

Department of Retail Management

T.Y. B.Voc Semester-VI



Anekant Education Society's

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

BOS: RETAIL MANAGEMENT

Minutes of BOS Meeting No.15

Day & Date of Meeting

Saturday, 11th October. 2025

Venue

Department of B. Voc. Retail Management

Pattern

TYRM - 2023 [NEP 2020]

Preamble

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

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

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

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

Programme Specific Outcomes (PSOs) for B.Voc Retail Management

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

PSO2 : Marketing strategies & concepts specific to retail industry.

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

PSO4 : Gain knowledge & skills to analyze financial statement.

PSO5 : Identify importance of delivering exceptional customer experiences.

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

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

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
(Autonomous)

**Board of Studies (BOS) in Department
of Retail Management**

From 2025-26 to 2027-28

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

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/ Practical	Credits
V	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 (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
	Total Credits Semester-V				22
VI	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 (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
	Total Credits Semester-VI				22
	Total Credits Semester-V+ V				44

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

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

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

Name of the Programme	: B. Voc. Retail Management
Program Code	: UVRTM
Class	: T.Y.B. Voc. Retail Management
Semester	VI
Course Type	: Major (Theory)
Course Name	: Retail Financial Services-II
Course Code	: RTM-351-MJM (T)
No. of Lectures	: 30 (30 Hours)
No. of Credits	: 02

A) Course Objectives:

1. To understand the functions and roles of various types of banks including RBI, commercial banks, and private sector banks.
2. To study the relationship between banker and customer and the procedures involved in opening and operating different types of bank accounts.
3. To examine Know Your Customer (KYC) guidelines and their significance in banking operations.
4. To explore various banking services including deposits, loan products, interest rates, and documentation procedures.
5. To analyze the role of technology in modern banking, including electronic banking, core banking, ATMs, debit and credit cards.
6. To understand the meaning, importance, and classification of financial services in India.
7. To study capital market services including stock broking, depository services, and their regulation.

B) Course Outcomes:

1. Students will be able to explain the functions of RBI, commercial banks, and private sector banks in the financial system.
2. Students will be able to describe the banker-customer relationship and the procedures for opening and operating bank accounts.
3. Students will be able to apply KYC guidelines effectively in banking operations.
4. Students will be able to differentiate between various deposit and loan products, and explain interest rate structures and documentation requirements.
5. Students will be able to utilize banking technology including electronic banking, ATMs, debit/credit cards, and core banking systems.
6. Students will be able to classify financial services into fund-based and fee-based services and explain their importance.
7. Students will be able to analyze capital market services, including stock broking and depository services, and understand their regulatory framework in India.

Title & Content:

Units	Title & Content	No. of lectures
Unit– I	1) Retail Financial Services: a) Functions of Banks: Functions of RBI, Commercial Banks, Private Sector Banks & Commercial Banks.\n b) Banker and customer Relationship: Know your Customer (KYC) guidelines- opening of different bank accounts and procedures for their operations.	10
Unit–II	2) BANKING SERVICES a) Different deposits and loan products of Banks, Rate of interest- Fixed and Floating, Documentation Procedures. b) Banking Technology: Electronic Banking, Core Banking, Technology, Debit and Credit Cards, ATM,s other services	10
Unit–III	3) Financial Services: a) Meaning and importance of financial services- classification of financial services- fund based and fee based services capital market services b) stock broking and depository services – regulation of capital market services in India.	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	-	-	3	-	-	-	2	3	-
CO2	1	-	3	-	2	-	-	-	2	2
CO3	3	2	2	-	3	-	-	-	-	2
CO4	3	2	-	3	-	--	-	-	-	1
CO5	1	2	3	2	-	3	3	1	2	2
CO6	3	-	-	3	-	1	1	-	-	-
CO7	3	1	2	2	2	-	2	2	3	-

Weight: 1-Partiallyrelated

2 – Moderately Related

3 –Strongly related

Justification for the mapping

PO1: Technical Competence emphasizes that 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 be able to explain the functions of RBI, commercial banks, and private sector banks in the financial system. This CO strongly maps to PO1 as it provides foundational technical knowledge about financial institutions necessary for effective banking operations.
- **CO2:** Students will be able to describe the banker-customer relationship and the procedures

for opening and operating bank accounts. This CO supports PO1 by equipping students with practical technical understanding to manage banking operations efficiently.

- **CO3:** Students will be able to apply KYC guidelines effectively in banking operations. This CO directly maps to PO1 since KYC compliance is a technical skill essential for regulatory adherence and operational efficiency.
- **CO4:** Students will be able to differentiate between various deposit and loan products, and explain interest rate structures and documentation requirements. This CO aligns with PO1 as it strengthens technical competence in understanding and offering banking products.
- **CO5:** Students will be able to utilize banking technology including electronic banking, ATMs, debit/credit cards, and core banking systems. This CO strongly maps to PO1 because the effective use of banking technology is a key technical skill for modern banking professionals.
- **CO6:** Students will be able to classify financial services into fund-based and fee-based services and explain their importance. This CO maps to PO1 as it develops technical knowledge about financial services critical for decision-making in the finance sector.
- **CO7:** Students will be able to analyze capital market services, including stock broking and depository services, and understand their regulatory framework in India. This CO relates to PO1 by providing technical insight into capital markets, which is essential for a comprehensive understanding of financial services.

PO2: Problem-Solving Skills focuses on enabling students to identify, analyze, and solve problems encountered in their vocational field by applying theoretical knowledge and practical experience.

- **CO3:** Students will be able to apply KYC guidelines effectively in banking operations. This CO strongly maps to PO2 because KYC implementation often involves identifying discrepancies, verifying customer information, and resolving operational issues—directly requiring problem-solving skills.
- **CO4:** Students will be able to differentiate between various deposit and loan products, and explain interest rate structures and documentation requirements. This CO aligns with PO2 as students must analyze customer needs, compare products, and determine suitable solutions—practical problem-solving in banking services.
- **CO5:** Students will be able to utilize banking technology including electronic banking, ATMs, debit/credit cards, and core banking systems. This CO supports PO2 since using banking technology often involves troubleshooting, managing operational challenges, and optimizing processes effectively.
- **CO7:** Students will be able to analyze capital market services, including stock broking and depository services, and understand their regulatory framework in India. This CO maps to PO2 as it requires analytical thinking and problem-solving to navigate regulatory compliance, resolve transaction issues, and manage capital market operations.

PO3: Employability Skills focuses on developing communication, teamwork, leadership, adaptability, and professionalism—skills essential for workplace success.

- **CO2:** Students will be able to describe the banker-customer relationship and the procedures for opening and operating bank accounts. This CO strongly maps to PO3 because effective customer interaction requires clear communication, professionalism, and adaptability in handling diverse client needs.
- **CO3:** Students will be able to apply KYC guidelines effectively in banking operations. This CO aligns with PO3 as it involves collaborating with colleagues, maintaining professional standards, and exercising attention to detail in compliance procedures—essential employability skills.

- **CO5:** Students will be able to utilize banking technology including electronic banking, ATMs, debit/credit cards, and core banking systems. This CO supports PO3 since proficiency with digital tools, adaptability to technology, and teamwork in implementing these systems are critical workplace skills.
- **CO7:** Students will be able to analyze capital market services, including stock broking and depository services, and understand their regulatory framework in India. This CO maps to PO3 because understanding complex financial regulations and communicating them professionally with clients or colleagues demonstrates analytical, leadership, and professional competencies.

PO4: Industry Relevance and Entrepreneurial Abilities focuses on enabling students to adopt knowledge and skills relevant to current industry needs and practices while fostering entrepreneurial capabilities to start and manage their own ventures effectively.

- **CO1:** Students will be able to explain the functions of RBI, commercial banks, and private sector banks in the financial system. This CO maps strongly to PO4 because understanding the structure and functions of key financial institutions equips students with industry-relevant knowledge essential for entrepreneurial decision-making in banking and finance.
- **CO4:** Students will be able to differentiate between various deposit and loan products, and explain interest rate structures and documentation requirements. This CO aligns with PO4 as it provides practical knowledge of financial products, enabling students to make informed business and entrepreneurial decisions in finance-related ventures.
- **CO5:** Students will be able to utilize banking technology including electronic banking, ATMs, debit/credit cards, and core banking systems. This CO supports PO4 because proficiency in modern banking technologies is crucial for operating efficiently in the current financial industry and for entrepreneurial ventures that leverage digital banking services.
- **CO6:** Students will be able to classify financial services into fund-based and fee-based services and explain their importance. This CO relates to PO4 by giving students an understanding of diverse financial services, helping them identify business opportunities and adopt industry-relevant practices for financial ventures.
- **CO7:** Students will be able to analyze capital market services, including stock broking and depository services, and understand their regulatory framework in India. This CO maps to PO4 as it equips students with insights into investment and capital market operations, essential for entrepreneurial activities and industry-relevant financial decision-making.

PO5: Ethical and Social Responsibility focuses on making students aware of ethical considerations and social responsibilities in their vocational field, enabling them to apply ethical principles in professional practices.

- **CO2:** Students will be able to describe the banker-customer relationship and the procedures for opening and operating bank accounts. This CO maps strongly to PO5 because maintaining proper banker-customer relationships requires adherence to ethical practices and professional responsibility, ensuring trust and compliance in banking operations.
- **CO3:** Students will be able to apply KYC guidelines effectively in banking operations. This CO aligns closely with PO5 as KYC (Know Your Customer) compliance is a critical ethical and legal requirement in banking, promoting transparency, preventing fraud, and ensuring socially responsible practices.
- **CO7:** Students will be able to analyze capital market services, including stock broking and depository services, and understand their regulatory framework in India. This CO relates to PO5 because understanding and adhering to regulatory norms in capital markets ensures ethical conduct and social responsibility in financial operations.

PO6: Environmental Awareness focuses on students' ability to apply knowledge, skills, and values to take appropriate action in addressing environmental degradation, climate change, pollution control, and effective waste management.

- **CO5:** Students will be able to utilize banking technology including electronic banking, ATMs, debit/credit cards, and core banking systems. This CO maps to PO6 as the adoption of digital banking reduces paper usage, energy consumption, and other resource-intensive processes, contributing to environmental sustainability.
- **CO6:** Students will be able to classify financial services into fund-based and fee-based services and explain their importance. This CO relates to PO6 indirectly because understanding and promoting sustainable financial services (e.g., green financing, eco-friendly investment products) can support environmentally responsible practices in the banking and financial sector.

PO7: Research and Innovations focuses on enabling students to develop research and innovation skills that allow them to contribute to advancements and improvements within their vocational field.

- **CO5:** Students will be able to utilize banking technology including electronic banking, ATMs, debit/credit cards, and core banking systems. This CO maps to PO7 as students are encouraged to explore innovative digital banking solutions and improve banking processes using technology.
- **CO6:** Students will be able to classify financial services into fund-based and fee-based services and explain their importance. This CO supports PO7 because understanding the diversity of financial services enables students to research new service models and innovative financial products.
- **CO7:** Students will be able to analyze capital market services, including stock broking and depository services, and understand their regulatory framework in India. This CO aligns with PO7 as students can investigate and propose improvements or innovative practices in capital market operations.

PO8: Global Perspective emphasizes the importance of understanding global trends, international markets, and diverse perspectives relevant to students' vocational fields in an increasingly interconnected world.

- **CO1:** Students will be able to explain the functions of RBI, commercial banks, and private sector banks in the financial system. This CO aligns with PO8 because understanding the role of financial institutions is essential for recognizing their impact on global finance and cross-border transactions.
- **CO5:** Students will be able to utilize banking technology including electronic banking, ATMs, debit/credit cards, and core banking systems. This CO supports PO8 as modern banking technology often facilitates international operations and global financial connectivity.
- **CO7:** Students will be able to analyze capital market services, including stock broking and depository services, and understand their regulatory framework in India. This CO maps to PO8 since students gain insight into how local capital markets interact with international markets and trends, fostering a global perspective.

PO9: Multidisciplinary Studies emphasizes adopting an academic approach that integrates knowledge and methodologies from various disciplines to provide a comprehensive understanding of related job and business opportunities.

- **CO1:** Students will be able to explain the functions of RBI, commercial banks, and private sector banks in the financial system. This CO aligns with PO9 as it combines knowledge of economics, finance, and banking operations, providing a broad understanding relevant to multiple disciplines.

- **CO2:** Students will be able to describe the banker-customer relationship and the procedures for opening and operating bank accounts. This CO supports PO9 because it integrates concepts of customer relationship management, legal compliance, and banking operations.
- **CO5:** Students will be able to utilize banking technology including electronic banking, ATMs, debit/credit cards, and core banking systems. This CO maps to PO9 as it merges information technology with banking practices, demonstrating multidisciplinary knowledge.
- **CO7:** Students will be able to analyze capital market services, including stock broking and depository services, and understand their regulatory framework in India. This CO contributes to PO9 by integrating finance, regulatory understanding, and investment analysis, reflecting a multidisciplinary perspective.

