 2   | 2    |
| CO4            | 2                | 2   | 1   | 1   | -   | -   | 1   | 1   | 2   | 1    |
| CO5            | 2                | 2   | -   | 2   | 2   | 2   | -   | 1   | 2   | -    |
| CO6            | 2                | 2   | 1   | 2   | 2   | -   | -   | -   | 2   | -    |
| CO7            | 2                | 2   | 2   | 2   | -   | 1   | -   | 2   | 2   | 1    |

Weight: 1-Partially related    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:** Students will acquire specialized technical skills to use fundamental Excel functions and manipulate data effectively, enabling them to perform tasks efficiently in their chosen vocation.

**CO2:** Students will gain the knowledge to create and customize charts for effective data visualization, enhancing their ability to communicate insights in their respective industries.

**CO3:** Students will learn to use advanced Excel functions and data analysis methods, equipping them with the technical competence needed for complex tasks in their field.

**CO4:** Students will develop the ability to understand and apply data validation and conditional formatting, ensuring data accuracy and consistency in their work environment.

**CO5:** Students will gain the skills to use PivotTables, Pivot Charts, and interactive data analysis, improving their effectiveness in processing large datasets in their industry.

**CO6:** Students will learn to apply advanced charting and visualization methods, enhancing their ability to present data clearly and persuasively in professional settings.

**CO7:** Students will develop the technical competence to use macros for task automation and efficiency, optimizing workflows and performance in their chosen vocation.

**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:** Students will develop the ability to identify and solve problems by using fundamental Excel functions and data manipulation to organize and analyze data in their vocational field.

**CO2:** Students will enhance their problem-solving skills by creating and customizing charts for effective data visualization, enabling them to communicate and address issues efficiently.

**CO3:** Students will develop the ability to solve complex problems by using advanced Excel functions and data analysis methods, applying theoretical knowledge to practical scenarios.

**CO4:** Students will refine their problem-solving abilities by understanding and applying data validation and conditional formatting, ensuring data accuracy and resolving potential inconsistencies.

**CO5:** Students will strengthen their problem-solving skills by using PivotTables, Pivot Charts, and interactive data analysis to analyze and interpret complex datasets in real-world situations.

**CO6:** Students will apply advanced charting and visualization methods to address data-related challenges, enabling them to present solutions and insights effectively in their field.

**CO7:** Students will use macros for task automation and efficiency, solving repetitive tasks and optimizing workflows to improve productivity and performance in their vocational role.

**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:** Students will enhance their employability by learning to create and customize charts for effective data visualization, improving their ability to present information clearly and work professionally in teams.

**CO3:** Students will gain employability skills by using advanced Excel functions and data analysis methods, fostering problem-solving, adaptability, and effective communication in the workplace.

**CO4:** Students will improve their professionalism and adaptability by understanding and applying data validation and conditional formatting, ensuring data accuracy and consistency in collaborative environments.

**CO6:** Students will gain employability skills by applying advanced charting and visualization methods, allowing them to present data clearly and persuasively in a professional context, enhancing their leadership abilities.

**CO7:** Students will develop skills in automation and efficiency through the use of macros, improving their adaptability and professionalism while optimizing workflows and task management 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.

**CO1:** Students will acquire industry-relevant skills by using fundamental Excel functions and data manipulation, enabling them to handle data effectively and efficiently in various business and industry sectors.

**CO3:** Students will gain advanced knowledge in Excel functions and data analysis methods, equipping them with the skills to address complex industry challenges and foster entrepreneurial opportunities.

**CO4:** Students will understand and apply data validation and conditional formatting, ensuring high-quality, reliable data that meets industry standards and supports decision-making in professional environments.

**CO5:** Students will develop the skills to use PivotTables, PivotCharts, and interactive data analysis, providing them with the ability to manage and analyze large datasets relevant to business needs and entrepreneurial ventures.

**CO6:** Students will apply advanced charting and visualization methods to meet industry demands for clear and effective data representation, preparing them for leadership roles and entrepreneurship in data-driven industries.

**CO7:** Students will learn to use macros for task automation and efficiency, gaining the entrepreneurial skills to streamline business processes, reduce costs, and improve productivity in their chosen field.

**P05 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:** Students will be aware of ethical considerations when using fundamental Excel functions and data manipulation, ensuring the accuracy, integrity, and confidentiality of data in their professional practices.

**CO3:** Students will apply ethical principles when using advanced Excel functions and data analysis methods, ensuring that their analysis respects privacy, accuracy, and integrity in professional and social contexts.

**CO5:** Students will demonstrate social responsibility by using PivotTables, PivotCharts, and interactive data analysis to ensure data is accessible, accurate, and interpreted in ways that are fair and beneficial for all stakeholders.

**CO6:** Students will uphold ethical standards when applying advanced charting and visualization methods, ensuring that visualizations represent data honestly and do not distort or mislead viewers in professional and social environments.

**P06 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 to f environmental degradation, climate change, pollution control, effective waste management etc.

**CO1:** Students will apply fundamental Excel functions and data manipulation skills to analyze and track environmental data, enabling them to recognize patterns related to climate change, pollution, and resource usage.

**CO2:** Students will use their ability to create and customize charts for effective data visualization to present environmental data, helping raise awareness about issues like pollution control and waste management.

**CO5:** Students will use PivotTables, Pivot Charts, and interactive data analysis to explore environmental trends and patterns, aiding in the identification of areas where action is needed for environmental protection and sustainability.

**CO7:** Students will use macros for task automation and efficiency, streamlining processes related to environmental data collection, waste management, and pollution control, thus contributing to more sustainable practices.

**P07 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."

**CO2:** Students will foster innovation by creating and customizing charts for effective data visualization, enhancing their ability to present research findings and make data-driven decisions for advancements in their field.

**CO3:** Students will develop advanced research and innovation skills by applying advanced Excel functions and data analysis methods to explore complex datasets, supporting new insights and improvements in their vocational area.

**CO4:** Students will apply data validation and conditional formatting techniques in their research, ensuring the integrity of data used to generate innovative solutions and advancements within their industry.

**P08 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:** Students will use fundamental Excel functions and data manipulation to analyze global trends and markets, gaining a deeper understanding of how data is shaped by international factors relevant to their vocation.

**CO3:** Students will use advanced Excel functions and data analysis methods to explore global datasets, equipping them with the ability to assess and respond to international market trends and industry dynamics.

**CO4:** Students will apply data validation and conditional formatting techniques to global data, ensuring its accuracy and reliability when analyzing international trends, markets, and business practices.

**CO5:** Students will use PivotTables, Pivot Charts, and interactive data analysis to evaluate and interpret global data, enhancing their ability to make informed decisions that consider the interconnectedness of international markets.

**CO7:** Students will use macros for task automation and efficiency, streamlining the process of managing global data, and enabling them to quickly adapt to the dynamic, interconnected nature of international markets.

**P09 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.

**CO2:** Students will integrate knowledge from various disciplines, such as statistics, design, and business strategy, to create and customize charts for effective data visualization, providing a comprehensive understanding of how data can inform decision-making across industries.

**CO3:** Students will apply advanced Excel functions and data analysis methods, drawing from multiple fields like economics, statistics, and business, to analyze complex data and uncover insights that support diverse career paths and business ventures.

**CO4:** Students will adopt a multidisciplinary approach by applying data validation and conditional formatting, combining principles from information technology and quality management to ensure the accuracy and reliability of data for business and research purposes.

**CO5:** Students will use PivotTables, Pivot Charts, and interactive data analysis, incorporating knowledge from fields such as data science, management, and finance, to analyze business performance and identify job opportunities that require cross-disciplinary skills.

**CO6:** Students will apply advanced charting and visualization methods, integrating knowledge from data visualization, business analytics, and communication, to effectively present data and explore job and business opportunities in a wide range of industries.

**CO7:** Students will utilize macros for task automation and efficiency, integrating methodologies from programming, business management, and technology to streamline workflows and enhance productivity, preparing them for multidisciplinary roles in various sectors.

**P010 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.

**CO2:** Students will create and customize charts for effective data visualization, helping community organizations present data clearly and promote initiatives aimed at societal improvement

**CO3:** Students will use advanced Excel functions and data analysis methods to analyze community data, identifying trends and insights that can drive social change and support community engagement projects.

**CO4:** Students will apply data validation and conditional formatting to ensure the accuracy and reliability of data used in community projects, promoting transparency and accountability in societal initiatives.

**CO7:** Students will use macros for task automation and efficiency, streamlining processes in community-driven projects and ensuring that resources are used effectively to improve the quality of life within society.

## **SYLLABUS (CBCS as per NEP 2020) For T. Y. B.Voc. Retail Management (w.e.f. June 2025)**

|                       |                                 |
|-----------------------|---------------------------------|
| Name of the Programme | : B. Voc. Retail Management     |
| Program Code          | : UVRTM                         |
| Class                 | : T.Y.B. Voc. Retail Management |
| Semester              | V                               |
| Course Type           | : Major (Theory)                |
| Course Name           | : Network Marketing-I           |
| Course Code           | : RTM-305-MJM (P)               |
| No. of Lectures       | 30                              |
| No. of Credits        | 02                              |

### **A) Course Objectives:**

1. Understand the fundamentals of network marketing, its business models, and its role in modern retail.
2. Differentiate between legitimate MLM, pyramid schemes, and direct selling under Indian laws.
3. Analyze consumer behavior and relationship-building strategies in network marketing.
4. Evaluate digital tools (social media, e-commerce, AI) for effective network marketing.
5. Develop ethical sales and recruitment strategies in compliance with legal frameworks.
6. Compare compensation plans (binary, unilevel, matrix) and their impact on business growth.
7. Explore emerging trends (D2C, hyperlocal selling, crypto-MLM risks).

### **B) Learning Outcomes:**

- CO1:** Explain the structure, benefits, and challenges of network marketing in retail and e-commerce.
- CO2** Identify legal MLM practices and avoid fraudulent schemes using Indian regulatory guidelines.
- CO3:** Apply consumer psychology and referral marketing techniques to enhance sales.
- CO4:** Utilize digital platforms (WhatsApp, Instagram, SEO) for lead generation and brand building.
- CO5:** Design ethical sales pitches and team management strategies for sustainable growth.
- CO6:** Compare different MLM compensation models and select optimal strategies for business scalability.
- CO7:** Predict future trends in network marketing, including AI-driven automation and hyperlocal networks.

## Title & Content

| Units    | Title & Content                                                                                                                                                                                                                        | No. of lectures |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit– I  | <b>1) FUNDAMENTALS OF NETWORK MARKETING</b><br>a) Fundamentals of Network Marketing<br>b) Definition, history, and evolution<br>c) Types: Single-tier, MLM, affiliate marketing<br>d) Role in retail, D2C, and omnichannel strategies. | 10              |
| Unit–II  | <b>2) BUSINESS &amp; REVENUE MODELS</b><br>a) MLM vs. Pyramid Schemes (FEMA, Consumer Protection Act)<br>b) Compensation plans: Binary, Unlevel, Matrix<br>c) Case studies: Amway, Herbalife, MI lifestyle Marketing Global Pvt. Ltd.  | 10              |
| Unit–III | <b>3) Legal &amp; Ethical Compliance</b><br>a) Indian Direct Selling Guidelines (2022)<br>b) RBI & SEBI regulations on crypto-MLM<br>c) Handling customer grievances and fraud prevention                                              | 10              |

### Reference Books:

1. The Ultimate Guide to Network Marketing – Joe Rubino
2. Network Marketing for Dummies – Zig Ziglar
3. Retail & E-Commerce Management – Swapna Pradhan

### Mapping of this course with Programme Outcomes

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

**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:** Explain the structure, benefits, and challenges of network marketing in retail and e-commerce.

**CO2** Identify legal MLM practices and avoid fraudulent schemes using Indian regulatory guidelines.

**CO3:** Apply consumer psychology and referral marketing techniques to enhance sales.

**CO4:** Utilize digital platforms (WhatsApp, Instagram, SEO) for lead generation and brand

building.

**CO5:** Design ethical sales pitches and team management strategies for sustainable growth.

**CO6:** Compare different MLM compensation models and select optimal strategies for business scalability.

**CO7:** Predict future trends in network marketing, including AI-driven automation and hyperlocal 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:** Explain the structure, benefits, and challenges of network marketing in retail and e-commerce.

**CO2** Identify legal MLM practices and avoid fraudulent schemes using Indian regulatory guidelines.

**CO3:** Apply consumer psychology and referral marketing techniques to enhance sales.

**CO4:** Utilize digital platforms (WhatsApp, Instagram, SEO) for lead generation and brand building.

**CO5:** Design ethical sales pitches and team management strategies for sustainable growth.

**CO6:** Compare different MLM compensation models and select optimal strategies for business scalability.

**CO7:** Predict future trends in network marketing, including AI-driven automation and hyperlocal networks.

**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:** Explain the structure, benefits, and challenges of network marketing in retail and e-commerce.

**CO2** Identify legal MLM practices and avoid fraudulent schemes using Indian regulatory guidelines.

**CO3:** Apply consumer psychology and referral marketing techniques to enhance sales.

**CO4:** Utilize digital platforms (WhatsApp, Instagram, SEO) for lead generation and brand building.

**CO5:** Design ethical sales pitches and team management strategies for sustainable growth.

**CO6:** Compare different MLM compensation models and select optimal strategies for business scalability.

**CO7:** Predict future trends in network marketing, including AI-driven automation and hyperlocal networks.

**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:** Explain the structure, benefits, and challenges of network marketing in retail and e-commerce.

**CO2** Identify legal MLM practices and avoid fraudulent schemes using Indian regulatory guidelines.

**CO3:** Apply consumer psychology and referral marketing techniques to enhance sales.

**CO4:** Utilize digital platforms (WhatsApp, Instagram, SEO) for lead generation and brand building.

**CO5:** Design ethical sales pitches and team management strategies for sustainable growth.



**CO6:** Compare different MLM compensation models and select optimal strategies for business scalability.

**CO7:** Predict future trends in network marketing, including AI-driven automation and hyperlocal networks.

**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:** Explain the structure, benefits, and challenges of network marketing in retail and e-commerce.

**CO2** Identify legal MLM practices and avoid fraudulent schemes using Indian regulatory guidelines.

**CO3:** Apply consumer psychology and referral marketing techniques to enhance sales.

**CO4:** Utilize digital platforms (WhatsApp, Instagram, SEO) for lead generation and brand building.

**CO5:** Design ethical sales pitches and team management strategies for sustainable growth.

**CO6:** Compare different MLM compensation models and select optimal strategies for business scalability.

**CO7:** Predict future trends in network marketing, including AI-driven automation and hyperlocal networks.

**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:** Explain the structure, benefits, and challenges of network marketing in retail and e-commerce.

**CO2** Identify legal MLM practices and avoid fraudulent schemes using Indian regulatory guidelines.

**CO3:** Apply consumer psychology and referral marketing techniques to enhance sales.

**CO4:** Utilize digital platforms (WhatsApp, Instagram, SEO) for lead generation and brand building.

**CO5:** Design ethical sales pitches and team management strategies for sustainable growth.

**CO6:** Compare different MLM compensation models and select optimal strategies for business scalability.

**CO7:** Predict future trends in network marketing, including AI-driven automation and hyperlocal networks.

**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.

**CO1:** Explain the structure, benefits, and challenges of network marketing in retail and e-commerce.

**CO2** Identify legal MLM practices and avoid fraudulent schemes using Indian regulatory guidelines.

**CO3:** Apply consumer psychology and referral marketing techniques to enhance sales.

**CO4:** Utilize digital platforms (WhatsApp, Instagram, SEO) for lead generation and brand building.

**CO5:** Design ethical sales pitches and team management strategies for sustainable growth.

**CO6:** Compare different MLM compensation models and select optimal strategies for business

scalability.

**CO7:** Predict future trends in network marketing, including AI-driven automation and hyperlocal networks.

**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.

**CO1:** Explain the structure, benefits, and challenges of network marketing in retail and e-commerce.

**CO2** Identify legal MLM practices and avoid fraudulent schemes using Indian regulatory guidelines.

**CO3:** Apply consumer psychology and referral marketing techniques to enhance sales.

**CO4:** Utilize digital platforms (WhatsApp, Instagram, SEO) for lead generation and brand building.

**CO5:** Design ethical sales pitches and team management strategies for sustainable growth.

**CO6:** Compare different MLM compensation models and select optimal strategies for business scalability.

**CO7:** Predict future trends in network marketing, including AI-driven automation and hyperlocal networks.

**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:** Explain the structure, benefits, and challenges of network marketing in retail and e-commerce.

**CO2** Identify legal MLM practices and avoid fraudulent schemes using Indian regulatory guidelines.

**CO3:** Apply consumer psychology and referral marketing techniques to enhance sales.

**CO4:** Utilize digital platforms (WhatsApp, Instagram, SEO) for lead generation and brand building.

**CO5:** Design ethical sales pitches and team management strategies for sustainable growth.

**CO6:** Compare different MLM compensation models and select optimal strategies for business scalability.

**CO7:** Predict future trends in network marketing, including AI-driven automation and hyperlocal networks.

**PO10: Community Engagement:** The students will be able to demonstrate the capability to participate

**CO1:** Explain the structure, benefits, and challenges of network marketing in retail and e-commerce.

**CO2** Identify legal MLM practices and avoid fraudulent schemes using Indian regulatory guidelines.

**CO3:** Apply consumer psychology and referral marketing techniques to enhance sales.

**CO4:** Utilize digital platforms (WhatsApp, Instagram, SEO) for lead generation and brand building.

**CO5:** Design ethical sales pitches and team management strategies for sustainable growth.

**CO6:** Compare different MLM compensation models and select optimal strategies for business scalability.

**CO7:** Predict future trends in network marketing, including AI-driven automation and hyperlocal networks.

**SYLLABUS (CBCS as per NEP 2020) For T. Y. B.Voc. Retail Management (w.e.f. June 2025)**

|                       |                                   |
|-----------------------|-----------------------------------|
| Name of the Programme | : B. Voc. Retail Management       |
| Programme Code        | : UVRTM                           |
| Class                 | : T. Y. B. Voc. Retail Management |
| Semester              | : V                               |
| Course Type           | : MJE (A) (Theory)                |
| Course Code           | : RTM-306-MJE (A) (T)             |
| Course Title          | : Marketing Research-I            |
| No. of Lectures       | : 30                              |
| No. of Credit         | : 02                              |

**A) Course Objectives:**

1. To understand the fundamental concepts and principles of marketing research.
2. To develop skills in designing and conducting marketing research studies.
3. To analyze and interpret marketing research data for informed decision-making.
4. To apply marketing research techniques to solve business problems and identify opportunities.
4. To understand the ethical considerations and limitations of marketing research.
5. To develop critical thinking and problem-solving skills in marketing research.
6. To integrate marketing research findings into business strategies and decision-making processes.

**B) Course Outcomes:**

- CO 1:** Analyze marketing problems and develop research objectives.
- CO 2:** Design and conduct marketing research studies.
- CO 3:** Collect, analyze, and interpret marketing research data.
- CO 4:** Develop and present marketing research reports.
- CO 5:** Apply marketing research findings to business decision-making.
- CO 6:** Evaluate the effectiveness of marketing research studies.
- CO 7:** Demonstrate ethical awareness and responsibility in marketing research.

**Topics/Contents**

| Units  | Title & Content                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | No. of lectures |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit-1 | <b>1. Introduction:</b><br>1.1 Definition, Concept and Objectives of Marketing research.<br>1.2 Advantages and limitations of Marketing Research. Problems and precautions in Marketing research.<br>1.3 Analyzing Competition and Consumer Markets, Market Research Methodology.<br>1.4 Types of Marketing Research: Consumer Research, product research, sales research, and advertising research. Various Issue involved and ethics in marketing research.<br>1.5 Rural Marketing: Research, Institutional Management & Research, Simple Random Method, Purposive Method | 15              |

|                |                                                                                                                                                                                                                                                                                                                                                                                        |           |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>Unit- 2</b> | <b>2. Research Methods and Problems:</b><br>2.1 Problem formulation and statement of research, Research process, research design - exploratory research, descriptive research and experimental research designs. Decision Theory and decision Tree.<br>2.2 Methods of data collection - observational and survey methods. Design Questionnaire, Design attitude measurement techniques | <b>15</b> |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|

### Reference Books:

1. Marketing Research: An Applied Orientation, Naresh K. Malhotra, Pearson, 2019
2. Marketing Research: Tools and Techniques, Nigel Bradley, Pearson, 2013
3. Marketing Research: An Integrated Approach, Paul Baines, Chris Fill, and Kelly Page, Pearson Education, 2017
4. Essentials Marketing Research, William G. Zikmund, Barry J. Babin, Cengage Learning, 2016
5. Ethics in Marketing, Patrick E. Murphy, Gene R. Laczniak, and George E. Wood, Pearson, 2012

### Mapping of this with Programme outcomes

| Course outcome | Program out come |     |     |     |     |     |     |     |     |      |
|----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1            | 3                | 3   | -   | 2   | 2   | -   | 2   | 1   | 2   | 2    |
| CO2            | 3                | 3   | 2   | 1   | 2   | 1   | 2   | 2   | 2   | 2    |
| CO3            | 2                | 2   | 2   | 2   | 1   | 2   | 2   | 1   | 2   | 2    |
| CO4            | 2                | -   | 2   | 1   | 2   | 3   | 1   | -   | 3   | 2    |
| CO5            | 2                | -   | -   | 1   | 1   | 1   | 1   | 1   | 1   | 3    |
| CO6            | 1                | 3   | 2   | -   | 2   | 1   | 1   | 1   | 3   | 2    |
| CO7            | -                | -   | -   | -   | 3   | 3   | 1   | 2   | 1   | 3    |

Weight: 1-Partially related    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:** Students will acquire specialized technical skills to analyze marketing problems and develop research objectives, enabling them to effectively address issues in the marketing field and perform industry-specific tasks.