PO10: Community Engagement emphasizes students' ability to participate in community-engaged services and activities that promote the wellbeing of society.

- **CO2:** Students will be able to describe the banker-customer relationship and the procedures for opening and operating bank accounts. This CO maps to PO10 as understanding and managing customer interactions helps students contribute positively to financial literacy and inclusion in the community.
- **CO3:** Students will be able to apply KYC guidelines effectively in banking operations. This CO supports PO10 because proper implementation of KYC ensures transparency, prevents fraud, and protects community members' financial interests.
- **CO4:** Students will be able to differentiate between various deposit and loan products, and explain interest rate structures and documentation requirements. This CO contributes to PO10 by enabling students to guide community members in making informed financial decisions.
- **CO5:** Students will be able to utilize banking technology including electronic banking, ATMs, debit/credit cards, and core banking systems. This CO aligns with PO10 as it equips students to provide accessible and efficient banking services that enhance community wellbeing.

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

Name of the Programme	: B.Voc Retail Management
Programme Code	: UVRTM
Class : T.Y. B.Voc Retail Management	
Semester	: VI
Course Type	: MJM (Theory)
Course Code	: RTM-352-MJM (T)
Course Title	: Bank Finance-II
No of Lecture	: 30 (30 Hours)
No of Credit	: 02

A) Course Objectives:

1. To understand the role, functions, and activities of statutory regulatory bodies such as SEBI and RBI in the Indian financial system.
2. To examine SEBI's involvement in primary and secondary markets, mutual funds, and takeover regulations.
3. To analyze the organization, management, and monetary policy functions of the Reserve Bank of India.
4. To study the fundamentals of insurance including its meaning, nature, purpose, and role in society.
5. To understand insurance as a contract and the essential principles and legal framework governing insurance in India.
6. To classify and differentiate various types of insurance including life, non-life, social, and miscellaneous insurance.
7. To explore e-banking and retail banking services, their advantages, challenges, and associated risks in the digital banking environment.

B) Course Outcomes:

- CO1.Students will be able to explain the role, functions, and activities of SEBI and RBI in regulating financial markets.
- CO2.Students will be able to analyze SEBI's involvement in primary and secondary markets, mutual funds, and takeover norms.
- CO3. Students will be able to describe the structure, management, and monetary policy functions of the Reserve Bank of India.
- CO4. Students will be able to explain the meaning, purpose, and social role of insurance.
- CO5. Students will be able to apply the principles of insurance and understand the legal framework governing insurance contracts.
- CO6. Students will be able to classify and differentiate between life insurance, non-life insurance, and other insurance types.
- CO7.Students will be able to utilize e-banking and retail banking services, identifying benefits, challenges, and risks associated with digital banking.

TOPICS/ CONTENTS:

UNIT	TOPICS/CONTENTS	No of Lecture
UNIT-1	1. Statutory Regulatory Bodies: 1.1 Security Exchange Board of India (SEBI) – Introduction, Activities of SEBI, SEBI & Primary Market, SEBI & Secondary Market, SEBI & Mutual Funds, SEBI and Takeover Norms. 1.2 Establishment of RBI Organization and Management, Main Role and Functions of RBI. Monetary Policy of RBI	12
UNIT-2	2. Basics of Insurance: a) Meaning; Terms glossary; Nature; Purpose; Role of insurance in society; Insurance as a contract- Definition, Essential elements as per Contract Act 1872; b) Fundamental principles of insurance; reforms in insurance sector. Classification of insurance: Life insurance; Non-life insurance- Fire, Marine, Automobile, Health, Rural; Social and Miscellaneous insurance.	6
UNIT-3	3. E-Banking: 3.1 E-banking – Definition; Services Provided; Facets of E-banking; Types; Benefits; Drawbacks; Banking Services through Internet. 3.2 Retail Banking; Difference between Core banking and Retail banking; Advantages and disadvantages of retail banking; Services Offered in Retail Banks; Opportunities and Challenges for Retail Banking; Types of Internet Banking Risk.	12

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	-	3	2	2	-	2	3	3	2
CO2	2	2	1	3	2	-	2	1	2	2
CO3	2	2	-	-	-	-	2	1	1	-
CO4	-	-	-	-	1	3	-	-	2	3
CO5	1	3	-	-	2	2	3	-	2	1
CO6	-	-	-	-	2	3	-	-	2	-
CO7	3	2	3	3	1	-	2	-	3	3

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

Justification for the mapping

PO1: Technical Competence emphasizes acquiring specialized technical skills and knowledge relevant to the vocational field, enabling students to perform tasks effectively

and efficiently.

- CO1: Students will be able to explain the role, functions, and activities of SEBI and RBI in regulating financial markets. This CO aligns with PO1 as it builds core technical knowledge in financial regulations, essential for banking and finance roles.
- CO2: Students will be able to analyze SEBI's involvement in primary and secondary markets, mutual funds, and takeover norms. This CO supports PO1 by developing analytical skills and technical expertise in market regulation and compliance.
- CO3: Students will be able to describe the structure, management, and monetary policy functions of the Reserve Bank of India. This CO maps to PO1 as it provides students with technical understanding of central banking operations and policy-making.
- CO5: Students will be able to apply the principles of insurance and understand the legal framework governing insurance contracts. This CO contributes to PO1 by imparting practical technical knowledge required for insurance and risk management functions.
- CO7: Students will be able to utilize e-banking and retail banking services, identifying benefits, challenges, and risks associated with digital banking. This CO strongly maps to PO1 as it develops hands-on technical competence in digital banking tools and services.

PO2: Problem-Solving Skills focuses on enabling students to identify, analyze, and solve problems encountered in their vocational field by applying theoretical knowledge and practical experience.

- CO2: Students will be able to analyze SEBI's involvement in primary and secondary markets, mutual funds, and takeover norms. This CO aligns with PO2 as it requires students to examine regulatory issues and propose solutions for compliance and market challenges.
- CO3: Students will be able to describe the structure, management, and monetary policy functions of the Reserve Bank of India. This CO supports PO2 by enabling students to interpret central banking policies and solve practical problems related to financial stability and monetary management.
- CO5: Students will be able to apply the principles of insurance and understand the legal framework governing insurance contracts. This CO contributes to PO2 by equipping students to resolve real-world insurance-related issues using both legal and practical knowledge.
- CO7: Students will be able to utilize e-banking and retail banking services, identifying benefits, challenges, and risks associated with digital banking. This CO strongly maps to PO2 as it requires problem-solving skills to handle operational and security challenges in digital banking environments.

PO3: Employability Skills focuses on developing communication, teamwork, leadership, adaptability, and professionalism—skills essential for workplace success.

- CO1: Students will be able to explain the role, functions, and activities of SEBI and RBI in regulating financial markets. This CO aligns with PO3 as it enhances students' professional knowledge and communication skills needed for regulatory and financial roles.
- CO2: Students will be able to analyze SEBI's involvement in primary and secondary markets, mutual funds, and takeover norms. This CO supports PO3 by developing analytical and decision-making skills, which are key employability competencies in finance and banking.
- CO7: Students will be able to utilize e-banking and retail banking services, identifying benefits, challenges, and risks associated with digital banking. This CO contributes to PO3 by enhancing adaptability and professionalism in handling modern banking technology and customer interactions.

PO4: Industry Relevance and Entrepreneurial Abilities focuses on enabling students to adopt knowledge and skills relevant to current industry needs and practices while fostering entrepreneurial capabilities to start and manage their own ventures effectively.

- CO1: Students will be able to explain the role, functions, and activities of SEBI and RBI in regulating financial markets. This CO aligns with PO4 as it provides students with industry-

relevant knowledge of regulatory frameworks, essential for understanding financial market operations.

- **CO2:** Students will be able to analyze SEBI's involvement in primary and secondary markets, mutual funds, and takeover norms. This CO supports PO4 by equipping students with analytical skills to evaluate industry practices and regulatory mechanisms, fostering informed decision-making for entrepreneurial ventures.

- **CO7:** Students will be able to utilize e-banking and retail banking services, identifying benefits, challenges, and risks associated with digital banking. This CO contributes to PO4 by familiarizing students with current technological trends and practical applications in banking, enhancing their readiness for industry roles or financial entrepreneurship.

PO5: Ethical and Social Responsibility focuses on making students aware of ethical considerations and social responsibilities in their vocational field, enabling them to apply ethical principles in professional practices.

- **CO1:** Students will be able to explain the role, functions, and activities of SEBI and RBI in regulating financial markets. This CO aligns with PO5 as understanding regulatory frameworks ensures students act ethically and responsibly in financial operations.

- **CO2:** Students will be able to analyze SEBI's involvement in primary and secondary markets, mutual funds, and takeover norms. This CO supports PO5 by highlighting the importance of ethical compliance in market practices and investor protection.

- **CO4:** Students will be able to explain the meaning, purpose, and social role of insurance. This CO contributes to PO5 by making students aware of the societal responsibilities of insurance providers and ethical obligations toward policyholders.

- **CO5:** Students will be able to apply the principles of insurance and understand the legal framework governing insurance contracts. This CO maps to PO5 as it emphasizes lawful and ethical conduct in professional insurance practices.

- **CO6:** Students will be able to classify and differentiate between life insurance, non-life insurance, and other insurance types. This CO supports PO5 by fostering responsible and transparent advisory practices in handling different insurance products.

- **CO7:** Students will be able to utilize e-banking and retail banking services, identifying benefits, challenges, and risks associated with digital banking. This CO aligns with PO5 by emphasizing ethical handling of digital transactions, customer data, and service responsibilities.

PO6: Environmental Awareness focuses on students' ability to apply knowledge, skills, and values to take appropriate action in addressing environmental degradation, climate change, pollution control, and effective waste management.

- **CO4:** Students will be able to explain the meaning, purpose, and social role of insurance. This CO is indirectly related to PO6 because understanding the societal role of insurance can include awareness of risk management related to environmental hazards, natural disasters, and sustainability.

- **CO5:** Students will be able to apply the principles of insurance and understand the legal framework governing insurance contracts. This CO aligns with PO6 as students may deal with insurance policies covering environmental risks, emphasizing responsible practices in addressing climate-related or environmental issues.

- **CO6:** Students will be able to classify and differentiate between life insurance, non-life insurance, and other insurance types. This CO is relevant to PO6 as non-life insurance often includes coverage for environmental damages, fire, marine, or health risks, promoting awareness of environmental and societal impact.

PO7: Research and Innovations focuses on enabling students to develop research and innovation skills that allow them to contribute to advancements and improvements within their vocational field.

- **CO1:** Students will be able to explain the role, functions, and activities of SEBI and RBI in regulating financial markets. This CO maps strongly to PO7 because analyzing regulatory frameworks requires research skills to understand financial systems, market practices, and regulatory innovations.

- **CO2:** Students will be able to analyze SEBI's involvement in primary and secondary markets, mutual funds, and takeover norms. This CO directly supports PO7 as it involves critical evaluation and analytical research to assess market mechanisms and regulatory impact.
- **CO3:** Students will be able to describe the structure, management, and monetary policy functions of the Reserve Bank of India. This CO aligns with PO7 since it requires investigation into institutional frameworks and policy formulation, fostering research-based understanding.
- **CO5:** Students will be able to apply the principles of insurance and understand the legal framework governing insurance contracts. This CO is relevant to PO7 because applying insurance principles in practice involves innovative thinking and research to align policies with evolving financial and societal needs.

PO8: Global Perspective emphasizes the importance of understanding global trends, international markets, and diverse perspectives relevant to students' vocational fields in an increasingly interconnected world.

- **CO1:** Students will be able to explain the role, functions, and activities of SEBI and RBI in regulating financial markets. This CO maps strongly to PO8 because understanding the regulatory framework of India's financial markets provides insights into global market interactions, cross-border regulations, and international investment norms.
- **CO2:** Students will be able to analyze SEBI's involvement in primary and secondary markets, mutual funds, and takeover norms. This CO aligns with PO8 as it requires evaluating market practices that have global implications, such as foreign investments, international portfolio management, and regulatory harmonization.
- **CO3:** Students will be able to describe the structure, management, and monetary policy functions of the Reserve Bank of India. This CO contributes to PO8 because analyzing RBI's monetary policy offers perspectives on how domestic financial policies interact with global economic trends and international financial systems.

Other COs (CO4, CO5, CO6, CO7) focus more on domestic insurance practices, banking operations, or technical application and are less directly related to global market perspectives.

PO9: Multidisciplinary Studies emphasizes adopting an academic approach that integrates knowledge and methodologies from various disciplines to provide a comprehensive understanding of related job and business opportunities.

- **CO1:** Students will be able to explain the role, functions, and activities of SEBI and RBI in regulating financial markets. This CO strongly aligns with PO9 as it combines finance, economics, and regulatory knowledge, providing a multidisciplinary understanding of financial systems.
- **CO2:** Students will be able to analyze SEBI's involvement in primary and secondary markets, mutual funds, and takeover norms. This CO supports PO9 by integrating insights from capital markets, legal frameworks, and investment analysis, demonstrating application across multiple disciplines.
- **CO3:** Students will be able to describe the structure, management, and monetary policy functions of the Reserve Bank of India. This CO contributes to PO9 because it merges banking operations, monetary economics, and management studies, reflecting a multidisciplinary perspective.
- **CO4:** Students will be able to explain the meaning, purpose, and social role of insurance. This CO aligns with PO9 as it combines finance, social sciences, and risk management, showing the integration of multiple disciplines.
- **CO5:** Students will be able to apply the principles of insurance and understand the legal framework governing insurance contracts. This CO maps to PO9 by linking legal knowledge, finance, and practical risk management.
- **CO6:** Students will be able to classify and differentiate between life insurance, non-life insurance, and other insurance types. This CO supports PO9 as it integrates financial, actuarial, and regulatory knowledge to provide a comprehensive understanding.
- **CO7:** Students will be able to utilize e-banking and retail banking services, identifying benefits,

challenges, and risks associated with digital banking. This CO strongly aligns with PO9 as it combines technology, finance, and customer service, reflecting a multidisciplinary application

PO10: Community Engagement emphasizes students' ability to participate in community-engaged services and activities that promote the wellbeing of society.

- **CO4:** Students will be able to explain the meaning, purpose, and social role of insurance. This CO strongly aligns with PO10 as it highlights how insurance contributes to societal welfare, risk protection, and financial security, reflecting direct community impact.

- **CO5:** Students will be able to apply the principles of insurance and understand the legal framework governing insurance contracts. This CO maps to PO10 because understanding and applying ethical and legal principles in insurance helps protect individuals and communities, promoting societal wellbeing.

- **CO7:** Students will be able to utilize e-banking and retail banking services, identifying benefits, challenges, and risks associated with digital banking. This CO supports PO10 as it equips students to provide accessible, secure, and efficient financial services to the community, fostering inclusion and engagement.



SYLLABUS (CBCS as per NEP 2020) FOR T. Y. B.Voc. Retail Management Pattern 2023 (w. e. from Dec, 2025)

Name of the Programme	: B.Voc Retail Management
Program Code	: UVRTM
Class	: T.Y.B.Voc Retail Management
Semester	: VI
Course Type	: Major (Theory)
Course Name	: Entrepreneurship Development -II
Course Code	: RTM-353-MJM
No. of Lectures	: 30 (30 Hours)
No. of Credits	: 02

A) Course Objectives:

1. To introduce learners to the structure and significance of Entrepreneurship Development Programmes (EDPs) and the national startup ecosystem.
2. To familiarize students with modern entrepreneurial training methods such as incubation, mentorship, and innovation bootcamps.
3. To enable understanding of institutional and governmental support systems for entrepreneurs in India, including Start-up India and MSME schemes
4. To develop skills for designing, planning, and managing new ventures using tools like Design Thinking and the Business Model Canvas.
5. To equip learners with practical knowledge of funding sources, legal compliance, and digital marketing for startups.
6. To encourage creativity, innovation, and the use of emerging technologies (AI, IoT, Blockchain) in entrepreneurial ventures.
7. To foster awareness about sustainability, social entrepreneurship, and global entrepreneurial trends for responsible business growth.

B) Course Outcome:

CO1: Students will be able to explain the importance and objectives of EDPs and evaluate their role in promoting entrepreneurship.

CO2: Students will be able to demonstrate understanding of modern entrepreneurial development methods such as incubation, mentorship, and accelerators.

CO3: Students will be able to identify and analyze key institutions, government policies, and digital initiatives that support entrepreneurs in India.

CO4: Students will be able to design an effective business model and prepare a practical business plan using Design Thinking and Lean Startup principles.

CO5: Students will be able to assess various funding options and apply knowledge of legal and digital tools for startup management.

CO6: Students will be able to apply innovation and emerging technologies to create scalable, competitive, and sustainable business solutions.

CO7: Students will be able to evaluate contemporary trends such as social, green, and global entrepreneurship, supported by case studies of Indian startups.

Contents/ Topics:

Units	Title & Content	No. of Lectures
Unit 1	1. Entrepreneurship Development & Support System: 1.1 Objectives and Importance of Entrepreneurship Development Programmes (EDPs) 1.2 Modern Approaches to Entrepreneurial Training (Incubation, Mentorship, Bootcamps) 1.3 Institutional Support and Start-up Ecosystem in India: • Start-up India, Digital India, Atal Innovation Mission, MSME Support Schemes 1.4 Role of NIESBUD, EDII, DICs, and State Innovation Hubs 1.5 Role of Incubators, Accelerators, and Co-working Spaces	10
Unit 2	2. Business Planning and Startup Management: 2.1 Design Thinking and Lean Startup Methodology 2.2 Business Model Canvas: Concept and Application 2.3 Essentials of a Modern Business Plan (Problem, Solution, Market Fit, Revenue Model) 2.4 Funding Sources for Startups: Angel Investors, Venture Capital, Crowdfunding 2.5 Digital Marketing, Branding, and Online Presence 2.6 Legal Compliance, Intellectual Property (IPR), and Startup Registration 2.7 Sustainable and Green Business Models	10
Unit 3	3. Innovation, Growth & Future Trends 1. Innovation and Creativity in Entrepreneurship 2. Technology-Driven Entrepreneurship: AI, IoT, Blockchain, and E-commerce 3. Intrapreneurship and Corporate Innovation 4. Scaling and Growth Strategies for Startups 5. Global Entrepreneurship Trends and Challenges 6. Case Studies: Emerging Indian Startups and Unicorns	10

Reference Books:

1. S.S. Khanka – Entrepreneurial Development
2. Peter F. Drucker – Innovation and Entrepreneurship
3. Vasant Desai – Dynamics of Entrepreneurial Development and Management
4. David H. Holt – Entrepreneurship: New Venture Creation
5. Hisrich, Peters & Shepherd – Entrepreneurship

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
CO2	3	-	2	2	-	-	2	-	-	-
CO3	-	3	-	-	-	-	-	-	3	-
CO4	2	2	2	3	-	-	3	3	2	-
CO5	3	1	-	2	3	-	-	-	2	-
CO6	1	3	-	1	-	3	3	-	-	-
CO7	-	-	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: strongly supports Technical Competence as it enables students to understand and apply modern entrepreneurial development methods such as incubation, mentorship, and accelerators, which are practical and technical aspects of entrepreneurship.

CO4: is directly linked to Technical Competence because it focuses on designing business models and preparing business plans using Design Thinking and Lean Startup principles — both of which are structured, technical, and application-oriented frameworks used in the entrepreneurial field.

CO5: contributes to Technical Competence by helping students assess funding options and apply legal and digital tools for startup management, enhancing their technical know-how in financial, legal, and digital aspects of entrepreneurship.

CO6: shows a strong relationship with Technical Competence as it requires students to apply innovation and emerging technologies to create scalable and sustainable business solutions — a clear indicator of technical proficiency and industry readiness.

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

CO3: aligns strongly with Problem-Solving Skills as it involves identifying and analyzing key institutions, government policies, and digital initiatives that support entrepreneurs. This requires analytical ability and problem-solving to understand how these elements can be effectively utilized to overcome entrepreneurial challenges.

CO4: is closely connected to this PO because designing a business model and preparing a business plan using Design Thinking and Lean Startup principles are fundamentally problem-solving activities. These approaches focus on identifying customer needs, testing assumptions, and iteratively solving real-world business problems.

CO5: supports Problem-Solving Skills by engaging students in assessing funding options and applying legal and digital tools for startup management. These tasks require analyzing complex financial and regulatory issues and selecting optimal solutions — a key problem-solving competency.

CO6: has a strong linkage with Problem-Solving Skills as it encourages students to apply innovation and emerging technologies to address business challenges and create scalable solutions. This CO directly involves identifying problems and using technology-based innovation to resolve them 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: supports Employability Skills as understanding the importance and objectives of

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Entrepreneurship Development Programmes (EDPs) helps students cultivate professionalism, leadership, and communication skills necessary for entrepreneurial and workplace success.

CO2: is strongly related because participation in and understanding of modern entrepreneurial methods such as incubation, mentorship, and accelerators enhance teamwork, adaptability, and collaborative problem-solving abilities—core components of employability.

CO4: aligns with Employability Skills since designing a business model and preparing a business plan require effective communication, leadership, and presentation skills. These tasks involve teamwork, critical thinking, and professional execution—all vital traits for employability.

CO7: connects with Employability Skills as evaluating contemporary trends like social, green, and global entrepreneurship encourages adaptability, cultural awareness, and global thinking, preparing students to work effectively in diverse and dynamic environments.

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: directly supports Industry Relevance and Entrepreneurial Abilities as it helps students understand the importance and objectives of Entrepreneurship Development Programmes (EDPs), which are designed to build entrepreneurial capabilities and align with industry practices for business creation and growth.

CO2: strongly relates to this PO because learning about modern entrepreneurial development methods such as incubation, mentorship, and accelerators provides students with industry-oriented exposure and practical entrepreneurial tools that reflect current startup ecosystems.

CO4: is closely connected since designing a business model and developing a business plan using Design Thinking and Lean Startup principles equips students with hands-on entrepreneurial skills that are highly valued and relevant in today's innovation-driven industries.

CO5: supports this PO as it involves assessing funding options and applying legal and digital tools for startup management — skills essential for managing real-world business operations and staying aligned with modern industry practices.

CO6: demonstrates a strong linkage as it encourages students to apply innovation and emerging technologies to build scalable and sustainable business solutions, directly reflecting the technological advancement and entrepreneurial innovation required in current industries.

CO7: relates to Industry Relevance by fostering awareness of contemporary trends such as social, green, and global entrepreneurship. This broadens students' understanding of evolving industry demands and equips them to adapt and innovate responsibly within their chosen 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: supports Ethical and Social Responsibility as it helps students understand the objectives and significance of Entrepreneurship Development Programmes (EDPs), which emphasize ethical entrepreneurship, responsible business practices, and contributing to societal development.

CO5: is strongly aligned with this PO because assessing funding options and applying legal and digital tools for startup management requires students to follow ethical and legal standards. It develops awareness of compliance, transparency, and integrity in business operations — key aspects of professional ethics.

CO7: has a direct connection with this PO as it focuses on evaluating social, green, and global entrepreneurship trends. This encourages students to integrate sustainability, social impact, and ethical responsibility into their entrepreneurial ventures, fostering awareness of their broader role in society.

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.

CO6: is strongly connected to Environmental Awareness as it focuses on applying innovation and emerging technologies to create scalable, competitive, and sustainable business solutions. This directly promotes environmental consciousness by encouraging eco-friendly innovations, efficient resource utilization, and green technologies that reduce environmental impact.

CO7: also has a strong relationship with this PO because it emphasizes evaluating contemporary trends such as social, green, and global entrepreneurship. Through this, students develop awareness of environmentally responsible business practices and understand the importance of sustainability and ethical decision-making in entrepreneurship.

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.

CO2: is strongly aligned with Research and Innovations as it involves understanding modern entrepreneurial development methods such as incubation, mentorship, and accelerators. These platforms foster experimentation, research-based learning, and innovative thinking—key components of entrepreneurial innovation and applied research.

CO4: directly supports this PO since designing an effective business model and preparing a business plan using Design Thinking and Lean Startup principles encourages creativity, iterative problem-solving, and evidence-based decision-making. These are fundamental research and innovation skills that help students test, validate, and refine ideas systematically.

CO6: is highly relevant because it emphasizes applying innovation and emerging technologies to create scalable and sustainable business solutions. This outcome reflects the practical application of research and technological advancements to develop new products, processes, or services in line with industry needs.

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.

CO4: aligns with Global Perspective as designing an effective business model and preparing a practical business plan using Design Thinking and Lean Startup principles often involves considering global markets, international best practices, and cross-border business opportunities. This cultivates a global mindset in entrepreneurial planning.

CO7: is strongly connected because it focuses on evaluating contemporary trends such as social, green, and global entrepreneurship, supported by case studies of Indian startups. This outcome exposes students to global business practices, international sustainability trends, and worldwide entrepreneurial strategies, directly enhancing their global awareness.

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.

CO3: supports Multidisciplinary Studies as it involves identifying and analyzing key institutions, government policies, and digital initiatives. This requires integrating knowledge from economics, public policy, digital technologies, and entrepreneurship to understand the broader ecosystem influencing business opportunities.

CO4: is strongly linked because designing a business model and preparing a business plan using Design Thinking and Lean Startup principles demands integration of knowledge from multiple disciplines such as marketing, finance, operations, and technology to create a viable and comprehensive plan.

CO5: aligns with this PO as assessing funding options and applying legal and digital tools

requires students to combine insights from finance, law, and technology to make informed decisions in managing startups effectively.

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: supports Community Engagement as it focuses on understanding the importance and objectives of Entrepreneurship Development Programmes (EDPs). EDPs often include initiatives aimed at social betterment, skill development, and promoting entrepreneurial opportunities that benefit local communities, fostering societal engagement.