**CO2:** Students will develop the technical competence to design and conduct marketing research studies, applying relevant methodologies to gather valuable data for decision-making in the marketing industry.

**CO3:** Students will gain the knowledge to collect, analyze, and interpret marketing research data, equipping them with the skills to process and extract insights from data to meet industry needs.

**CO4:** Students will acquire the skills to develop and present marketing research reports, demonstrating their ability to communicate findings clearly and effectively, essential for success in the marketing profession.

**CO5:** Students will apply marketing research findings to business decision-making, using their technical expertise to influence and improve marketing strategies within their respective industries.

**CO6:** Students will evaluate the effectiveness of marketing research studies, applying critical thinking and analytical skills to assess research quality and its impact on 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:** Students will develop problem-solving skills by analyzing marketing problems and developing research objectives, using both theoretical knowledge and practical insights to identify effective solutions.

**CO2:** Students will learn to design and conduct marketing research studies, applying problem-solving techniques to address challenges and gather relevant data for informed decision-making in the marketing field.

**CO3:** Students will enhance their problem-solving abilities by collecting, analyzing, and interpreting marketing research data, identifying patterns and insights to resolve marketing issues effectively.

**CO6:** Students will evaluate the effectiveness of marketing research studies, applying analytical and problem-solving techniques to assess the reliability and impact of research in addressing marketing challenges.

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

**CO 2:** Students will develop teamwork and leadership skills as they design and conduct marketing research studies, working collaboratively to create effective research plans.

**CO 3:** Students will demonstrate adaptability and professionalism while collecting, analyzing, and interpreting marketing research data in a dynamic work environment.

**CO 4:** Students will apply communication and presentation skills to develop and present marketing research reports to stakeholders.

**CO 6:** Students will evaluate the effectiveness of marketing research studies, showing critical thinking, adaptability, and professionalism in assessing research outcomes.

**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.

**CO 1:** Students will gain industry-relevant skills by analyzing marketing problems and developing research objectives that align with current industry needs and practices.

**CO 2:** Students will enhance their entrepreneurial abilities by designing and conducting marketing research studies, equipping them with skills to create effective strategies in their own businesses.

**CO 3:** Students will adopt industry-specific knowledge and develop capabilities to collect, analyze, and interpret marketing research data, essential for entrepreneurship and industry practice.

**CO 4:** Students will acquire the ability to develop and present marketing research reports, skills that are crucial for both industry relevance and entrepreneurial ventures.

**CO 5:** Students will apply marketing research findings to business decision-making, fostering the entrepreneurial mindset needed to make informed and impactful decisions in their ventures.

**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.

**CO 1:** Students will be aware of the ethical implications when analyzing marketing problems and developing research objectives, ensuring their approach respects ethical principles and social responsibility.

**CO 2:** Students will demonstrate ethical awareness by designing and conducting marketing research studies that align with ethical guidelines and consider the social impact of their research.

**CO 3:** Students will apply ethical principles when collecting, analyzing, and interpreting marketing research data, ensuring their practices are socially responsible and unbiased.

**CO 4:** Students will maintain ethical standards while developing and presenting marketing research reports, ensuring that their findings are presented truthfully and responsibly.

**CO 5:** Students will apply ethical and socially responsible decision-making when using marketing research findings to guide business decisions, ensuring fairness and accountability.

**CO 6:** Students will evaluate the effectiveness of marketing research studies while considering the ethical and social implications of the research outcomes.

**CO 7:** Students will demonstrate ethical awareness and responsibility in marketing research, ensuring their practices adhere to high standards of professional and social responsibility.

**PO6 Environmental Awareness:** The students should have the 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.

**CO 2:** Students will design and conduct marketing research studies with an awareness of environmental concerns, incorporating sustainability and environmental impact into their research processes.

**CO 3:** Students will collect, analyze, and interpret marketing research data while recognizing the significance of environmental factors such as climate change and pollution in shaping marketing trends.

**CO 4:** Students will develop and present marketing research reports that integrate environmental considerations, promoting awareness of sustainability in marketing practices.

**CO 5:** Students will apply marketing research findings to business decision-making, advocating for practices that mitigate environmental degradation and promote sustainable solutions.

**CO 6:** Students will evaluate the effectiveness of marketing research studies while considering the environmental implications of the research outcomes and their relevance to sustainability.

**CO 7:** Students will demonstrate ethical awareness and responsibility in marketing research by addressing environmental issues, ensuring their research aligns with principles of environmental protection and sustainability.

**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.

**CO 1:** Students will develop research skills by analyzing marketing problems and developing research objectives, contributing to innovations in marketing practices.

**CO 2:** Students will foster innovation by designing and conducting marketing research studies that address current industry challenges and explore new opportunities.

**CO 3:** Students will enhance their research abilities by collecting, analyzing, and interpreting marketing research data, identifying trends and innovations in the marketing field.

**CO 4:** Students will apply their innovation skills to develop and present marketing research reports, showcasing new insights and advancements in marketing strategies.

**CO 5:** Students will contribute to research and innovation by applying marketing research findings to business decision-making, driving improvements and new approaches in marketing practices.

**CO 6:** Students will evaluate the effectiveness of marketing research studies, identifying areas for improvement and contributing to the innovation of research methods and practices.

**CO 7:** Students will demonstrate ethical awareness and responsibility in marketing research while introducing innovative solutions that align with ethical principles and drive positive change in the industry.

**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.

**CO 1:** Students will analyze marketing problems and develop research objectives with a global perspective, considering international market trends and cross-cultural dynamics.

**CO 2:** Students will design and conduct marketing research studies that incorporate global market insights and international best practices to address worldwide marketing challenges.

**CO 4:** Students will develop and present marketing research reports that reflect a global perspective, incorporating international data and market trends relevant to business strategies.

**CO 5:** Students will apply marketing research findings to business decision-making, considering global market conditions and ensuring strategies align with international trends and opportunities.

**CO 6:** Students will evaluate the effectiveness of marketing research studies by considering their relevance in global markets, assessing how research can be adapted for different regions and cultures.

**CO 7:** Students will demonstrate ethical awareness and responsibility in marketing research by respecting cultural differences and ensuring that their research is globally conscious and inclusive.

**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.

**CO 1:** Students will adopt a multidisciplinary approach when analyzing marketing problems and developing research objectives, integrating knowledge from fields such as economics, psychology, and sociology to better understand market dynamics.

**CO 2:** Students will design and conduct marketing research studies by drawing on methodologies and techniques from various disciplines, such as statistics, data science, and behavioral science, to create comprehensive and effective research strategies.

**CO 3:** Students will collect, analyze, and interpret marketing research data using tools and perspectives from diverse disciplines like economics, technology, and communication to gain a deeper and more holistic understanding of consumer behavior.

**CO 4:** Students will develop and present marketing research reports that integrate insights from multiple disciplines, including business management, data analysis, and marketing theory, to provide a well-rounded perspective on research findings.

**CO 5:** Students will apply marketing research findings to business decision-making by integrating knowledge from fields such as finance, strategy, and operations, ensuring that decisions are informed by a multidisciplinary understanding of the business environment.

**CO 6:** Students will evaluate the effectiveness of marketing research studies by using a multidisciplinary lens, considering perspectives from various fields like economics, social sciences, and technology to assess research quality and applicability.

**CO 7:** Students will demonstrate ethical awareness and responsibility in marketing research by incorporating ethical principles from multiple disciplines, ensuring that their research practices respect diverse viewpoints and adhere to professional standards.

**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.



**CO 1:** Students will analyze marketing problems and develop research objectives that consider the social impact of marketing strategies, contributing to community well-being and promoting responsible business practices.

**CO 2:** Students will design and conduct marketing research studies that incorporate community perspectives, ensuring that research outcomes contribute positively to society and address local needs.

**CO 3:** Students will collect, analyze, and interpret marketing research data with an understanding of how community engagement and social responsibility can influence consumer behavior and market trends.

**CO 4:** Students will develop and present marketing research reports that highlight findings related to community well-being and provide actionable insights for businesses to contribute to societal good.

**CO 5:** Students will apply marketing research findings to business decision-making, ensuring that their strategies align with promoting the well-being of the community and addressing social issues effectively.

**CO 6:** Students will evaluate the effectiveness of marketing research studies while considering their impact on the community, ensuring that the research serves to improve social outcomes and promote sustainable practices.

**CO 7:** Students will demonstrate ethical awareness and responsibility in marketing research by engaging with community needs, ensuring that their research promotes fairness, equality, and the well-being of society.

**SYLLABUS (CBCS as per NEP 2020) For T. Y. B. Voc. Retail Management (w.e.f.June,2025)**

|                       |                                  |
|-----------------------|----------------------------------|
| Name of the Programme | : B. Voc. Retail Management      |
| Program Code          | : UVRTM                          |
| Class                 | : T.Y.B. Voc. Retail Management  |
| Semester              | : V                              |
| Course Type           | : Major (Theory)                 |
| Course Name           | : Retail Management Strategies-I |
| Course Code           | : RTM-306-MJE (B) (T)            |
| No. of Lectures       | : 30                             |
| No. of Credits        | : 02                             |

**A) Course Objectives:**

1. Understand fundamental retail concepts, evolution, and economic significance
2. Analyze consumer behavior patterns in retail decision-making
3. Evaluate various retail formats and omnichannel strategies
4. Develop effective merchandising and pricing techniques
5. Examine technology's transformative role in modern retail
6. Assess global retail trends and competitive strategies
7. Formulate sustainable and ethical retail practices

**B) Learning Outcomes:**

- CO1:** Demonstrate comprehensive knowledge of retail management principles  
**CO2:** Apply consumer behavior theories to retail strategy formulation  
**CO3:** Compare and contrast different retail business models  
**CO4:** Design merchandising plans and pricing strategies  
**CO5:** Evaluate emerging retail technologies and their applications  
**CO6:** Analyze global retail trends and their local implications  
**CO7:** Propose sustainable retail solutions with ethical considerations

**Title & Content**

| Units   | Title & Content                                                                                                                                                               | No. of lectures |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit– I | 1) Consumer Insights<br>a) Factors influencing retail consumer behaviour<br>b) Customer segmentation techniques<br>c) Loyalty program strategies Discount Coupons, Lucky Draw | 10              |
| Unit–II | 2) Retail Formats<br>a) Store-based formats (hypermarkets, specialty stores)<br>b) Non-store retailing (e-commerce, vending)                                                  | 10              |

|          |                                                                                                                                                                                                |    |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|          | c) Omnichannel integration strategies                                                                                                                                                          |    |
| Unit–III | 3) Merchandising Excellence<br>a) Assortment planning and space management<br>b) Pricing strategies and discount models<br>c) Private label development<br>(Filed work Merchandising, Pricing) | 10 |