CO7: is strongly aligned because it emphasizes evaluating contemporary trends such as social, green, and global entrepreneurship, supported by case studies of Indian startups. This outcome encourages students to consider social.

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

Name of the Programme	: B.Voc Retail Management
Programme Code	: UVRTM
Class	: T.Y. B.Voc Retail Management
Semester	VI
Course Type	: MJM (Practical)
Course Code	: RTM-354-MJM (P)
Course Title	: E-Commerce
No of Lecture	: 30 (60 Hours)
No of Credit	: 02

A) Course Objectives:

- 1.To understand the concept, history, characteristics, and types of E-Business, including B2B, B2C, and C2B models.
2. To examine the advantages, disadvantages, adoption, and impact of E-Business transactions.
3. To analyze the concepts of electronic storefronts and E-Marketplaces and their role in digital commerce.
4. To differentiate between E-Marketing and traditional marketing and understand online marketing strategies.
5. To explore web presence goals, browsing behavior models, and E-branding techniques for businesses.
6. To study E-Security concepts including information system security, internet security, and risk management issues in E-Business.
7. To understand E-Payment systems, secure transactions, cryptography, digital signatures, and online authentication protocols.

B) Course Outcomes:

- CO1 Students will be able to explain the definition, history, characteristics, and types of E-Business including B2B, B2C, and C2B models.
- CO2 Students will be able to analyze the advantages, disadvantages, and impact of different E-Business adoption scenarios.
- CO3.Students will be able to describe the functioning of electronic storefronts and E-Marketplaces.
- CO4. Students will be able to differentiate E-Marketing from traditional marketing and implement effective online marketing strategies.
- CO5. Students will be able to design web presence goals and apply browsing behavior models and E-branding techniques for digital marketing.
- CO6. Students will be able to identify E-Business security risks and implement measures for information system and internet security.
- CO7 Students will be able to utilize E-Payment systems securely and apply cryptography, digital signatures, and authentication protocols in online transactions.

TOPICS/ CONTENTS

UNIT	TOPICS/CONTENTS	No of Lecture
UNIT-1	I: An overview of E-Business Models: 1.1 Types: Definition, History and Developments, Characteristics, advantages and disadvantages, adoption and impact of types of E-Transactions – B2B, B2C, C2B etc., Electronics Storefronts, E-Marketplace	12
UNIT-2	2. E-Marketing versus Traditional Marketing: 2.1 Identifying Web Presence Goals, Browsing Behavior Model, Online Marketing, E-advertising, Internet Marketing Trends, E-branding and E-Marketing strategies	6
UNIT-3	3. E-Security: 3.1 Information system security, security on the internet, E-business Risk management issues, information security environment in India. 3.2 E-Payment Systems: Digital payment requirements, Digital Token based e-payment systems, properties of Electronic cash, risk and e-payment systems and designing e-payment systems. 3.3 Secure Business, Web store, Online Payment, Internet Banking. Security-E-commerce security issues, Cryptography, Digital Signature & Authentication protocol, Digital Certificates. Online Security, Secure Electronic Transaction (SET)	12

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	1	-	-	2	-	-	2	2	3	-
CO2	2	2	-	3	-	3	2	1	2	-
CO3	2	2	-	2	-	-	-	1	1	-
CO4	2	3	2	1	-	-	-	2	2	-
CO5	-	3	3	2	-	-	3	2	2	3
CO6	2	1	-	-	2	-	-	-	-	-
CO7	3	2	3	-	1	-	-	-	-	-

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

Justification for the mapping

PO1: Technical Competence is strongly related to COs that focus on specialized technical knowledge and practical skills in E-Business, E-Marketing, E-Security, and E-Payment systems.

- **CO1:** Students will be able to explain the definition, history, characteristics, and types of E-Business including B2B, B2C, and C2B models – develops technical understanding of E-Business models.
- **CO2:** Students will be able to analyze the advantages, disadvantages, and impact of different E-Business adoption scenarios – strengthens technical analytical skills for real-world E-Business applications.
- **CO3:** Students will be able to describe the functioning of electronic storefronts and E-Marketplaces – enhances technical competence in digital commerce platforms.
- **CO4:** Students will be able to differentiate E-Marketing from traditional marketing and implement effective online marketing strategies – applies technical marketing knowledge in practical scenarios.
- **CO6:** Students will be able to identify E-Business security risks and implement measures for information system and internet security – develops technical skills in cybersecurity relevant to E-Business.
- **CO7:** Students will be able to utilize E-Payment systems securely and apply cryptography, digital signatures, and authentication protocols in online transactions – builds specialized technical knowledge in secure digital transactions.

PO2: Problem-Solving Skills is strongly related to COs that require analysis, evaluation, and practical application of knowledge to address challenges in E-Business, E-Marketing, and E-Security.

- **CO2:** Students will be able to analyze the advantages, disadvantages, and impact of different E-Business adoption scenarios – develops analytical and problem-solving skills to select appropriate E-Business solutions.
- **CO3:** Students will be able to describe the functioning of electronic storefronts and E-Marketplaces – enables problem-solving in designing and managing digital commerce platforms.
- **CO4:** Students will be able to differentiate E-Marketing from traditional marketing and implement effective online marketing strategies – applies theoretical knowledge to solve marketing challenges in digital contexts.
- **CO5:** Students will be able to design web presence goals and apply browsing behavior models and E-branding techniques for digital marketing – strengthens practical problem-solving in creating effective online strategies.
- **CO6:** Students will be able to identify E-Business security risks and implement measures for information system and internet security – addresses security-related challenges using practical solutions.
- **CO7:** Students will be able to utilize E-Payment systems securely and apply cryptography, digital signatures, and authentication protocols in online transactions – solves issues related to secure digital transactions.

PO3: Employability Skills is strongly related to COs that enhance communication, leadership, adaptability, and professional skills necessary for workplace success in E-Business and digital environments.

- **CO4:** Students will be able to differentiate E-Marketing from traditional marketing and implement effective online marketing strategies – develops communication, adaptability, and strategic thinking for professional contexts.
- **CO5:** Students will be able to design web presence goals and apply browsing behavior models and E-branding techniques for digital marketing – strengthens planning, professional decision-making, and digital communication skills.
- **CO7:** Students will be able to utilize E-Payment systems securely and apply cryptography, digital signatures, and authentication protocols in online transactions – demonstrates professionalism, technical reliability, and ethical handling of secure transactions.

PO4: Industry Relevance and Entrepreneurial Abilities is strongly related to COs that equip students with practical knowledge, digital skills, and strategies directly applicable in modern E-Business environments, fostering entrepreneurship and industry readiness.

- **CO1:** Students will be able to explain the definition, history, characteristics, and types of E-Business including B2B, B2C, and C2B models – provides foundational industry knowledge and awareness of business models relevant to entrepreneurial ventures.
- **CO2:** Students will be able to analyze the advantages, disadvantages, and impact of different E-Business adoption scenarios – develops the ability to evaluate opportunities and make informed decisions in real-world industry contexts.
- **CO3:** Students will be able to describe the functioning of electronic storefronts and E-Marketplaces –

prepares students to implement and manage digital business platforms effectively.

- **CO4:** Students will be able to differentiate E-Marketing from traditional marketing and implement effective online marketing strategies – enhances entrepreneurial marketing capabilities.

- **CO5:** Students will be able to design web presence goals and apply browsing behavior models and E-branding techniques for digital marketing – directly supports creating, promoting, and managing online ventures.

PO5: Ethical and Social Responsibility is strongly related to COs that focus on compliance, security, and responsible practices in E-Business, ensuring students understand and apply ethical principles in professional and digital environments.

- **CO6:** Students will be able to identify E-Business security risks and implement measures for information system and internet security – emphasizes responsible handling of sensitive data and maintaining trust, reflecting ethical practice.

- **CO7:** Students will be able to utilize E-Payment systems securely and apply cryptography, digital signatures, and authentication protocols in online transactions – ensures secure, lawful, and ethical management of online financial transactions, aligning with social responsibility.

PO6: Environmental Awareness is primarily about understanding and acting on environmental issues. In the context of this E-Business syllabus, the CO that aligns most closely is:

- **CO2:** Students will be able to analyze the advantages, disadvantages, and impact of different E-Business adoption scenarios – this can include evaluating the environmental impact of digital business models, such as reducing paper use, optimizing supply chains for lower carbon footprints, or promoting sustainable practices in online operations.

PO7: Research and Innovations emphasizes developing research and innovation skills to contribute to advancements in the vocational field. The strongly related COs are:

- **CO1:** Students will be able to explain the definition, history, characteristics, and types of E-Business including B2B, B2C, and C2B models – understanding these models forms a foundation for innovative solutions in digital business.

- **CO2:** Students will be able to analyze the advantages, disadvantages, and impact of different E-Business adoption scenarios – analyzing adoption scenarios promotes research-oriented thinking and innovation in business strategies.

- **CO5:** Students will be able to design web presence goals and apply browsing behavior models and E-branding techniques for digital marketing – designing and applying these techniques encourages creative and innovative approaches to online business.

PO8: Global Perspective emphasizes understanding global trends, international markets, and diverse perspectives in vocational fields. The strongly related COs are:

- **CO1:** Students will be able to explain the definition, history, characteristics, and types of E-Business including B2B, B2C, and C2B models – understanding these models helps students see global business structures and cross-border trade.

- **CO2:** Students will be able to analyze the advantages, disadvantages, and impact of different E-Business adoption scenarios – analyzing adoption in various contexts develops insight into global market dynamics.

- **CO4:** Students will be able to differentiate E-Marketing from traditional marketing and implement effective online marketing strategies – this allows students to adapt marketing strategies for international audiences and global markets.

- **CO5:** Students will be able to design web presence goals and apply browsing behavior models and E-branding techniques for digital marketing – designing strategies for diverse users enhances global market understanding.

PO9: Multidisciplinary Studies emphasizes integrating knowledge and methodologies from various disciplines to provide a comprehensive understanding of related job and business opportunities. The strongly related COs are:

- **CO1:** Students will be able to explain the definition, history, characteristics, and types of E-Business including B2B, B2C, and C2B models – integrates business concepts, technology, and market structures.

- **CO2:** Students will be able to analyze the advantages, disadvantages, and impact of different E-Business adoption scenarios – combines strategic thinking, business analysis, and technology adoption.

- **CO3:** Students will be able to describe the functioning of electronic storefronts and E-Marketplaces – integrates operations, technology, and business processes.

- **CO4:** Students will be able to differentiate E-Marketing from traditional marketing and implement effective online marketing strategies – combines marketing, communication, and technology disciplines.

SYLLABUS (CBCS as per NEP 2020) FOR T. Y. B.Voc. Retail Management Pattern 2023 (w. e. from Dec, 2025)

- **CO5:** Students will be able to design web presence goals and apply browsing behavior models and E-branding techniques for digital marketing – integrates marketing analytics, consumer behavior, and digital technology.

PO10: Community Engagement emphasizes students' ability to participate in community-engaged services and activities that promote the wellbeing of society.

The strongly related CO is:

- **CO5:** Students will be able to design web presence goals and apply browsing behavior models and E-branding techniques for digital marketing.

SYLLABUS (CBCS as per NEP 2020) FOR T. Y. B.Voc. Retail Management Pattern 2023 (w. e. from Dec, 2025)

Name of the Programme	: B.Voc Retail Management
Program Code	: UVRTM
Class	: T.Y.B.Voc Retail Management
Semester	: VI
Course Type	: Major (Practical)
Course Name	: Network Marketing-II
Course Code	: RTM-355-MJM (P)
No. of Lectures	: 30 (60 Hours)
No. of Credits	: 02

A) Course Objectives:

1. To understand the evolution of network marketing in the digital era and its impact on business growth.
2. To explore the use of social media platforms for expanding network marketing reach effectively.
3. To develop skills in leveraging marketing automation and analytics tools for performance tracking.
4. To analyze ethical considerations in digital network marketing practices.
5. To examine leadership strategies for motivating, managing, and retaining distributors in network marketing.
6. To build knowledge on creating sustainable business models incorporating CSR, financial planning, and risk management.
7. To develop the ability to integrate digital tools, leadership skills, and sustainability principles for strategic decision-making in network marketing.

B) Course Outcome:

CO1: Students will be able to describe the evolution of network marketing in the digital age and its business implications.

CO2: Students will be able to apply social media strategies to expand and manage a network marketing team.

CO3: Students will be able to utilize marketing automation and data analytics tools to monitor and improve performance.

CO4: Students will be able to evaluate ethical considerations and ensure compliance in digital network marketing.

CO5: Students will be able to implement leadership techniques to motivate, retain, and manage distributors effectively.

CO6: Students will be able to design sustainable business models incorporating CSR, financial planning, and risk management.

CO7: Students will be able to integrate digital strategies, leadership skills, and sustainability practices for long-term network marketing success.