### Reference Books:

1. Retail Management" by Barry Berman & Joel Evans
2. Principles of Retailing" by John Fernie

### Mapping of this course with Programme Outcomes

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

Weight: 1-Partially related                      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:** Demonstrate comprehensive knowledge of retail management principles

**CO2:** Apply consumer behavior theories to retail strategy formulation

**CO3:** Compare and contrast different retail business models

**CO4:** Design merchandising plans and pricing strategies

**CO5:** Evaluate emerging retail technologies and their applications

**CO6:** Analyze global retail trends and their local implications

**CO7:** Propose sustainable retail solutions with ethical considerations

**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:** Demonstrate comprehensive knowledge of retail management principles

**CO2:** Apply consumer behavior theories to retail strategy formulation

**CO3:** Compare and contrast different retail business models

**CO4:** Design merchandising plans and pricing strategies

- CO5:** Evaluate emerging retail technologies and their applications
- CO6:** Analyze global retail trends and their local implications
- CO7:** Propose sustainable retail solutions with ethical considerations

**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:** Demonstrate comprehensive knowledge of retail management principles
- CO2:** Apply consumer behavior theories to retail strategy formulation
- CO3:** Compare and contrast different retail business models
- CO4:** Design merchandising plans and pricing strategies
- CO5:** Evaluate emerging retail technologies and their applications
- CO6:** Analyze global retail trends and their local implications
- CO7:** Propose sustainable retail solutions with ethical considerations

**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:** Demonstrate comprehensive knowledge of retail management principles
- CO2:** Apply consumer behavior theories to retail strategy formulation
- CO3:** Compare and contrast different retail business models
- CO4:** Design merchandising plans and pricing strategies
- CO5:** Evaluate emerging retail technologies and their applications
- CO6:** Analyze global retail trends and their local implications
- CO7:** Propose sustainable retail solutions with ethical considerations

**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:** Demonstrate comprehensive knowledge of retail management principles
- CO2:** Apply consumer behavior theories to retail strategy formulation
- CO3:** Compare and contrast different retail business models
- CO4:** Design merchandising plans and pricing strategies
- CO5:** Evaluate emerging retail technologies and their applications
- CO6:** Analyze global retail trends and their local implications
- CO7:** Propose sustainable retail solutions with ethical considerations

**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:** Demonstrate comprehensive knowledge of retail management principles
- CO2:** Apply consumer behavior theories to retail strategy formulation
- CO3:** Compare and contrast different retail business models
- CO4:** Design merchandising plans and pricing strategies
- CO5:** Evaluate emerging retail technologies and their applications
- CO6:** Analyze global retail trends and their local implications
- CO7:** Propose sustainable retail solutions with ethical considerations

**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.

**CO1:** Demonstrate comprehensive knowledge of retail management principles

**CO2:** Apply consumer behavior theories to retail strategy formulation

**CO3:** Compare and contrast different retail business models

**CO4:** Design merchandising plans and pricing strategies

**CO5:** Evaluate emerging retail technologies and their applications

**CO6:** Analyze global retail trends and their local implications

**CO7:** Propose sustainable retail solutions with ethical considerations

**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.

**CO1:** Demonstrate comprehensive knowledge of retail management principles

**CO2:** Apply consumer behavior theories to retail strategy formulation

**CO3:** Compare and contrast different retail business models

**CO4:** Design merchandising plans and pricing strategies

**CO5:** Evaluate emerging retail technologies and their applications

**CO6:** Analyze global retail trends and their local implications

**CO7:** Propose sustainable retail solutions with ethical considerations

**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:** Demonstrate comprehensive knowledge of retail management principles

**CO2:** Apply consumer behavior theories to retail strategy formulation

**CO3:** Compare and contrast different retail business models

**CO4:** Design merchandising plans and pricing strategies

**CO5:** Evaluate emerging retail technologies and their applications

**CO6:** Analyze global retail trends and their local implications

**CO7:** Propose sustainable retail solutions with ethical considerations

**PO10: Community Engagement:** The students will be able to demonstrate the capability to participate

**CO1:** Demonstrate comprehensive knowledge of retail management principles

**CO2:** Apply consumer behavior theories to retail strategy formulation

**CO3:** Compare and contrast different retail business models

**CO4:** Design merchandising plans and pricing strategies

**CO5:** Evaluate emerging retail technologies and their applications

**CO6:** Analyze global retail trends and their local implications

**CO7:** Propose sustainable retail solutions with ethical considerations

## **SYLLABUS (CBCS) FOR T. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. June 2025)**

|                              |                                  |
|------------------------------|----------------------------------|
| <b>Name of the Programme</b> | : B. Voc Retail Management       |
| <b>Programme Code</b>        | : UVRTM                          |
| <b>Class</b>                 | : T. Y. B. Voc Retail Management |
| <b>Semester</b>              | : V                              |
| <b>Course Type</b>           | : MJE(Theory)                    |
| <b>Course Code</b>           | : RTM-306-MJE(C) (T)             |
| <b>Course Title</b>          | : Legal Aspect of Business-I     |
| <b>No of Lecture</b>         | : 30                             |
| <b>No of Credit</b>          | : 02                             |

### **A) Course Objectives:**

1. To provide a foundational understanding of the Indian Contract Act 1872, including the essential elements of valid contracts and their various types.
2. To familiarize students with specific contracts like indemnity, guarantee, contingent contracts, quasi contracts, and the discharge of contracts.
3. To examine the breach of contract, its meaning, remedies available, and the legal framework governing the enforcement of contractual obligations.
4. To explore the principles of agency law, including the relationship between agent and principal, and types of agency.
5. To introduce the Shop and Establishment Act, focusing on its significance, the process for obtaining licenses, and the regulatory framework under Indian law.
6. To study the Sale of Goods Act, emphasizing its meaning, objectives, and the classification of goods within the act.
7. To impart knowledge about the Right to Information Act, 2005, its objectives, scope, and the procedure for obtaining public information.

### **B) Course Outcomes:**

- CO1:** Students will be able to explain the meaning of business law and identify the essential elements required for a valid contract.
- CO2:** Students will be equipped to understand and apply the provisions related to indemnity, guarantee, contingent contracts, and quasi contracts in business transactions.
- CO3:** Students will gain the ability to analyze breach of contract cases and understand the remedies available under the Indian Contract Act.
- CO4:** Students will understand the creation of agency, the rights and obligations of agents and principals, and will be able to distinguish different types of agency relationships.
- CO5:** Students will be able to identify the regulatory requirements of the Shop and Establishment Act and understand the procedure for obtaining Shop Act licenses in India.
- CO6:** Students will develop an in-depth understanding of the Sale of Goods Act, its objectives, and the various types of goods defined in the Act.
- CO7:** Students will acquire the knowledge and skills to navigate the Right to Information Act, 2005, including understanding its scope, procedures, penalties, and the roles of public authorities and commissioners in facilitating transparency.

**TOPICS/ CONTENTS:**

| UNIT   | TOPICS/CONTENTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | No of Lecture |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| UNIT-1 | <b>1. The Indian Contract Act 1872:</b><br>1.1 Meaning of Business Law, Essential elements of Valid Contracts,<br>1.2 Contracts of Indemnity & Guarantee, Contingent Contract, Quasi Contract, Discharge of contract, types of contracts<br>1.3 Breach of contract-Meaning & remedies,<br>1.4 Agency - Creation of Agency – Agent and Principal (Relationship/rights), Types of agencies.<br>1.5 Shop Act: What is Shop Act License? Shop Act License in India, Premises Regulated by the Shop and Establishment Act in India, Benefits of Shop Act License in India, Aspects Regulated by the Shop Act, Is Shop Act mandatory in India? What documents are required for Shop Act Maharashtra? Shop Act License, Shop Act Login, Shop Act Registration, Shop Act license documents, Shop Act license online Maharashtra. | 12            |
| UNIT-2 | <b>2. Sale Of Goods Act:</b><br>2.1 Sale of Goods Act: Meaning of Sale of goods act, Objectives of Sales of Goods Act.<br>2.2 Types of goods as per sale of goods Act.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 6             |
| UNIT-3 | <b>3. Right To Information Act., 2005:</b><br>3.1 Meaning and Objectives.<br>3.2 Nature, and scope of Right to Information Act, 2005.<br>3.3 Public Authorities and their obligations.<br>3.4 Public Information Commissioner & their duties.<br>3.5 Legal provisions relating to right to information.<br>3.6 Procedure for obtaining Information under this Act.<br>3.7 Penalties.                                                                                                                                                                                                                                                                                                                                                                                                                                     | 12            |

**References:**

1. Business Law By N. D. Kapoor Author: N.D. Kapoor, Dr Rajni Abbi, Bharat Bhushan, Rajiv Kapoor Edition: 2019 Publisher: Sultan Chand & Sons (P) Ltd.
2. Elements of Business Law By N D Kapoor Authors: N.D. Kapoor , Dr. Rajni Abbi Edition: 2018 Publisher: Sultan Chand Publication
3. Business Law For Management By Bulchandani Author: K.R. Bulchandani, Solicitor, Edition: 2017 Publisher: Himalaya Publishing House, India
4. Company Law By Avtar Singh Authors: Avtar Singh Edition: 2018.

**Mapping of this with Programme outcomes**

| Course outcome | Program out come |     |     |     |     |     |     |     |     |      |
|----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1            | 2                | 2   | -   | 2   | 3   | 2   | 2   | 1   | 2   | 2    |
| CO2            | 2                | 2   | -   | 2   | 2   | -   | -   | 1   | 2   | 2    |
| CO3            | 2                | 3   | 2   | -   | 3   | 2   | 1   | 1   | -   | 1    |
| CO4            | -                | 2   | 2   | 1   | 3   | -   | -   | 1   | -   | -    |
| CO5            | 2                | -   | 3   | 2   | 3   | 2   | -   | 1   | -   | 2    |

|     |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|---|
| CO6 | - | - | - | 1 | 3 | - | 2 | 1 | 2 | 2 |
| CO7 | 3 | 2 | - | 2 | 3 | - | 2 | 1 | 2 | 2 |

Weight: 1-Partially related    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:** Students will acquire the ability to explain the meaning of business law and identify the essential elements required for a valid contract, enabling them to apply legal principles in business scenarios.

**CO2:** Students will be equipped with the skills to understand and apply the provisions related to indemnity, guarantee, contingent contracts, and quasi contracts, enhancing their competence in business transactions.

**CO3:** Students will gain the ability to analyze breach of contract cases and understand the remedies available under the Indian Contract Act, allowing them to resolve legal issues effectively in business settings.

**CO5:** Students will be able to identify the regulatory requirements of the Shop and Establishment Act and understand the procedure for obtaining Shop Act licenses in India, ensuring compliance in business operations.

**CO6:** Students will develop an in-depth understanding of the Sale of Goods Act, its objectives, and the various types of goods defined in the Act, preparing them to navigate commercial transactions proficiently.

**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:** Students will develop the ability to identify the essential elements required for a valid contract, helping them solve legal issues and apply business law effectively.