Contents/ Topics:

Units	Title & Content	No. of Lectures
Unit 1	1. Digital Transformation in Network Marketing 1.1 Evolution of Network Marketing in the Digital Age 1.2 Leveraging Social Media Platforms for Network Expansion 1.3 Utilizing Marketing Automation Tools for Efficiency 1.4 Implementing Data Analytics for Performance Tracking 1.5 Ethical Considerations in Digital Network Marketing	10
	2. Advanced Leadership in Network Marketing 2.1 Characteristics of Effective Network Marketing Leaders	

Unit 2	2.2 Strategies for Motivating and Retaining Distributors 2.3 Conflict Resolution and Team Management Techniques 2.4 Building a Positive Organizational Culture 2.5 Case Studies on Leadership Success in Network Marketing	10
Unit 3	3. Sustainable Business Models in Network Marketing 3.1 Principles of Sustainable Business Practices 3.2 Integrating Corporate Social Responsibility (CSR) 3.3 Long-Term Planning and Financial Management 3.4 Risk Management and Crisis Response Strategies 3.5 Evaluating and Adapting Business Models for Sustainability	10

Reference Books:

- 1-7 Steps to Becoming a Network Marketing Professional".
- 2-The 21 Irrefutable Laws of Leadership" by John C. Maxwell.
- 3-"The Compound Effect" by Darren Hardy.

Mapping of this course with Programme Outcomes

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

Weight: 1-Partiallyrelated

2 – Moderately Related

3 –Strongly related

Justification for the mapping

PO1: Technical Competence focuses on students acquiring 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 be able to apply social media strategies to expand and manage a network marketing team. This CO aligns with PO1 as it develops practical technical skills in leveraging digital platforms for marketing, essential for effective industry performance.

- **CO3:** Students will be able to utilize marketing automation and data analytics tools to monitor and improve performance. This CO supports PO1 by equipping students with technical proficiency in automation and analytics, enabling efficient and data-driven decision-making in professional settings.

- **CO6:** Students will be able to design sustainable business models incorporating CSR, financial planning, and risk management. This CO contributes to PO1 by fostering technical skills in business planning, sustainability, and risk assessment, which are critical for executing industry-relevant practices.

PO2: Problem-Solving Skills focuses on developing students' ability to identify, analyze, and solve problems in their vocational field using both theoretical knowledge and practical experience.

- **CO3:** Students will be able to utilize marketing automation and data analytics tools to monitor and improve performance. This CO aligns with PO2 as it equips students with the ability to analyze performance metrics, identify issues, and implement data-driven solutions to optimize network marketing outcomes.

- **CO6:** Students will be able to design sustainable business models incorporating CSR, financial planning, and risk management. This CO supports PO2 by enabling students to approach complex business challenges

holistically, integrating ethical, financial, and risk considerations to develop effective solutions.

PO3: Employability Skills focuses on developing communication, teamwork, leadership, adaptability, and professionalism, which are essential for workplace success.

- **CO5:** Students will be able to implement leadership techniques to motivate, retain, and manage distributors effectively. This CO aligns with PO3 as it builds leadership, teamwork, and people management skills, which are critical employability attributes in professional network marketing environments.

- **CO7:** Students will be able to integrate digital strategies, leadership skills, and sustainability practices for long-term network marketing success. This CO supports PO3 by fostering a combination of leadership, strategic thinking, adaptability, and professional skills, preparing students for effective performance and employability in dynamic workplace settings.

PO4: Industry Relevance and Entrepreneurial Abilities focuses on equipping students with knowledge and skills relevant to current industry practices while fostering entrepreneurial capabilities to start and manage businesses effectively.

- **CO1:** Students will be able to describe the evolution of network marketing in the digital age and its business implications. This CO aligns with PO4 as it provides industry-relevant knowledge of digital marketing trends and business models, essential for entrepreneurial decision-making.

- **CO2:** Students will be able to apply social media strategies to expand and manage a network marketing team. This CO supports PO4 by developing practical skills in leveraging modern industry tools for business growth and team management, enhancing entrepreneurial capabilities.

- **CO6:** Students will be able to design sustainable business models incorporating CSR, financial planning, and risk management. This CO contributes to PO4 by equipping students with the ability to plan, manage, and sustain business ventures, reflecting both industry relevance and entrepreneurial skills.

PO5: Ethical and Social Responsibility emphasizes students' awareness of ethical considerations and social responsibilities in their vocational field, enabling them to apply ethical principles in professional practices.

- **CO4:** Students will be able to evaluate ethical considerations and ensure compliance in digital network marketing. This CO strongly aligns with PO5 as it directly develops students' understanding and application of ethical standards and compliance requirements in professional marketing practices.

- **CO6:** Students will be able to design sustainable business models incorporating CSR, financial planning, and risk management. This CO supports PO5 by integrating corporate social responsibility and sustainability into business planning, promoting socially responsible decision-making and ethical conduct in entrepreneurial activities.

PO6: Environmental Awareness focuses on students' ability to apply knowledge, skills, attitudes, and values to take appropriate actions addressing environmental degradation, climate change, pollution control, and effective waste management.

- **CO6:** Students will be able to design sustainable business models incorporating CSR, financial planning, and risk management. This CO strongly aligns with PO6 as it emphasizes sustainability and corporate social responsibility, encouraging environmentally conscious decision-making and practices in business operations.

- **CO7:** Students will be able to integrate digital strategies, leadership skills, and sustainability practices for long-term network marketing success. This CO supports PO6 by promoting the adoption of sustainable practices in business strategies, combining leadership and digital tools to ensure environmental responsibility in professional activities.

PO7: Research and Innovations focuses on developing students' research and innovation skills to contribute to advancements and improvements within their vocational field.

- **CO1:** Students will be able to describe the evolution of network marketing in the digital age and its business implications. This CO aligns with PO7 as it involves researching industry trends, analyzing changes over time, and understanding innovative business models, fostering research and analytical skills.

- **CO3:** Students will be able to utilize marketing automation and data analytics tools to monitor and improve performance. This CO supports PO7 by applying innovative technological tools and data-driven methods to optimize business processes, demonstrating practical research and innovation skills.

- **CO7:** Students will be able to integrate digital strategies, leadership skills, and sustainability practices for long-term network marketing success. This CO contributes to PO7 by combining innovative approaches with strategic planning and sustainability, encouraging creative solutions and continuous improvement in the field.

PO8: Global Perspective emphasizes understanding global trends, international markets, and perspectives relevant to students' vocation in an interconnected world.

- **CO1:** Students will be able to describe the evolution of network marketing in the digital age and its

business implications. This CO aligns with PO8 as it provides insight into global digital marketing trends, international business models, and cross-border marketing evolution, helping students understand worldwide industry dynamics.

- **CO2:** Students will be able to apply social media strategies to expand and manage a network marketing team. This CO supports PO8 by enabling students to leverage digital tools and strategies that are applicable across diverse markets, reflecting a global approach to business growth and communication.

PO9: Multidisciplinary Studies emphasizes adopting an academic approach that integrates knowledge and methodologies from various disciplines to provide a comprehensive understanding of related job and business opportunities.

- **CO2:** Students will be able to apply social media strategies to expand and manage a network marketing team. This CO aligns with PO9 as it combines knowledge of digital marketing, communication, and business management, demonstrating a multidisciplinary approach to achieving professional objectives.

- **CO3:** Students will be able to utilize marketing automation and data analytics tools to monitor and improve performance. This CO supports PO9 by integrating IT, analytics, and business performance concepts, showcasing the application of multiple disciplines to optimize results.

- **CO6:** Students will be able to design sustainable business models incorporating CSR, financial planning, and risk management. This CO contributes to PO9 by merging ethics, finance, sustainability, and strategic planning, reflecting the integration of diverse disciplinary knowledge in practical business solutions.

- **CO7:** Students will be able to integrate digital strategies, leadership skills, and sustainability practices for long-term network marketing success. This CO supports PO9 as it combines digital technology, leadership, and sustainability, demonstrating the application of multidisciplinary knowledge for effective business management.

PO10: Community Engagement emphasizes students' ability to participate in community-engaged services and activities that promote the wellbeing of society.

- **CO6:** Students will be able to design sustainable business models incorporating CSR, financial planning, and risk management. This CO strongly aligns with PO10 as it emphasizes corporate social responsibility and sustainable practices, encouraging students to create business solutions that benefit society and the community.

- **CO7:** Students will be able to integrate digital strategies, leadership skills, and sustainability practices for long-term network marketing success. This CO supports PO10 by combining sustainability, ethical practices, and leadership, enabling students to implement initiatives that positively impact the community and promote social welfare.

SYLLABUS (CBCS as per NEP 2020) FOR T. Y. B.Voc. Retail Management Pattern 2023 (w. e. from Dec, 2025)

Name of the Programme	: B.Voc Retail Management
Program Code	: UVRTM
Class	: T.Y.B.Voc Retail Management
Semester	: VI
Course Type	: Major (theory)
Course Name	: Marketing Research-II
Course Code	: RTM-356-MJE(A)
No. of Lectures	: 30 (30 Hours)
No. of Credits	: 02

A) Course Objectives:

- 1.To provide an understanding of how Artificial Intelligence (AI), Machine Learning (ML), and Big Data are transforming modern marketing research.
- 2,To develop analytical skills in using social media metrics, influencer analytics, and neuromarketing tools for consumer insights.
- 3,To enable students to apply advanced tools such as eye-tracking, emotion recognition, and automation platforms in data analysis.
- 4.To enhance students' ability to interpret research data for informed marketing decisions and digital strategies.
- 5,To build competency in preparing and presenting research reports with clarity, storytelling, and visualization techniques.
- 6.To foster an understanding of ethical, sustainable, and socially responsible research practices in modern markets.
- 7.To explore future-oriented concepts such as metaverse research, AI bots, virtual surveys, and smart research ecosystems.

B) Course Outcome:

- CO1 Students will be able to analyze and apply AI, ML, and predictive modeling techniques in marketing research projects.
- CO2 Students will be able to evaluate consumer behavior using social media analytics, influencer insights, and neuromarketing tools.
- CO3 Students will be able to use automation, cloud computing, and data visualization tools to enhance research accuracy and efficiency.
- CO4 Students will be able to interpret and translate research data into actionable marketing strategies and decisions.
- CO5 Students will be able to design professional research reports and effectively communicate findings through storytelling and presentations.
- CO6 Students will be able to integrate sustainability, ethics, and CSR principles into marketing research design and data handling.
- CO7 Students will be able to anticipate and adapt to futuristic marketing research trends, including metaverse analytics, AI-driven panels, and virtual consumer research.

Contents/ Topics:

Units	Title & Content	No. of Lectures
Unit 1	1. Emerging Trends in Marketing Research 1.1 Artificial Intelligence (AI) and Machine Learning (ML) in research 1.2 Big Data analytics and predictive modeling 1.3 Social media and influencer analytics 1.4 Neuromarketing and consumer neuroscience 1.5 Eye-tracking, heat maps, and emotion recognition, Cloud and	10

	automation tools for data handling	
Unit 2	2. Application, Report Writing & Future of Research: 2.1 Interpreting data for marketing decisions 2.2 Report writing and presentation of findings 2.3 Case studies: new product development, pricing, advertising effectiveness 2.4 Role of research in digital marketing strategy 2.5 Sustainability and ethical research practices 2.6 Future trends: metaverse insights, AI bots, real-time research panels	10
Unit 3	3. Sustainable & Strategic Marketing Research 3.1 Sustainable consumer behavior and green marketing insights 3.2 CSR and ethical branding research 3.3 Data privacy and ethical data usage 3.4 Storytelling with data: creating narratives from insights 3.5 Future of marketing research: metaverse analytics, virtual surveys, and smart research ecosystems	10

Reference Books:

- 1 Naresh K. Malhotra & Satyabhushan Dash (2020). Marketing Research: An Applied Orientation, Pearson Education.
- 2 David A. Aaker, V. Kumar & George S. Day (2018). Marketing Research, Wiley India.
- 3 Rajendra Nargundkar (2019). Marketing Research: Text and Cases, McGraw Hill Education.
- 4 Paul Hague (2021). Market Research in Practice: Gaining Greater Market Insight, Kogan Page.
- 5 Hair, Babin, Money & Samouel (2022). Essentials of Business Research Methods, Routledge.
- 6 Philip Kotler & Kevin Lane Keller (2023). Marketing Management, Pearson Education.

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	-	3	-	3	2	-	3	-
CO2	1	2	-	2	2	1	-	2	2	-
CO3	3	-	-	-	-	-	3	-	1	-
CO4	-	2	2	3	-	--	1	3	2	-
CO5	-	-	3	-	3	3	3	1	-	3
CO6	-	-	-	-	-	-	-	-	-	-
CO7	-	-	-	-	-	-	-	-	-	-

Weight: 1-Partiallyrelated

2 – Moderately Related

3 –Strongly related

PO1: Technical Competence focuses on students acquiring specialized technical skills and knowledge relevant to their vocation, enabling them to perform tasks effectively and efficiently in their respective industries.

- **CO1:** Students will be able to analyze and apply AI, ML, and predictive modeling techniques in marketing research projects. This CO strongly aligns with PO1 as it develops advanced technical skills and practical knowledge of modern technologies essential for effective research and data-driven decision-making in the industry.
- **CO2:** Students will be able to evaluate consumer behavior using social media analytics, influencer insights, and neuromarketing tools. This CO supports PO1 by integrating technical tools and analytical methods used in industry to interpret consumer data effectively.
- **CO3:** Students will be able to use automation, cloud computing, and data visualization tools to enhance

research accuracy and efficiency. This CO directly contributes to PO1 by fostering proficiency in contemporary digital tools and technologies that improve productivity and accuracy in professional tasks.

PO2: Problem-Solving Skills focuses on enabling students to identify, analyze, and solve problems encountered in their vocational field by applying theoretical knowledge and practical experience.

- **CO1:** Students will be able to analyze and apply AI, ML, and predictive modeling techniques in marketing research projects. This CO aligns with PO2 as it develops analytical and technical problem-solving abilities through the application of advanced tools to identify trends and provide data-driven solutions.

- **CO2:** Students will be able to evaluate consumer behavior using social media analytics, influencer insights, and neuromarketing tools. This CO supports PO2 by helping students analyze complex market behavior and derive insights to solve marketing and business challenges effectively.

- **CO4:** Students will be able to interpret and translate research data into actionable marketing strategies and decisions. This CO directly contributes to PO2 as it transforms analytical findings into practical solutions, enhancing decision-making and problem-solving in real-world marketing scenarios.

PO3: Employability Skills focuses on developing communication, teamwork, leadership, adaptability, and professionalism—skills essential for workplace success.

- **CO4:** Students will be able to interpret and translate research data into actionable marketing strategies and decisions. This CO aligns with PO3 as it enhances decision-making and strategic thinking abilities, helping students present insights professionally and contribute effectively to organizational goals.

- **CO5:** Students will be able to design professional research reports and effectively communicate findings through storytelling and presentations. This CO strongly supports PO3 by fostering communication, presentation, and professionalism—core employability skills required to perform effectively in corporate environments

PO4: Industry Relevance and Entrepreneurial Abilities focuses on enabling students to adopt knowledge and skills relevant to current industry needs and practices while fostering entrepreneurial capabilities to start and manage their own ventures effectively.

- **CO1:** Students will be able to analyze and apply AI, ML, and predictive modeling techniques in marketing research projects. This CO aligns with PO4 as it promotes the use of advanced technologies widely adopted in modern industries, enhancing students' readiness for industry and entrepreneurship through data-driven innovation.

- **CO2:** Students will be able to evaluate consumer behavior using social media analytics, influencer insights, and neuromarketing tools. This CO supports PO4 by helping students understand market trends and consumer needs—key elements in identifying and leveraging business opportunities.

- **CO4:** Students will be able to interpret and translate research data into actionable marketing strategies and decisions. This CO directly contributes to PO4 by equipping students with the ability to convert analytical insights into practical strategies, a vital skill for both industry professionals and entrepreneurs.

PO5: Ethical and Social Responsibility focuses on making students aware of ethical considerations and social responsibilities in their vocational field, enabling them to apply ethical principles in professional practices.

- **CO2:** Students will be able to evaluate consumer behavior using social media analytics, influencer insights, and neuromarketing tools. This CO aligns with PO5 as it requires students to handle consumer data responsibly, ensuring ethical use of analytics and respecting privacy in marketing research.

- **CO5:** Students will be able to design professional research reports and effectively communicate findings through storytelling and presentations. This CO supports PO5 by emphasizing honesty, transparency, and integrity in presenting research outcomes, reflecting ethical standards in professional communication and reporting.

PO6: Environmental Awareness focuses on students' ability to apply knowledge, skills, and values to take appropriate action in addressing environmental degradation, climate change, pollution control, and effective waste management.

- **CO1:** Students will be able to analyze and apply AI, ML, and predictive modeling techniques in marketing research projects. This CO supports PO6 as AI and predictive modeling can be used to forecast the impact of environmental changes, analyze sustainable consumer trends, and develop eco-friendly business solutions.

- **CO3:** Students will be able to use automation, cloud computing, and data visualization tools to enhance research accuracy and efficiency. This CO aligns with PO6 because automation and cloud computing promote sustainable digital practices by reducing paper use, energy waste, and manual errors, leading to

more efficient and eco-conscious operations.

- **CO5:** Students will be able to design professional research reports and effectively communicate findings through storytelling and presentations. This CO contributes to PO6 by enabling students to communicate environmental concerns, sustainability data, and green initiatives effectively, creating awareness and promoting responsible practice

PO7: Research and Innovations focuses on enabling students to develop research and innovation skills that allow them to contribute to advancements and improvements within their vocational field.

- **CO1:** Students will be able to analyze and apply AI, ML, and predictive modeling techniques in marketing research projects. This CO strongly aligns with PO7 as it develops advanced analytical and innovative problem-solving skills, fostering the ability to conduct cutting-edge research and contribute to technological progress in the field.

- **CO3:** Students will be able to use automation, cloud computing, and data visualization tools to enhance research accuracy and efficiency. This CO supports PO7 by encouraging the use of modern digital technologies and innovative tools that improve the precision and innovation of research methodologies.

- **CO4:** Students will be able to interpret and translate research data into actionable marketing strategies and decisions. This CO contributes to PO7 by transforming research insights into innovative strategies and business solutions, showcasing creativity and applied research capability.

PO8: Global Perspective emphasizes the importance of understanding global trends, international markets, and diverse perspectives relevant to students' vocational fields in an increasingly interconnected world.

- **CO2:** Students will be able to evaluate consumer behavior using social media analytics, influencer insights, and neuromarketing tools. This CO strongly aligns with PO8 as it helps students understand global consumer patterns, cross-border marketing trends, and international digital behaviors, preparing them to operate effectively in global markets.

- **CO4:** Students will be able to interpret and translate research data into actionable marketing strategies and decisions. This CO supports PO8 by enabling students to use research insights to develop marketing strategies adaptable to global audiences and international market dynamics.

- **CO5:** Students will be able to design professional research reports and effectively communicate findings through storytelling and presentations. This CO contributes to PO8 by allowing students to present their ideas and findings in a globally understandable and culturally sensitive manner, enhancing their ability to engage with international stakeholders.

PO9: Multidisciplinary Studies emphasizes adopting an academic approach that integrates knowledge and methodologies from various disciplines to provide a comprehensive understanding of related job and business opportunities.

- **CO1:** Students will be able to analyze and apply AI, ML, and predictive modeling techniques in marketing research projects. This CO aligns with PO9 as it combines knowledge of technology, data science, and marketing, reflecting a multidisciplinary approach to solving business and research problems.

- **CO2:** Students will be able to evaluate consumer behavior using social media analytics, influencer insights, and neuromarketing tools. This CO supports PO9 by integrating concepts from marketing, psychology, and data analytics, demonstrating the application of multiple disciplines to understand complex consumer behavior.

- **CO3:** Students will be able to use automation, cloud computing, and data visualization tools to enhance research accuracy and efficiency. This CO contributes to PO9 by merging IT, data management, and business analysis skills, showcasing how multidisciplinary knowledge improves research outcomes and operational efficiency.

- **CO4:** Students will be able to interpret and translate research data into actionable marketing strategies and decisions. This CO supports PO9 by applying insights from analytics, strategy, and business management to make informed decisions, highlighting the integration of multiple disciplines.

PO10: Community Engagement emphasizes students' ability to participate in community-engaged services and activities that promote the wellbeing of society.

- **CO5:** Students will be able to design professional research reports and effectively communicate findings through storytelling and presentations. This CO strongly aligns with PO10 as it enables students to present research outcomes, insights, and socially relevant information effectively to the community. By communicating knowledge responsibly and engaging stakeholders through reports and presentations, students contribute to societal awareness and wellbeing.

SYLLABUS (CBCS as per NEP 2020) FOR T. Y. B.Voc. Retail Management Pattern 2023 (w. e. from Dec, 2025)

Name of the Programme	: B.Voc Retail Management
Program Code	: UVRTM
Class	: T.Y.B.Voc Retail Management
Semester	: VI
Course Type	: Major (theory)
Course Name	: Retail Management Strategies -II
Course Code	: RTM-356-MJE (B) (T)
No. of Lectures	: 30 (30 Hours)
No. of Credits	: 02

A) Course Objectives:

1. To develop an understanding of omnichannel retailing and its role in integrating online and offline customer experiences.
2. To familiarize students with emerging store formats such as experience centres, micro-fulfilment hubs, and pop-up stores.
3. To introduce the concept of retail media networks and their significance in monetizing consumer attention through digital touchpoints.
4. To explore strategies for social commerce, influencer marketing, and D2C brand expansion across multiple retail channels.
5. To provide knowledge of Artificial Intelligence applications in retail decision-making, pricing, and personalization.
6. To enhance analytical and ethical understanding related to retail data management, privacy, and personalization technologies.
7. To equip students with practical skills to design omnichannel strategies and implement innovative retail solutions for real-world scenarios.

B) Course Outcome:

CO1: Students will be able to analyze and design integrated omnichannel retail strategies that unify customer data and shopping experiences.

CO2: Students will be able to identify and evaluate modern retail store formats suited to changing consumer behaviors and logistics needs.

CO3: Students will be able to apply digital marketing and retail media concepts to enhance customer engagement and revenue generation.

CO4: Students will be able to create strategic plans for D2C and social commerce brands to expand effectively across online and offline platforms.

CO5: Students will be able to utilize AI tools and analytics for predicting demand, optimizing pricing, and personalizing the customer journey.

CO6: Students will be able to demonstrate ethical awareness and compliance in handling customer data and personalization technologies.

CO7: Students will be able to develop practical omnichannel playbooks and retail growth strategies through case-based and field applications.

Contents/ Topics:

Units	Title & Content	No. of Lectures
	1.Omnichannel Strategy & New Store Formats: 1.1 Principles of omnichannel retailing: channel integration, unified commerce and customer data flows.	

Unit 1	1.2 Mobile-first and hybrid shopping journeys (click-and-collect, ship-from-store, reserve-online). 1.3 New store roles: experience centres, micro-fulfilment centres, pop-ups and phygital concepts. 1.4 Practical: map customer journey and draft an omnichannel playbook for a local retailer.	10
Unit 2	2 Retail Media, Social Commerce & D2C Omnichannel Growth: 2.1 Rise of retail media networks and monetisation of shopper attention (sponsored listings, in-app ads). 2.2 Social & livestream commerce: strategies for discovery, conversion and influencer partnerships. 2.3 D2C brands moving offline — causes, store formats, and leasing implications (Indian context). 2.4 Practical: create a 90-day omnichannel launch plan for a D2C brand entering tier-2 city stores.	10
Unit 3	3. AI, Data & Personalization in Retail: 3.1 AI use cases: predictive demand forecasting, dynamic pricing, recommendation engines, image search and conversational commerce (chatbots). 3.2 Retail analytics stack: POS, CDP (Customer Data Platform), real-time personalization engines. 3.3 Ethics, privacy and regulatory considerations for customer data.	10

Reference Books:

1. Deloitte, Retail Industry Outlook 2025 (Deloitte Insights).
2. Bain, How India Shops Online 2025 (Bain & Company).
3. Curated articles on AI in retail and omnichannel practice (Insider, ARI RMS, GWI).
4. KPMG / industry reports on circular economy and retail sustainability.

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	3	3	-	-	2	-	2	-
CO2	-	1	-	2	-	3	-	-	-	-
CO3	3	-	-	1	-	-	2	-	1	-
CO4	2	2	2	2	-	-	1	3	3	-
CO5	2	1	-	1	-	-	3	-	2	-
CO6	-	-	-	-	3	-	-	-	-	3
CO7	3	1	2	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.

CO1 is strongly aligned with Technical Competence as analyzing and designing integrated

omnichannel retail strategies requires practical technical knowledge of retail systems, data integration, and customer experience management.

CO3 supports this PO because applying digital marketing and retail media concepts involves specialized technical skills in online engagement, data analytics, and campaign execution to drive business results.

CO4 relates directly to Technical Competence as creating strategic plans for D2C and social commerce brands requires technical understanding of online and offline integration, platform management, and business operations.

CO5 is highly relevant because utilizing AI tools and analytics for demand prediction, pricing optimization, and personalized customer journeys demonstrates advanced technical proficiency in data-driven retail decision-making.

CO7: supports this PO as developing practical omnichannel playbooks and retail growth strategies through case-based and field applications enhances hands-on technical skills and applied industry 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 is strongly aligned with Problem-Solving Skills because analyzing and designing integrated omnichannel retail strategies requires identifying challenges in customer experience, integrating data across channels, and formulating solutions to unify shopping experiences effectively.