**CO2:** Students will be equipped to analyze and apply provisions related to indemnity, guarantee, contingent contracts, and quasi contracts, enabling them to resolve complex business transaction problems.

**CO3:** Students will gain the ability to analyze breach of contract cases and understand available remedies, allowing them to solve legal disputes and take appropriate actions under the Indian Contract Act.

**CO4:** Students will develop problem-solving skills to analyze the creation of agency, the rights and obligations of agents and principals, and resolve challenges related to various types of agency relationships.



**CO7:** Students will acquire problem-solving skills to navigate the Right to Information Act, 2005, enabling them to resolve issues related to transparency and public authority procedures.

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

**CO3:** Students will improve their ability to analyze and communicate the legal implications of breach of contract cases, developing problem-solving and leadership skills when proposing appropriate remedies under the Indian Contract Act.

**CO4:** Students will enhance their leadership and communication skills by understanding the creation of agency and the roles of agents and principals, enabling them to navigate complex business relationships with professionalism.

**CO5:** Students will develop a strong understanding of regulatory requirements and procedures related to the Shop and Establishment Act, fostering professionalism and adaptability when navigating legal compliance in business operations.

**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.

**CO1:** Students will gain an understanding of business law and the essential elements required for a valid contract, enabling them to navigate legal challenges effectively in industry settings and fostering entrepreneurial awareness.

**CO2:** Students will develop the ability to understand and apply provisions related to indemnity, guarantee, contingent contracts, and quasi contracts, which are critical for making informed decisions and managing risks in business ventures and entrepreneurial activities.

**CO4:** Students will understand the creation of agency and the rights and obligations of agents and principals, which is essential for building strong business relationships and supporting entrepreneurial ventures.

**CO5:** Students will acquire the knowledge of regulatory requirements and procedures related to the Shop and Establishment Act, enabling them to establish businesses with full legal compliance and contributing to their entrepreneurial skill set.

**CO6:** Students will develop an in-depth understanding of the Sale of Goods Act, its objectives, and various types of goods, preparing them for entrepreneurial roles in commercial transactions and market-related decision-making.

**CO7:** Students will acquire the knowledge and skills to navigate the Right to Information Act, 2005, fostering transparency and ethical business practices, which are vital for responsible and successful entrepreneurship.

**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:** Students will understand the ethical considerations of business law and the importance of ensuring valid contracts, promoting ethical decision-making in professional practices.

**CO2:** Students will be equipped to apply ethical principles when dealing with indemnity, guarantee, contingent contracts, and quasi contracts, ensuring socially responsible practices in business transactions.

**CO3:** Students will gain the ability to ethically analyze breach of contract cases and determine appropriate remedies under the Indian Contract Act, fostering integrity and fairness in resolving legal disputes.

**CO4:** Students will understand the ethical responsibilities involved in the creation of agency and the relationships between agents and principals, ensuring responsible conduct in business partnerships.

**CO5:** Students will be able to identify the ethical and legal responsibilities under the Shop and Establishment Act, ensuring compliance with labor laws and promoting ethical practices in business operations.

**CO6:** Students will develop an understanding of the ethical considerations in commercial transactions under the Sale of Goods Act, ensuring fairness and responsibility in the sale and transfer of goods.

**CO7:** Students will acquire the knowledge to ethically navigate the Right to Information Act, 2005, promoting transparency and accountability in both public and private sector organizations.

**PO6 Environmental Awareness:** The students should have the 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.

**CO1:** Students will develop an understanding of the ethical and legal considerations in business law, which will encourage them to consider the environmental impact of contracts and transactions.

**CO3:** Students will develop the skills to analyze breach of contract cases, which may involve environmental issues, and understand how to apply remedies responsibly, considering the impact of business activities on the environment.

**CO5:** Students will be able to identify the regulatory requirements of the Shop and Establishment Act and understand how these regulations intersect with environmental standards, fostering an awareness of environmental compliance in business.

**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.

**CO1:** Students will develop research skills to explore the meaning of business law and identify the essential elements of a valid contract, contributing to innovations in legal practices and business solutions.

**CO3:** Students will gain the ability to research and analyze breach of contract cases, developing innovative solutions and strategies to address legal challenges and improve business practices under the Indian Contract Act.

**CO6:** Students will develop an in-depth understanding of the Sale of Goods Act, its objectives, and the various types of goods, which will enable them to innovate within commercial transactions and improve the management of goods in the marketplace.

**CO7:** Students will gain the skills to navigate the Right to Information Act, 2005, and contribute to innovations in transparency, public policy research, and the effective use of public information for accountability in governance.

**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.

**CO1:** Students will develop an understanding of business law and valid contract elements, allowing them to apply these principles in global markets and navigate international legal frameworks.

**CO2:** Students will be equipped to understand and apply provisions related to indemnity, guarantee, contingent contracts, and quasi contracts, which are crucial for addressing international business transactions and global risk management.

**CO3:** Students will gain the ability to analyze breach of contract cases and remedies available under the Indian Contract Act, enabling them to compare and apply global legal standards and practices in cross-border contracts.

**CO4:** Students will understand the creation of agency relationships and the rights and obligations of agents and principals, which will help them navigate global business relationships and understand international agency laws.

**CO5:** Students will be able to identify the regulatory requirements of the Shop and Establishment Act, understanding how these relate to global business regulations and international compliance standards.

**CO6:** Students will develop an in-depth understanding of the Sale of Goods Act, its objectives, and types of goods, allowing them to recognize global trade trends and apply international laws in the sale and movement of goods.

**CO7:** Students will acquire knowledge and skills to navigate the Right to Information Act, 2005, understanding its relevance in a global context for transparency, international public policy, and cross-border information access.

**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:** Students will integrate knowledge from law, business, and ethics to explain the meaning of business law and identify the essential elements of a valid contract, providing a comprehensive understanding of legal and business practices.

**CO2:** Students will apply knowledge from legal studies, economics, and business administration to understand and apply provisions related to indemnity, guarantee, contingent contracts, and quasi contracts, bridging different disciplines to enhance their business decision-making skills.

**CO6:** Students will integrate legal, commercial, and marketing knowledge to develop an in-depth understanding of the Sale of Goods Act, its objectives, and types of goods, supporting interdisciplinary approaches to managing goods and transactions in global markets.

**CO7:** Students will combine legal, political, and administrative knowledge to navigate the Right to Information Act, 2005, promoting an understanding of transparency, governance, and public policy across multiple disciplines for informed decision-making in professional practices.

**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.

**CO1:** Students will develop the ability to explain business law and identify essential contract elements, enabling them to engage in community-based services that promote awareness of legal rights and responsibilities within society.

**CO2:** Students will be equipped to apply provisions related to indemnity, guarantee, contingent contracts, and quasi contracts, which will allow them to contribute to community projects by addressing legal concerns and ensuring fair business practices in local initiatives.

**CO3:** Students will gain the ability to analyze breach of contract cases and understand remedies, enabling them to participate in community activities focused on resolving disputes and fostering legal awareness in the community.

**CO5:** Students will be able to identify the regulatory requirements of the Shop and Establishment Act and understand procedures for obtaining licenses, empowering them to assist small businesses or community enterprises in complying with legal regulations for social welfare.

**CO6:** Students will develop an understanding of the Sale of Goods Act, its objectives, and types of goods, which will enable them to engage in community initiatives that promote ethical trading and consumer protection within society.

**CO7:** Students will acquire the knowledge and skills to navigate the Right to Information Act, 2005, allowing them to advocate for transparency and accountability in public administration, thereby contributing to societal well-being and social justice.

## **SYLLABUS (CBCS as per NEP 2020) For T.Y. B. Voc. Retail Management (w. e. f. June 2025)**

|                       |                                  |
|-----------------------|----------------------------------|
| Name of the Programme | : B.Voc Retail Management        |
| Programme Code        | : UVRTM                          |
| Class                 | : T. Y. B.Voc. Retail Management |
| Semester              | : V                              |
| Course Type           | : VSC (Practical)                |
| Course Code           | : RTM-321- VSC (P)               |
| Course Title          | : Retail Store Operations-II     |
| No. of Lectures       | : 60                             |
| No. of Credit         | : 02                             |

### **A) Course Objectives:**

1. To provide students with a clear understanding of the concept of planning, including its characteristics, advantages, and the role it plays in business success.
2. To educate students on the steps and methods involved in the planning process, enabling them to create well-structured and efficient business plans.
3. To familiarize students with the techniques of forecasting, its importance, and its application in business planning and decision-making.
4. To equip students with the ability to assess the strengths and weaknesses of forecasting methods in business scenarios.
5. To Introduce the principles of project selection, project portfolio management, and criteria for choosing projects to ensure effective decision-making and resource allocation.
6. To provide students with a deep understanding of the project life cycle, the stages involved, and the process of estimating project budgets to ensure successful project execution.
7. To enable students to understand the importance of teams, principles of task allocation, and the factors influencing team performance in organizational environments.

### **B) Course Outcomes:**

- CO1:** Students will be able to define business planning, explain its characteristics, and articulate its advantages in the context of business success.
- CO2:** Students will gain the skills to outline the steps and methods involved in the planning process, and will be able to apply these concepts to real-life business scenarios.
- CO3:** Students will be able to apply various forecasting techniques and methods to predict business trends, demand, and outcomes effectively.
- CO4:** Students will be able to critically evaluate the advantages and limitations of different forecasting methods, selecting the most suitable technique for specific business needs.
- CO5:** Students will learn how to select projects effectively based on criteria of choice and manage a project portfolio to maximize business success.
- CO6:** Students will develop the ability to identify the stages in the project life cycle and use appropriate methods to estimate project budgets, ensuring cost-effective project management.
- CO7:** Students will be able to allocate work efficiently in teams, understand the factors affecting team dynamics, and apply this knowledge to improve organizational performance.

**Topics/ Contents:**

| Units        | Title & Content                                                                                                                                                                                                                                            | No. of lectures |
|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Unit1</b> | <b>Int1. BUSINESS PLANNING:</b><br>1.1 Introduction to concept of planning, its characteristics, advantages.<br>1.2 Steps and methods in planning process.<br>1.3 Concept and techniques of forecasting.<br>1.4 Advantages and Limitations of forecasting. | <b>20</b>       |
| <b>Unit2</b> | <b>2. PROJECT MANAGEMENT:</b><br>2.1 Project Selection and Criteria of Choice.<br>2.2 Project Portfolio Process, Project Proposals.<br>2.3 Project life cycle, Estimating Project Budgets.<br>2.4 Improving the Process of Cost Estimation.                | <b>20</b>       |
| <b>Unit3</b> | <b>3. TEAM AND ORGANIZATIONAL DYNAMICS:</b><br>3.1 Concept and Importance of Team.<br>3.2 Allocation of work in team- principles, methods.<br>3.3 Advantages and disadvantages Factors affecting team in organizational environment.                       | <b>20</b>       |

**Reference Books:**

1. Production and Operation Management: K.Ashwathappa and Siddharth Bhat, Himalaya Publishing House, 2010 editions.
2. Project Management- Samule J Mantel, Jr, Jack R. Meredith, Scott M. Shafer, Margaret M, Sutton with M.R. Gopalan, Wiley India Pvt. Ltd.
3. Successful Project Management- Milton D. Rosenau, Jr., Cregory D. Githens, Wiley India Pvt. Ltd.
4. Project Management- Vasant Desai, Himalaya Publishing House.