CO2 supports this PO as evaluating modern retail store formats involves solving practical problems related to changing consumer behavior, logistics, and operational efficiency in physical and hybrid retail setups.

CO4 relates directly because creating strategic plans for D2C and social commerce brands requires addressing complex business problems, optimizing online and offline operations, and developing actionable solutions to expand market presence.

CO5 is relevant since utilizing AI tools and analytics for demand prediction, pricing optimization, and customer personalization involves applying technical and analytical problem-solving skills to optimize retail performance.

CO7 supports Problem-Solving Skills as developing practical omnichannel playbooks and retail growth strategies through case studies and field applications requires synthesizing knowledge to solve real-world retail 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.

CO1 is strongly aligned with Employability Skills because analyzing and designing integrated omnichannel retail strategies requires effective communication, coordination with multiple stakeholders, and the ability to present strategic insights professionally.

CO4 supports this PO as creating strategic plans for D2C and social commerce brands involves teamwork, leadership, and adaptability to respond to market dynamics while effectively managing cross-functional tasks.

CO7 is relevant because developing practical omnichannel playbooks and retail growth strategies through case-based and field applications requires collaborative work, real-world problem-solving, and professional execution, all of which enhance employability in the retail 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 aligns strongly because analyzing and designing integrated omnichannel retail strategies equips

students with practical skills that are directly relevant to current retail industry practices.

CO2 supports this PO as evaluating modern retail store formats addresses changing consumer behaviors and logistics requirements, reflecting industry-relevant knowledge and decision-making.

CO3 is strongly related since applying digital marketing and retail media concepts enhances students' ability to engage customers and drive revenue using modern industry tools and techniques.

CO4 is directly connected because creating strategic plans for D2C and social commerce brands requires students to understand and implement current industry strategies to expand business operations effectively.

CO5 is relevant as utilizing AI tools and analytics for demand prediction, pricing optimization, and personalized customer journeys reflects the adoption of advanced technological skills aligned with modern retail industry needs.

CO7 supports this PO because developing practical omnichannel playbooks and retail growth strategies through case studies and field applications gives students hands-on, industry-relevant experience that prepares them for real-world retail challenges.

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.

CO6 is directly aligned with Ethical and Social Responsibility because it emphasizes demonstrating ethical awareness and compliance in handling customer data and personalization technologies. This outcome ensures that students understand privacy, data protection, and responsible use of digital tools—key ethical considerations in the retail and digital commerce industry.

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.

CO2 aligns with Environmental Awareness because identifying and evaluating modern retail store formats involves considering energy efficiency, sustainable design, and environmentally responsible logistics. By selecting store formats that optimize resource use and minimize environmental impact, students develop practical skills in implementing environmentally conscious solutions in the retail industry.

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 supports Research and Innovations as analyzing and designing integrated omnichannel retail strategies requires creative thinking and the ability to explore innovative ways to unify customer data and shopping experiences.

CO3 is strongly aligned because applying digital marketing and retail media concepts involves researching trends, testing strategies, and implementing innovative approaches to enhance customer engagement and revenue generation.

CO4 relates directly as creating strategic plans for D2C and social commerce brands demands innovative problem-solving, market research, and strategy development to successfully expand operations across multiple platforms.

CO5 supports this PO since utilizing AI tools and analytics for demand prediction, pricing optimization, and personalized customer journeys requires research-driven decision-making and innovative application of technology.

CO7 is relevant because developing practical omnichannel playbooks and retail growth strategies through case-based and field applications encourages experimentation, innovation, and applied research in real-world retail scenarios.

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.

CO4 aligns with Global Perspective because creating strategic plans for D2C and social commerce brands requires students to consider global market trends, international customer behavior, and cross-border business strategies to effectively expand online and offline operations.

CO7 is strongly related as developing practical omnichannel playbooks and retail growth strategies through case-based and field applications exposes students to diverse industry practices and global retail benchmarks, helping them adopt a broader, international outlook in their decision-making.

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 supports Multidisciplinary Studies because analyzing and designing integrated omnichannel retail strategies requires combining knowledge from marketing, operations, customer experience, and data analytics to create effective retail solutions.

CO3 is strongly aligned as applying digital marketing and retail media concepts involves integrating insights from marketing, technology, and consumer behavior to optimize engagement and revenue.

CO4 relates directly because creating strategic plans for D2C and social commerce brands requires synthesizing knowledge from business strategy, marketing, logistics, and e-commerce disciplines to develop comprehensive growth strategies.

CO5 supports this PO as utilizing AI tools and analytics for predicting demand, optimizing pricing, and personalizing the customer journey integrates data science, retail operations, and technology-driven decision-making—demonstrating a multidisciplinary application of knowledge.

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.

CO6 aligns strongly with Community Engagement because demonstrating ethical awareness and compliance in handling customer data and personalization technologies reflects responsible professional behavior that protects customer interests and societal wellbeing. By applying ethical practices in retail operations, students contribute positively to the community and promote trust, safety, and social responsibility in their vocational field.

SYLLABUS (CBCS as per NEP 2020) FOR T. Y. B.Voc. Retail Management Pattern 2023 (w. e. from Dec, 2025)

Name of the Programme	: B.Voc Retail Management
Program Code	: UVRTM
Class	: T.Y.B.Voc Retail Management
Semester	: VI
Course Type	: Major (theory)
Course Name	: Supply Chain Management-II
Course Code	: RTM-361-MN (T)
No. of Lectures	: 30 (60 Hours)
No. of Credits	: 02

A) Course Objectives:

- 1 To understand the evolution and impact of digital transformation in network marketing and supply chain management.
- 2 To analyze strategies for leveraging social media and digital tools to optimize network and supply chain operations.
- 3 To examine strategic supply chain management concepts including risk management, sourcing, and performance measurement.
- 4 To develop knowledge of sustainable supply chain practices including green procurement and ethical labor practices.
- 5 To explore data analytics, automation, and performance tracking techniques for effective decision-making.
- 6 To evaluate regulatory, ethical, and environmental standards impacting network marketing and supply chain operations.
- 7 To integrate digital, strategic, and sustainable approaches for improving efficiency and competitiveness in modern supply chains.

B) Course Outcome:

- CO1.** Students will be able to describe the evolution of network marketing and its digital transformation impact.
- CO2** Students will be able to apply social media and digital tools to enhance network expansion and supply chain efficiency.
- CO3** Students will be able to analyze supply chain strategies, including risk management, sourcing, and benchmarking.
- CO4** Students will be able to implement sustainable practices in supply chains, including green procurement and circular economy concepts.
- CO5** Students will be able to use data analytics and automation tools for performance tracking and decision support.
- CO6** Students will be able to ensure compliance with regulatory, ethical, and environmental standards in supply chain and network marketing operations.
- CO7** Students will be able to integrate strategic, digital, and sustainable methods to optimize modern network marketing and supply chain processes.

Contents/ Topics:

Units	Title & Content	No. of Lectures
Unit 1	1. Digital Transformation in Network Marketing 1.1 Evolution of Network Marketing in the Digital Age 1.2 Leveraging Social Media Platforms for Network Expansion 1.3 Utilizing Marketing Automation Tools for Efficiency 1.4 Implementing Data Analytics for Performance Tracking 1.5 Ethical Considerations in Digital Network Marketing	10
	2. Strategic Supply Chain Management 2.1 Supply Chain Strategy and Competitive Advantage	

Unit 2	2.2 Global Supply Chain Design and Network Optimization 2.3 Supply Chain Risk Management and Resilience 2.4 Strategic Sourcing and Supplier Relationship Management 2.5 Supply Chain Performance Metrics and Benchmarking	10
Unit 3	3. Sustainable Supply Chain Practices 3.1 Sustainable Sourcing and Green Procurement 3.2 Circular Economy and Waste Reduction 3.3 Carbon Footprint Measurement and Reduction Strategies 3.4 Ethical Labor Practices and Fair Trade 3.5 Regulatory Compliance and Environmental Standards	10

Reference Books:

1. Supply Chain Management: Strategy, Planning, and Operation – Sunil Chopra & Peter Meindl
2. Logistics & Supply Chain Management – Martin Christopher
3. The Handbook of Logistics and Distribution Management – Alan Rushton, Phil Croucher & Peter Baker
4. Supply Chain Risk Management: Vulnerability and Resilience in Logistics – Donald Waters

Mapping of this course with Programme Outcomes

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

Weight: 1-Partiallyrelated

2 – Moderately Related

3 –Strongly related

Justification for the mapping

PO1: Technical Competence focuses on students acquiring 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 be able to apply social media and digital tools to enhance network expansion and supply chain efficiency. This CO aligns with PO1 as it develops practical technical skills in leveraging digital platforms and tools for operational efficiency, essential for industry readiness.

- **CO3:** Students will be able to analyze supply chain strategies, including risk management, sourcing, and benchmarking. This CO supports PO1 by equipping students with analytical and technical knowledge required to optimize supply chain processes effectively.

- **CO5:** Students will be able to use data analytics and automation tools for performance tracking and decision support. This CO contributes to PO1 by fostering proficiency in advanced technologies and analytical methods, enhancing accuracy and efficiency in professional tasks.

- **CO7:** Students will be able to integrate strategic, digital, and sustainable methods to optimize modern network marketing and supply chain processes. This CO strongly maps to PO1 as it combines technical, strategic, and digital competencies to address complex industry challenge

PO2: Problem-Solving Skills focuses on developing students' ability to identify, analyze, and solve problems in their vocational field using both theoretical knowledge and practical experience.

- **CO3:** Students will be able to analyze supply chain strategies, including risk management, sourcing, and benchmarking. This CO aligns with PO2 as it equips students to identify issues within supply chains and devise effective, data-driven solutions.

- **CO5:** Students will be able to use data analytics and automation tools for performance tracking and decision support. This CO supports PO2 by enabling students to leverage technology for monitoring performance, diagnosing problems, and implementing corrective actions.

- **CO7:** Students will be able to integrate strategic, digital, and sustainable methods to optimize modern network marketing and supply chain processes. This CO contributes to PO2 by encouraging holistic problem-solving that combines multiple approaches to address complex operational challenges.

PO3: Employability Skills focuses on developing students' communication, teamwork, leadership, adaptability, and professionalism, which are essential for workplace success.

- **CO2:** Students will be able to apply social media and digital tools to enhance network expansion and supply chain efficiency. This CO aligns with PO3 as it builds digital communication skills, collaboration, and adaptability in managing networks and operational tasks.

- **CO6:** Students will be able to ensure compliance with regulatory, ethical, and environmental standards in supply chain and network marketing operations. This CO supports PO3 by fostering professionalism, ethical decision-making, and responsible conduct, which are critical employability attributes.

- **CO7:** Students will be able to integrate strategic, digital, and sustainable methods to optimize modern network marketing and supply chain processes. This CO contributes to PO3 by developing leadership, strategic thinking, and problem-solving skills, enhancing overall employability in dynamic work environment

PO4: Industry Relevance and Entrepreneurial Abilities focuses on equipping students with knowledge and skills aligned with current industry practices while fostering entrepreneurial capabilities to start and manage businesses effectively.

- **CO1:** Students will be able to describe the evolution of network marketing and its digital transformation impact. This CO aligns with PO4 as it provides industry-relevant knowledge about market trends and digital business models, enabling students to identify opportunities and innovate in their vocational field.

- **CO2:** Students will be able to apply social media and digital tools to enhance network expansion and supply chain efficiency. This CO supports PO4 by developing practical skills essential for business growth and operational efficiency, reflecting current industry needs.

- **CO3:** Students will be able to analyze supply chain strategies, including risk management, sourcing, and benchmarking. This CO contributes to PO4 by equipping students with analytical and strategic capabilities to optimize business processes, critical for entrepreneurial and industry success.

- **CO7:** Students will be able to integrate strategic, digital, and sustainable methods to optimize modern network marketing and supply chain processes. This CO strongly maps to PO4 as it combines entrepreneurial thinking with technical and strategic knowledge, preparing students to manage and innovate in real-world business environments

PO5: Ethical and Social Responsibility emphasizes students' awareness of ethical considerations and social responsibilities in their vocational field, enabling them to apply ethical principles in professional practices.

- **CO4:** Students will be able to implement sustainable practices in supply chains, including green procurement and circular economy concepts. This CO strongly aligns with PO5 as it promotes environmental responsibility and ethical business practices, encouraging students to make socially responsible decisions.

- **CO6:** Students will be able to ensure compliance with regulatory, ethical, and environmental standards in supply chain and network marketing operations. This CO directly supports PO5 by developing students' ability to adhere to ethical standards, regulations, and social responsibilities in professional settings.

- **CO7:** Students will be able to integrate strategic, digital, and sustainable methods to optimize modern network marketing and supply chain processes. This CO contributes to PO5 by combining sustainability, ethics, and strategic decision-making, reinforcing socially responsible practices in business operations.

PO6: Environmental Awareness focuses on students' ability to apply knowledge, skills, attitudes, and values to take appropriate action regarding environmental issues such as degradation, climate change, pollution control, and waste management.

- **CO4:** Students will be able to implement sustainable practices in supply chains, including green procurement and circular economy concepts. This CO strongly aligns with PO6 as it emphasizes environmentally responsible practices and sustainable operations that directly address environmental challenges.

- **CO6:** Students will be able to ensure compliance with regulatory, ethical, and environmental standards in supply chain and network marketing operations. This CO supports PO6 by reinforcing adherence to environmental regulations and promoting environmentally conscious decision-making in professional

settings.

- **CO7:** Students will be able to integrate strategic, digital, and sustainable methods to optimize modern network marketing and supply chain processes. This CO contributes to PO6 by combining sustainability with strategic planning, ensuring that environmental considerations are embedded in business operations and long-term practice

PO7: Research and Innovations focuses on developing students' research and innovation skills, enabling them to contribute to advancements and improvements within their vocational field.

- **CO1:** Students will be able to describe the evolution of network marketing and its digital transformation impact. This CO aligns with PO7 as it involves analyzing industry trends, evaluating changes over time, and understanding innovative business models, fostering research and innovation skills.

- **CO3:** Students will be able to analyze supply chain strategies, including risk management, sourcing, and benchmarking. This CO supports PO7 by applying analytical and problem-solving methods to optimize processes, reflecting innovative thinking in practical scenarios.

- **CO5:** Students will be able to use data analytics and automation tools for performance tracking and decision support. This CO contributes to PO7 by enabling students to adopt technological innovations and data-driven approaches to improve efficiency and decision-making.

- **CO7:** Students will be able to integrate strategic, digital, and sustainable methods to optimize modern network marketing and supply chain processes. This CO supports PO7 by encouraging creative integration of multiple approaches, demonstrating innovative solutions for complex business challenges.

PO8: Global Perspective emphasizes understanding global trends, international markets, and perspectives relevant to students' vocation in an interconnected world.

- **CO1:** Students will be able to describe the evolution of network marketing and its digital transformation impact. This CO aligns with PO8 as it provides insight into worldwide digital marketing trends and global business models, helping students understand international market dynamics.

- **CO2:** Students will be able to apply social media and digital tools to enhance network expansion and supply chain efficiency. This CO supports PO8 by developing skills to leverage digital tools across diverse markets, reflecting a global approach to business operations and connectivity

PO9: Multidisciplinary Studies emphasizes integrating knowledge and methodologies from various disciplines to provide a comprehensive understanding of related job and business opportunities.

- **CO2:** Students will be able to apply social media and digital tools to enhance network expansion and supply chain efficiency. This CO aligns with PO9 as it combines digital technology, marketing, and operational management, demonstrating a multidisciplinary application.

- **CO3:** Students will be able to analyze supply chain strategies, including risk management, sourcing, and benchmarking. This CO supports PO9 by integrating logistics, analytics, and strategic decision-making from multiple disciplines to solve complex business problems.

- **CO4:** Students will be able to implement sustainable practices in supply chains, including green procurement and circular economy concepts. This CO contributes to PO9 by merging sustainability, environmental management, and business strategy, reflecting multidisciplinary thinking.

- **CO7:** Students will be able to integrate strategic, digital, and sustainable methods to optimize modern network marketing and supply chain processes. This CO strongly maps to PO9 as it synthesizes knowledge from strategy, technology, and sustainability to achieve comprehensive business solutions.

PO10: Community Engagement emphasizes students' ability to participate in community-focused activities and initiatives that promote the wellbeing of society.

- **CO4:** Students will be able to implement sustainable practices in supply chains, including green procurement and circular economy concepts. This CO strongly aligns with PO10 as it promotes environmentally and socially responsible practices, contributing to societal welfare and community sustainability.

- **CO6:** Students will be able to ensure compliance with regulatory, ethical, and environmental standards in supply chain and network marketing operations. This CO supports PO10 by reinforcing ethical and socially responsible conduct, which benefits the community and aligns business practices with societal norms.

- **CO7:** Students will be able to integrate strategic, digital, and sustainable methods to optimize modern network marketing and supply chain processes. This CO contributes to PO10 by combining sustainability, ethical practices, and strategic planning to create positive social and community impact.

SYLLABUS (CBCS as per NEP 2020) FOR T. Y. B.Voc. Retail Management Pattern 2023 (w. e. from Dec, 2025)

Name of the Programme	: B.Voc Retail Management
Program Code	: UVRTM
Class	: T.Y.B.Voc Retail Management
Semester	: VI
Course Type	: Major (theory)
Course Name	: Retail Sales Management -II
Course Code	: RTM-362-MN (B) (T)
No. of Lectures	: 30 (60 Hours)
No. of Credits	: 02

A) Course Objectives:

1. To understand the evolution of the modern retail environment and the influence of e-commerce and m-commerce on sales practices.
2. To examine the emergence of the experience economy and the changing shopping behaviors post-COVID-19.
3. To analyze the role of social commerce and influencer marketing in shaping modern retail decisions.
4. To understand the concept of omnichannel retailing and differentiate it from multichannel approaches.
5. To explore the integration of online and offline retail channels using AI-based technologies such as chatbots and personalization tools.
6. To develop skills in recruiting, training, and motivating the retail sales force for effective performance management.
7. To enhance understanding of customer journey mapping, omnichannel experience, and effective service recovery in retail settings.

B) Course Outcome:

CO1: Students will be able to explain the evolution of modern retail formats and their impact on consumer behavior.

CO2: Students will be able to analyze how e-commerce, m-commerce, and social media influence retail sales strategies.

CO3: Students will be able to distinguish between omnichannel and multichannel retail systems and apply integration strategies.

CO4: Students will be able to use AI tools, chatbots, and recommendation algorithms to improve customer engagement and sales performance.

CO5: Students will be able to apply techniques for effective recruitment, motivation, and management of retail sales personnel.

CO6: Students will be able to design customer journey maps and implement service recovery strategies for improved customer satisfaction.

CO7: Students will be able to propose innovative digital and technology-driven solutions to enhance retail sales and customer experience.

Contents/ Topics:

Units	Title & Content	No. of Lectures
Unit 1	1. The Modern Retail Environment & Sales Fundamentals: 1.1 Rise of e-commerce and m-commerce. 1.2 Experience economy. 1.3 Impact of COVID-19 and changing shopping behaviors. 1.4 Social commerce and influencer-driven purchasing.	10
	2. Omnichannel & Digital Sales Strategies: 2.1 Introduction of Omni-Channel.	

Unit 2	2.2 Omnichannel vs multichannel. 2.3 Integrating online & offline sales channels. 2.4 AI chatbots / virtual assistants for sales. 2.5 Personalization and recommendation algorithms.	10
Unit 3	3. Managing the Retail Sales Force & Customer Experience: 3.1 Recruitment, training & performance management of sales staff. 3.2 Sales incentives, motivational strategies. 3.3 Managing frontline staff in blended (online + offline) settings. 3.4 Customer journey mapping; omnichannel customer experience. 3.5 Service recovery and after-sales support.	10

Reference Books:

1. Levy, M., Weitz, B. A., & Grewal, D. (2023). Retailing Management (11th Ed.). McGraw-Hill.
2. Kotler, P., & Keller, K. L. (2022). Marketing Management (17th Ed.). Pearson.
3. Berman, B., & Evans, J. R. (2020). Retail Management: A Strategic Approach (13th Ed.). Pearson.
4. Grewal, D., Roggeveen, A. L., & Nordfäl, J. (2021). The Future of Retailing. Routledge.

Mapping of this course with Programme Outcomes

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

Weight: 1-Partiallyrelated

2 – Moderately Related

3 –Strongly related

Justification for the mapping

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

CO2 aligns with Technical Competence because analyzing how e-commerce, m-commerce, and social media influence retail sales strategies requires specialized technical knowledge of digital platforms, analytics, and online sales mechanisms.

CO3 is strongly connected as distinguishing between omnichannel and multichannel retail systems and applying integration strategies demands technical skills in retail operations, system integration, and data management.

CO4 supports this PO because using AI tools, chatbots, and recommendation algorithms involves advanced technical competencies to enhance customer engagement and optimize sales performance.

CO7 is relevant as proposing innovative digital and technology-driven solutions requires the ability to apply technical knowledge creatively to improve retail processes, customer experience, and sales outcomes.

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

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

CO3 aligns with Problem-Solving Skills because distinguishing between omnichannel and multichannel retail systems and applying integration strategies requires identifying operational challenges and designing effective solutions for seamless retail experiences.

CO4 is strongly connected as using AI tools, chatbots, and recommendation algorithms involves analyzing customer behavior data and solving technical problems to enhance engagement and optimize sales performance.

CO6 supports this PO because designing customer journey maps and implementing service recovery strategies requires practical problem-solving to address customer dissatisfaction and improve overall service quality.

CO7 relates directly as proposing innovative digital and technology-driven solutions demands critical thinking and creative problem-solving to enhance retail sales and customer experience 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.

CO5 aligns directly with Employability Skills because applying techniques for effective recruitment, motivation, and management of retail sales personnel requires leadership, communication, teamwork, and professional management abilities. This outcome equips students with essential workplace skills needed to manage teams and drive performance in retail environments.

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 aligns with Industry Relevance as understanding the evolution of modern retail formats and their impact on consumer behavior equips students with knowledge directly applicable to contemporary retail practices.

CO2 supports this PO because analyzing how e-commerce, m-commerce, and social media influence retail sales strategies prepares students to adopt current industry techniques and adapt to digital transformation in retail.

CO3 is strongly connected as distinguishing between omnichannel and multichannel retail systems and applying integration strategies enables students to implement industry-relevant operations effectively.

CO4 relates directly because using AI tools, chatbots, and recommendation algorithms enhances customer engagement and sales performance, reflecting industry-ready technical and strategic skills.

CO5 is relevant since applying techniques for recruitment, motivation, and management of retail personnel develops essential managerial and entrepreneurial skills for operating retail teams.

CO6 supports this PO by designing customer journey maps and implementing service recovery strategies, equipping students to address practical retail challenges and improve customer satisfaction in real-world settings.

CO7 aligns strongly because proposing innovative digital and technology-driven solutions fosters creativity, problem-solving, and entrepreneurial thinking, preparing students for leadership in retail innovation.

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.

CO4 aligns with Ethical and Social Responsibility because using AI tools, chatbots, and recommendation algorithms requires students to handle customer data responsibly and ensure

compliance with ethical standards. This outcome emphasizes protecting customer privacy, maintaining transparency, and applying professional ethics in technology-driven retail practices.

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

CO2 aligns with Environmental Awareness because analyzing how e-commerce, m-commerce, and social media influence retail sales strategies provides opportunities to consider environmentally sustainable practices in logistics, packaging, and digital operations. Students can apply strategies that reduce carbon footprint, minimize waste, and promote sustainable retail practices, thus integrating environmental responsibility into modern retail operations.

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.

CO2 aligns with Research and Innovations because analyzing how e-commerce, m-commerce, and social media influence retail sales strategies requires research into digital trends and innovative approaches to optimize sales performance.

CO3 supports this PO as distinguishing between omnichannel and multichannel retail systems and applying integration strategies demands analytical thinking and innovative solutions to improve operational efficiency and customer experience.

CO4 is strongly related because using AI tools, chatbots, and recommendation algorithms involves applying technological innovations and research-driven solutions to enhance engagement and sales outcomes.

CO7 directly aligns with this PO as proposing innovative digital and technology-driven solutions requires creative problem-solving, experimentation, and application of new ideas to improve retail processes and customer experience.

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 aligns with Global Perspective because analyzing how e-commerce, m-commerce, and social media influence retail sales strategies requires students to consider global digital trends, international consumer behavior, and cross-border online retail practices.

CO7 is strongly related as proposing innovative digital and technology-driven solutions to enhance retail sales and customer experience encourages students to adopt global best practices, benchmark against international standards, and implement strategies suitable for diverse markets.

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 aligns with Multidisciplinary Studies because understanding the evolution of modern retail formats and their impact on consumer behavior requires knowledge of marketing, consumer psychology, and retail operations.

CO2 supports this PO as analyzing how e-commerce, m-commerce, and social media influence retail sales strategies involves combining insights from technology, digital marketing, and business strategy.

CO3 is strongly connected because distinguishing between omnichannel and multichannel retail systems and applying integration strategies requires knowledge of logistics, IT systems, and operations management.

CO4 relates directly as using AI tools, chatbots, and recommendation algorithms integrates

technology, data analytics, and customer experience management, demonstrating a multidisciplinary application.

CO7 is relevant since proposing innovative digital and technology-driven solutions to enhance retail sales and customer experience requires combining creativity, technical knowledge, and business strategy.

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.

CO6 aligns with Community Engagement because designing customer journey maps and implementing service recovery strategies requires students to consider customer needs, satisfaction, and wellbeing. By addressing service gaps and improving customer experiences, students contribute positively to the broader community, promoting social responsibility and enhancing the societal impact of retail services.