**Mapping of this course with Programme Outcomes**

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

Weight: 1-Partially related      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:** By defining business planning, explaining its characteristics, and articulating its advantages, students will develop foundational technical knowledge essential for strategic decision-making in business environments.

**CO2:** Students will gain the technical skills to outline planning processes and apply these concepts to real-life business scenarios, enhancing their ability to manage business operations efficiently.

**CO3:** Through applying forecasting techniques, students will develop analytical skills necessary to predict business trends, demand, and outcomes, which are critical for effective business planning and resource allocation.

**CO4:** By critically evaluating the advantages and limitations of various forecasting methods, students will enhance their decision-making skills, selecting the most suitable techniques to solve complex business problems effectively.

**CO6:** Developing the ability to identify stages in the project life cycle and estimate project budgets equips students with technical competencies required for cost-effective and efficient project management.

**CO7:** Students will acquire skills in team management, including efficient work allocation and understanding team dynamics, which are crucial for improving organizational performance and fostering productive work environments.

**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.

**CO2:** Students will gain the ability to outline planning steps and methods, enabling them to apply structured problem-solving techniques to real-life business scenarios and develop effective solutions.

**CO3:** By applying forecasting techniques, students will analyze business trends, demand fluctuations, and potential risks, using this data to proactively solve problems related to market dynamics and resource allocation.

**CO4:** Students will critically evaluate various forecasting methods, enabling them to identify the most suitable techniques for specific business contexts, thereby solving problems related to inaccurate predictions and poor decision-making.

**CO5:** Learning to select projects effectively and manage project portfolios helps students identify project-related issues early, analyse risks, and apply problem-solving approaches to ensure project success.

**CO6:** By identifying stages in the project life cycle and estimating project budgets, students will develop skills to solve financial and resource-related challenges, ensuring cost-effective and efficient project management.

**CO7:** Students will learn to allocate work efficiently and understand team dynamics, which will help them identify and address team performance issues, enhancing collaboration and solving organizational problems effectively.

**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:** Through defining business planning, explaining its characteristics, and articulating its advantages, students will enhance their communication skills, enabling them to effectively convey business concepts in professional settings.

**CO2:** By outlining the steps and methods involved in the planning process and applying these concepts to real-life business scenarios, students will develop adaptability and problem-solving skills, which are crucial in dynamic work environments.

**CO3:** The application of various forecasting techniques to predict business trends, demand, and outcomes will foster analytical thinking, enhancing students' ability to make data-driven decisions—a key professional competency.

**CO4:** Critically evaluating the advantages and limitations of different forecasting methods will strengthen students' critical thinking and decision-making abilities, essential for leadership roles in the workplace.

**CO5:** Selecting projects effectively based on specific criteria and managing a project portfolio will develop project management and leadership skills, preparing students to lead teams and manage resources efficiently.

**CO6:** Identifying stages in the project life cycle and estimating project budgets will cultivate financial management and strategic planning skills, which are valuable for professional roles in various industries.

**CO7:** Allocating work efficiently in teams, understanding team dynamics, and applying this knowledge will enhance students' teamwork and interpersonal skills, vital for collaborative work environments.

**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.

**CO1:** By defining business planning, explaining its characteristics, and articulating its advantages, students will gain foundational knowledge essential for strategic decision-making, which is critical for both industry roles and entrepreneurial ventures.

**CO2:** Outlining the steps and methods involved in the planning process and applying these concepts to real-life business scenarios will help students develop practical skills needed to address industry challenges and create viable business plans.

**CO3:** Applying various forecasting techniques to predict business trends, demand, and outcomes will enhance students' ability to anticipate market shifts, an essential skill for both industry



professionals and aspiring entrepreneurs.

**CO4:** Critically evaluating the advantages and limitations of different forecasting methods will enable students to choose the most effective tools for business planning, supporting data-driven decision-making in both corporate and start-up environments.

**CO5:** Learning how to select projects effectively and manage a project portfolio to maximize business success will provide students with project management skills that are highly valued in the industry and critical for managing entrepreneurial initiatives.

**CO6:** Identifying stages in the project life cycle and estimating project budgets will strengthen students' financial acumen and resource management skills, which are vital for cost-effective operations in any business context.

**CO7:** Allocating work efficiently in teams, understanding team dynamics, and applying this knowledge will prepare students to lead diverse teams effectively, fostering leadership qualities essential for both industry roles and entrepreneurial success.

**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:** Applying various forecasting techniques to predict business trends, demand, and outcomes will help students recognize the ethical implications of data usage, promoting responsible and transparent forecasting practices.

**CO4:** Critically evaluating the advantages and limitations of different forecasting methods will enable students to identify potential ethical dilemmas in forecasting, such as data manipulation, and to apply ethical decision-making frameworks.

**CO5:** Learning how to select projects effectively and manage a project portfolio will emphasize the need to consider social and environmental impacts when making project decisions, fostering a sense of ethical accountability.

**CO7:** Allocating work efficiently in teams, understanding team dynamics, and applying this knowledge will promote ethical leadership, fairness, and respect within teams, contributing to a positive organizational culture and social responsibility.

**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 to f environmental degradation, climate change, pollution control, effective waste management etc.

**CO1:** Students will be able to understanding business planning helps students recognize the importance of sustainable practices and environmental considerations in strategic decision-making, thus promoting environmental awareness in business operations.

**CO3:** Students will be able to forecasting techniques can be extended to predict environmental impacts and sustainability trends, enabling businesses to proactively address climate change and pollution-related challenges.

**CO6:** Students will develop the ability to budget estimation and project life cycle management can be optimized to include environmental costs and sustainability practices, thus promoting eco-friendly project execution.

**CO7:** Students will be able to effective team management can incorporate environmental awareness as a core value, encouraging collaborative efforts towards sustainable business practices and environmentally responsible decision-making.

**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."

**CO1:** Students will be able to researching different business models and strategic approaches, students can innovate in business planning, proposing creative methods that enhance efficiency and competitiveness in the market.

**CO2:** Students will gain the skills to applying planning concepts to real-world scenarios encourages students to explore innovative problem-solving techniques and adapt planning methods to dynamic business environments.

**CO3:** Students will be able researching emerging forecasting models and integrating data analytics tools fosters innovation in predicting business trends, helping organizations stay ahead of the curve.

**CO6:** Students will develop the ability to examining innovative budgeting techniques and project management tools, students can contribute to advancements in cost control and efficiency within project lifecycles.

**CO7:** Students will be able to researching team dynamics, leadership styles, and organizational behavior fosters innovative strategies for enhancing collaboration, productivity, and team performance.

**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:** Students will gain the skills to applying planning processes to real-life scenarios encourages students to consider global factors such as international regulations, global supply chains, and cultural diversity in decision-making.

**CO3:** Students will be able to apply incorporating global data and market analysis, students can enhance forecasting accuracy, predicting international business trends, demand fluctuations, and economic shifts.

**CO5:** Students will learn how to Project selection and management strategies can be optimized by evaluating global risks, opportunities, and market potential, fostering international business growth and competitiveness.

**CO7:** Students will be able to understanding global team dynamics, cultural diversity, and virtual collaboration tools enhances students' ability to manage international teams effectively, improving global organizational performance.

**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:** Students will be able to define this outcome integrates knowledge from business management, strategic planning, and economics to provide a foundational understanding of business success factors.

**CO2:** Students will gain the skills to applies methodologies from operations management, finance, and strategic management to real-world business situations, fostering a multidisciplinary approach.

**CO4:** Students will be able to involves critical thinking and decision-making skills drawn from economics, data analytics, and business strategy to evaluate and apply forecasting methods effectively.

**CO5:** Students will learn how to select this outcome incorporates principles from project management, risk analysis, and resource allocation, highlighting the multidisciplinary nature of

effective project selection and management.

**CO7:** Students will be able to outcome draws from organizational behaviour, human resource management, and leadership studies to enhance team performance and organizational effectiveness.

**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:** Students will be able to define business planning, explain its characteristics, and articulate its advantages, fostering an understanding of how strategic planning can contribute to community development initiatives.

**CO2:** Students will gain the skills to outline the steps and methods involved in the planning process and apply these concepts to real-life business scenarios, including community-focused projects.

**CO3:** Students will be able to apply various forecasting techniques to predict business trends and outcomes, aiding in the planning and sustainability of community-engaged services.

**CO4:** Students will critically evaluate the advantages and limitations of different forecasting methods, selecting the most suitable techniques to enhance the effectiveness of community programs.

**CO5:** Students will learn how to select projects effectively based on criteria of choice and manage a project portfolio to maximize business and community success.

**CO6:** Students will develop the ability to identify stages in the project life cycle and estimate project budgets, ensuring cost-effective management of community-based initiatives.

**CO7:** Students will be able to allocate work efficiently in teams, understand factors affecting team dynamics, and apply this knowledge to improve the performance of community engagement activities.

## **SYLLABUS (CBCS as per NEP 2020) For T.Y. B. Voc. Retail Management (w. e. f. June 2025)**

|                       |                                  |
|-----------------------|----------------------------------|
| Name of the Programme | : B.Voc Retail Management        |
| Programme Code        | : UVRTM                          |
| Class                 | : T. Y. B.Voc. Retail Management |
| Semester              | : V                              |
| Course Type           | : MN (Theory)                    |
| Course Code           | : RTM-341-MN (T)                 |
| Course Title          | : Supply Chain Management-I      |
| No. of Lectures       | : 30                             |
| No. of Credit         | : 02                             |

### **A) Course Objectives:**

1. To introduce students to the fundamental concepts, definitions, and evolution of Supply Chain Management (SCM).
2. To explore the key drivers that influence the performance of supply chains and understand how they affect overall business operations.
3. To explain the cycle view of supply chains and its significance in SCM.
4. To identify common problems in supply chain management and suggest practical solutions to address these challenges.
5. To understand the role of logistics as an integral part of SCM and its impact on supply chain performance.
6. To examine logistics costs, their implications for business profitability, and methods to manage and reduce them.
7. To introduce demand forecasting techniques and tools for effective planning and balancing of supply and demand within the supply chain.

### **B) Course Outcomes:**

- CO1:** Students will be able to define and explain the evolution of Supply Chain Management and its significance in modern business.
- CO2:** Students will identify and assess the key drivers of supply chain management and their impact on business success.
- CO3:** Students will gain an understanding of the cycle view of supply chains and be able to apply it to real-world supply chain challenges.
- CO4:** Students will be able to analyze common problems in supply chain management and propose effective solutions.
- CO5:** Students will comprehend the role of logistics within the broader framework of SCM and its importance in achieving supply chain efficiency.
- CO6:** Students will develop the ability to evaluate logistics costs and implement strategies for cost control and optimization in supply chains.
- CO7:** Students will acquire knowledge and skills in demand management and forecasting to ensure better alignment between supply and demand in a supply chain.

**Topics/ Contents:**

| Units | Title & Content                                                                                                                                                                                                                                                | No. of lectures |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit1 | <b>Int1.The Basics of Supply Chain Management:</b><br>1.1 Introduction, Definition and Evolution of Supply Chain Management.<br>1.2 Key Drivers of Supply Chain Management.<br>1.3 Cycle view of Supply Chain.<br>1.4 Problems in SCM and suggested solutions. | 10              |
| Unit2 | <b>2. Logistics Management:</b><br>2.1 Logistics as part of SCM.<br>2.2 Logistics Costs.<br>2.3 Logistics Sub-System.<br>2.4 Inbound and outbound logistics.                                                                                                   | 10              |
| Unit3 | <b>3. Planning, Demand and Supply:</b><br>3.1 Introduction.<br>3.2 Three components of SCM.<br>3.3 Demand Management.<br>3.4 Demand Forecasting.                                                                                                               | 10              |

**Reference Books:**

1. Supply Chain Management: Strategy, Planning, and Operation, Chopra, S., & Meindl, P., Pearson, 2019.
2. Essentials of Supply Chain Management, Hugos, M. H., Wiley, 2018.
3. Logistics & Supply Chain Management, Christopher, M., Pearson, 2016.
4. Business Logistics Management, Ballou, R. H., Pearson, 2004.
5. Supply Chain Logistics Management, Bowersox, D. J., Closs, D. J., & Cooper, M. B., McGraw-Hill, 2013.
6. Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies, Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E, McGraw-Hill, 2007.

**Mapping of this course with Programme Outcomes**

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

Weight: 1-Partially related      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:** Students will define and explain the evolution of Supply Chain Management and its significance in modern business, demonstrating foundational technical knowledge in SCM.

**CO3:** Students will gain an understanding of the cycle view of supply chains and apply it to real-world challenges, reflecting their technical competence in supply chain analysis.

**CO4:** Students will analyze common supply chain problems and propose effective solutions, enhancing their problem-solving skills in industrial contexts.

**CO5:** Students will comprehend the role of logistics within the broader SCM framework, emphasizing its importance in achieving operational efficiency.

**CO6:** Students will evaluate logistics costs and implement strategies for cost control and optimization, demonstrating applied technical skills in financial efficiency.

**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:** Students will explain the evolution of Supply Chain Management and its relevance in addressing modern business challenges, forming a theoretical foundation for problem-solving.

**CO3:** Students will apply the cycle view of supply chains to diagnose operational issues and suggest practical solutions in real-world scenarios.

**CO4:** Students will critically analyze common supply chain problems and develop effective, evidence-based solutions using industry practices.

**CO6:** Students will evaluate logistics costs and implement optimization strategies, solving financial and operational challenges in supply chains.

**CO7:** Students will use forecasting and demand management techniques to solve supply-demand mismatches and improve supply chain responsiveness.

**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:** Students will collaborate to identify and assess key supply chain drivers, fostering teamwork and strategic thinking in business environments.

**CO4:** Students will analyze supply chain issues and present well-reasoned solutions, reflecting critical thinking, leadership, and communication skills.

**CO5:** Students will demonstrate an understanding of logistics within SCM, emphasizing the importance of cross-functional teamwork and professional coordination.

**CO7:** Students will apply demand forecasting techniques while working collaboratively, promoting adaptability and precision in fast-changing supply environments.

**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 them with the knowledge and capabilities to start and manage their own businesses in their chosen field.

**CO1:** Students will define and explain the evolution of Supply Chain Management, gaining insights into modern practices and trends vital for industrial and entrepreneurial success.

**CO2:** Students will identify and assess key supply chain drivers, enhancing their ability to make strategic decisions in both corporate and entrepreneurial settings.

**CO3:** Students will apply the cycle view of supply chains to real-world scenarios, developing industry-relevant skills to design and manage efficient supply networks.

**CO4:** Students will analyze and solve common supply chain problems, building capabilities essential for managing operations in existing companies or new ventures.

**CO5:** Students will understand the role of logistics in SCM, enabling them to improve operational efficiency and build logistics strategies relevant to modern business.

**CO6:** Students will evaluate logistics costs and apply cost-control strategies, fostering skills in financial management crucial for entrepreneurship and industry roles.

**CO7:** Students will use demand management and forecasting techniques to optimize supply chain performance, gaining tools critical for both business operations and entrepreneurial planning.

**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:** Students will understand the evolution of Supply Chain Management and reflect on its ethical implications and societal impact in modern business practices.

**CO2:** Students will assess key supply chain drivers with consideration for ethical sourcing, sustainability, and corporate social responsibility.

**CO3:** Students will apply the cycle view of supply chains while integrating ethical decision-making to address real-world challenges responsibly.

**CO4:** Students will propose solutions to supply chain problems that are not only effective but also ethically sound and socially considerate.

**CO5:** Students will recognize the ethical responsibilities involved in logistics and contribute to fair, transparent, and environmentally responsible practices.

**CO6:** Students will implement cost-control strategies in logistics while ensuring ethical compliance and minimizing negative social or environmental impacts.

**CO7:** Students will apply demand forecasting techniques responsibly, promoting equitable resource distribution and ethical business forecasting practices.

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

**CO1:** Students will define and explain the evolution of Supply Chain Management, recognizing its role in promoting sustainable and environmentally conscious business practices.

**CO2:** Students will assess key supply chain drivers with a focus on their environmental impact, supporting the integration of eco-friendly strategies in business operations.

**CO4:** Students will analyze supply chain issues and propose solutions that minimize environmental degradation and support sustainable development.

**CO6:** Students will implement cost-control strategies in logistics while integrating waste reduction, pollution control, and sustainable material usage.

**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.

**CO1:** Students will explore the evolution of Supply Chain Management, fostering the ability to research its historical development and innovate for future improvements.

**CO3:** Students will apply the cycle view of supply chains to conduct research on operational inefficiencies and propose innovative, real-world solutions.

**CO4:** Students will analyze supply chain problems through research-driven methods and develop creative solutions to address emerging industry challenges.

**CO6:** Students will research logistics cost structures and develop innovative cost optimization techniques to improve operational efficiency.

**CO7:** Students will apply advanced research techniques in demand forecasting and contribute to innovative approaches that enhance supply-demand alignment.

**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.

**CO1:** Students will explain the evolution of Supply Chain Management in the context of global business developments, gaining insight into international practices and trends.

**CO2:** Students will assess global supply chain drivers and their impact on multinational operations and international market competitiveness.

**CO3:** Students will apply the cycle view of supply chains to cross-border operations, addressing global challenges such as lead times, tariffs, and international coordination.



**CO4:** Students will analyze supply chain problems with a global outlook and propose solutions suited to diverse international business environments.

**CO5:** Students will understand the role of global logistics in connecting international supply networks, enhancing their readiness to work in multinational industries.

**CO6:** Students will evaluate logistics costs in global supply chains and innovate strategies to manage financial efficiency across different economic regions.

**CO7:** Students will apply demand forecasting methods considering global demand patterns, cultural variations, and international consumer behavior

**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:** Students will explore the evolution of Supply Chain Management by integrating concepts from business history, economics, and technology to understand its broad industry significance.

**CO2:** Students will assess supply chain drivers by combining knowledge from management, finance, and data analytics to evaluate their impact on business success.

**CO3:** Students will apply the cycle view of supply chains by integrating systems thinking, operations management, and industrial engineering concepts to address real-world challenges.

**CO4:** Students will analyze supply chain problems using a multidisciplinary approach, drawing from logistics, IT, and decision science to design comprehensive solutions.

**CO5:** Students will understand logistics in SCM by incorporating perspectives from transportation management, environmental science, and global trade.

**CO6:** Students will evaluate logistics costs by applying principles from accounting, economics, and strategic management to implement cost optimization strategies.

**CO7:** Students will use multidisciplinary tools from statistics, market research, and behavioral science to improve forecasting and demand management.

**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.

**CO1:** Students will explain the evolution of Supply Chain Management and identify ways in which sustainable and socially responsible supply chain practices can benefit local communities.

**CO3:** Students will apply the cycle view of supply chains to real-world challenges, considering how local and global community needs can be integrated into supply chain solutions.

**CO4:** Students will analyze supply chain problems and propose community-oriented solutions that promote social welfare and enhance the societal impact of supply chain decisions.

**CO5:** Students will comprehend the role of logistics in SCM and explore how efficient logistics can contribute to community development, social responsibility, and environmental sustainability.

**SYLLABUS (CBCSasperNEP2020) For T.Y. B.Voc. Retail Management (w.e.f.June,2025)**

|                       |                                   |
|-----------------------|-----------------------------------|
| Name of the Programme | : B.Voc. Retail Management        |
| Programme Code        | : UVRTM                           |
| Class                 | : T. Y. B. Voc. Retail Management |
| Semester              | : V                               |
| Course Type           | : MN (Practical)                  |
| Course Code           | : RTM-342-MN (P)                  |
| Course Title          | : Retail Sales Management-I       |
| No. of Lectures       | : 60                              |
| No. of Credit         | : 02                              |

**A) Course Objectives:**

1. Understand the principles of retail management and its roles.
2. Analyze retail management functions, decisions, and strategies.
3. Develop customer service strategies in retailing.
4. Comprehend sales management principles, roles, and responsibilities.
5. Formulate sales management strategies and plans.
6. Identify trends and issues in sales management.
7. Apply ethical considerations in retailing and sales management.

**B) Course Outcomes:**

- CO 1:** Explain retail management concepts and functions.
- CO 2:** Develop retail strategies and plans.
- CO 3:** Design customer service strategies for retail outlets.
- CO 4:** Describe sales management principles and roles.
- CO 5:** Formulate sales management strategies and plans.
- CO 6:** Analyze trends and issues in sales management.
- CO 7:** Apply ethical principles in retailing and sales management.

**Topics/Contents**

| Units  | Title & Content                                                                                                                                                                                                                                                                                                                                                                                                           | No. of lectures |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit-1 | <b>1. Introduction to Retail Management and Its Roles</b><br>Retail management functions and decisions; Types of service retailing and their characteristics; Legal and ethical issues in retailing.<br><br><b>1.1 Retailing Strategies and Plans</b><br>Retail planning and management process; Customer service strategies in retailing; Market and location strategies for retail outlets; Types of retail strategies. | 30              |

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |           |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>Unit- 2</b> | <b>2. Introduction to Sales Management and its Roles</b><br>Responsibilities and duties of sales managers; Performance quality of sales managers; Creating customer loyalty and value; Legal and ethical issues in selling.<br><br><b>2.1 Sales Management Strategies and Plans</b><br>Sales forces planning and organising; Sales force motivation and compensation; Sales force leadership; Sales force training; Sales force performance.<br><br><b>2.2 Trends and Issues on Sales Management</b><br>Trends in relationship selling; Communication for relationship building; Internet and IT applications in sales management.<br>(Mock Sessions) | <b>30</b> |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|

### Reference Books

1. Berman, B., & Evan, J.R. (2010). *Retail Management: A Strategic Approach*. (11<sup>th</sup> ed.), Prentice Hall.
2. Dunne, P., Lusch, R., & Carver, J. (2011). *Retailing*. (7<sup>th</sup> ed.), South- Western.
3. Levy, M., & Weitz, B.A. (2009). *Retailing Management*. (7<sup>th</sup> ed.), McGraw Hill.
4. Futrell, C.M. (2011). *ABC's of Relationship Selling through Service*. (11<sup>th</sup> ed.), McGraw Hill.
5. Ogden, J.R., & Ogden, D.T. (2005). *Retailing: Integrated Retail Management*. Houghton Mifflin.

### Mapping of this course with Programme Outcomes

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

Weight: 1-Partially related      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.

**CO 1:** Students will acquire specialized technical knowledge by explaining retail management concepts and functions, enabling them to perform effectively in the retail industry.

**CO 2:** Students will develop retail strategies and plans using industry-specific techniques, equipping them with the technical skills necessary for strategic decision-making in retail management.

**CO 3:** Students will design customer service strategies for retail outlets, applying technical expertise to enhance customer experiences and optimize retail operations.

**CO 4:** Students will describe sales management principles and roles, building the technical knowledge required to manage sales teams and sales operations effectively.

**CO 5:** Students will formulate sales management strategies and plans, using specialized skills to develop effective sales approaches that align with industry standards and business objectives.

**CO 6:** Students will analyze trends and issues in sales management, utilizing technical tools and techniques to understand and address emerging challenges in the sales sector.

**CO 7:** Students will apply ethical principles in retailing and sales management, ensuring that their actions reflect the technical competencies required to manage retail and sales operations with integrity and responsibility.

**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.

**CO 1:** Students will explain retail management concepts and functions, using theoretical knowledge and practical experience to identify and solve challenges in retail operations.

**CO 2:** Students will develop retail strategies and plans, applying problem-solving techniques to address issues and improve retail performance based on industry practices.

**CO 3:** Students will design customer service strategies for retail outlets, utilizing their problem-solving skills to enhance customer satisfaction and resolve service-related challenges.

**CO 4:** Students will describe sales management principles and roles, analyzing problems within sales management and applying solutions informed by both theory and practice.

**CO 5:** Students will formulate sales management strategies and plans, solving sales-related issues by developing effective strategies that meet business goals and customer needs.

**CO 6:** Students will analyze trends and issues in sales management, identifying problems and using analytical skills to propose effective solutions based on current market dynamics.

**CO 7:** Students will apply ethical principles in retailing and sales management, solving ethical dilemmas by integrating problem-solving techniques with ethical standards to ensure responsible practices in the industry.

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

**CO 1:** Students will explain retail management concepts and functions, enhancing their communication and teamwork skills by discussing complex ideas and collaborating effectively with peers.

**CO 2:** Students will develop retail strategies and plans, demonstrating leadership and adaptability in responding to changing market conditions and team dynamics.

**CO 3:** Students will design customer service strategies for retail outlets, improving their teamwork and communication abilities by working together to create effective, customer-centered solutions.

**CO 4:** Students will describe sales management principles and roles, developing professionalism by learning industry standards and effectively communicating these concepts in a workplace setting.

**CO 5:** Students will formulate sales management strategies and plans, using leadership and adaptability to create solutions that align with business goals and the needs of diverse teams.

**CO 6:** Students will analyze trends and issues in sales management, applying critical thinking and communication skills to discuss insights and collaborate on effective solutions in the field.

**CO 7:** Students will apply ethical principles in retailing and sales management, demonstrating professionalism and ethical leadership in all aspects of their work to create a positive impact in the industry..

**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.

**CO 1:** Students will explain retail management concepts and functions, equipping them with industry-relevant knowledge and skills to navigate the retail sector effectively and pursue entrepreneurial opportunities.

**CO 2:** Students will develop retail strategies and plans, applying their understanding of industry practices to create innovative solutions for existing businesses or new ventures.

**CO 3:** Students will design customer service strategies for retail outlets, developing entrepreneurial abilities to create unique and competitive offerings that meet industry needs.

**CO 4:** Students will describe sales management principles and roles, understanding current industry requirements to better manage sales operations and identify entrepreneurial opportunities in the sales sector.

**CO 5:** Students will formulate sales management strategies and plans, gaining the skills to apply industry practices and entrepreneurial thinking to build and manage their own businesses effectively.

**CO 6:** Students will analyze trends and issues in sales management, using industry-relevant insights to adapt to market demands and foster entrepreneurial solutions to emerging challenges.

**CO 7:** Students will apply ethical principles in retailing and sales management, ensuring that their entrepreneurial ventures and business practices align with ethical standards and industry norms.

**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.

**CO 1:** Students will explain retail management concepts and functions, incorporating ethical considerations and social responsibilities to ensure responsible business practices in the retail sector.

**CO 2:** Students will develop retail strategies and plans that emphasize ethical practices, ensuring that business decisions align with social responsibility and benefit all stakeholders.

**CO 3:** Students will design customer service strategies for retail outlets that prioritize ethical treatment of customers, ensuring fair, honest, and socially responsible service delivery.

**CO 4:** Students will describe sales management principles and roles while highlighting the importance of ethical behavior and social responsibility in sales operations.

**CO 5:** Students will formulate sales management strategies and plans that incorporate ethical principles, ensuring that sales tactics are aligned with social responsibility and integrity.

**CO 6:** Students will analyze trends and issues in sales management through an ethical lens, ensuring that their assessments and solutions promote fairness and responsibility within the sales industry.

**CO 7:** Students will apply ethical principles in retailing and sales management, ensuring that their business practices are socially responsible and promote sustainability, fairness, and integrity in the industry.

**PO6 Environmental Awareness:** The students should have the 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.

**CO 1:** Students will explain retail management concepts and functions, incorporating environmental considerations and sustainability practices to reduce the impact of retail operations on the environment.

**CO 2:** Students will develop retail strategies and plans that address environmental challenges, such as climate change and waste management, ensuring sustainable business practices in retail.

**CO 3:** Students will design customer service strategies for retail outlets that promote environmental awareness, encouraging customers to engage in sustainable behaviors and reduce environmental impact.

**CO 4:** Students will describe sales management principles and roles, emphasizing the importance of sustainability in sales practices and promoting environmental responsibility in the sales process.

**CO 5:** Students will formulate sales management strategies and plans that integrate environmental sustainability, ensuring that business practices contribute to pollution control and responsible resource management.

**CO 6:** Students will analyze trends and issues in sales management, focusing on how environmental factors, such as climate change and resource depletion, impact the retail and sales industries, and propose sustainable solutions.

**CO 7:** Students will apply ethical principles in retailing and sales management, ensuring that their strategies align with environmental values, promoting waste reduction, pollution control, and overall environmental sustainability in business practices.

**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.

**CO 1:** Students will explain retail management concepts and functions, using research and innovative methods to analyze and improve existing practices within the retail sector.

**CO 2:** Students will develop retail strategies and plans by applying research-based insights and innovative approaches, contributing to advancements in retail management practices.

**CO 3:** Students will design customer service strategies for retail outlets, incorporating innovative ideas and research findings to enhance customer satisfaction and service delivery.

**CO 4:** Students will describe sales management principles and roles, integrating research and innovation to identify new trends and improve sales management practices.

**CO 5:** Students will formulate sales management strategies and plans, using research to identify innovative solutions that address current challenges in the sales industry.

**CO 6:** Students will analyze trends and issues in sales management, employing research techniques and innovative thinking to propose improvements and forward-looking solutions.

**CO 7:** Students will apply ethical principles in retailing and sales management, using research to identify sustainable and responsible business practices that foster innovation while adhering to ethical standards.

**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.

**CO 1:** Students will explain retail management concepts and functions, incorporating global trends and perspectives to better understand international retail practices and consumer behavior.

**CO 2:** Students will develop retail strategies and plans that consider global market dynamics and international consumer preferences, ensuring relevance in a globally connected retail environment.

**CO 3:** Students will design customer service strategies for retail outlets, recognizing the importance of global perspectives on customer expectations and cultural differences in service delivery.

**CO 4:** Students will describe sales management principles and roles, integrating an understanding of global sales trends and how international factors influence sales management practices.

**CO 5:** Students will formulate sales management strategies and plans, considering global market conditions, international competition, and cross-cultural communication to develop effective global strategies.

**CO 6:** Students will analyze trends and issues in sales management with a global perspective, understanding how global economic, social, and technological factors impact sales strategies and practices.

**CO 7:** Students will apply ethical principles in retailing and sales management, ensuring their strategies are globally conscious and ethically responsible, considering the international impact of their business decisions.

**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.

**CO 1:** Students will explain retail management concepts and functions by integrating knowledge from disciplines such as economics, marketing, and psychology, providing a comprehensive understanding of retail operations and consumer behavior.

**CO 2:** Students will develop retail strategies and plans by applying methodologies from various fields, including business management, economics, and consumer behavior, to create well-rounded strategies for retail success.

**CO 3:** Students will design customer service strategies for retail outlets, incorporating insights from communication studies, behavioral science, and marketing to enhance customer satisfaction and loyalty.

**CO 4:** Students will describe sales management principles and roles by integrating knowledge from disciplines such as business ethics, management theory, and economics, providing a holistic view of sales leadership.

**CO 5:** Students will formulate sales management strategies and plans by applying techniques and approaches from various fields, including data analysis, marketing, and strategic planning, to address business goals.

**CO 6:** Students will analyze trends and issues in sales management, using interdisciplinary approaches to understand and solve challenges, considering factors such as technology, consumer behavior, and economic trends.

**CO 7:** Students will apply ethical principles in retailing and sales management by drawing on ethical frameworks from various disciplines, ensuring that their practices are aligned with both professional standards and social responsibility.

**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.

**CO 1:** Students will explain retail management concepts and functions, demonstrating an understanding of how retail practices can contribute to community well-being through responsible business practices.

**CO 2:** Students will develop retail strategies and plans that integrate community needs, ensuring that retail operations contribute to the social and economic development of the local community.

**CO 3:** Students will design customer service strategies for retail outlets that prioritize community engagement, ensuring that the needs of diverse consumer groups are met in a socially responsible manner.

**CO 4:** Students will describe sales management principles and roles, considering the social impact of sales practices and how they can support community development and corporate social responsibility.

**CO 5:** Students will formulate sales management strategies and plans that promote ethical practices, contributing positively to the community and addressing social challenges within the sales industry.



**CO 6:** Students will analyze trends and issues in sales management, considering how these trends affect the community and how sales practices can be adapted to better serve the public good.

**CO 7:** Students will apply ethical principles in retailing and sales management, ensuring that their actions and strategies contribute to the social well-being of communities while maintaining business success the field of retail and sales management.