



Anekant Education Society's

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

**Three Year B.Voc. in Retail Management
(Faculty of Vocational)**

CBCS Syllabus

F.Y.B.Voc. –Retail Management Semester –II

S.Y.B.Voc –Retail Management- IV (Patern-2022)

Department of Retail Management

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

Choice Based Credit System Syllabus (2023 Pattern)

(As Per NEP 2020)

To be implemented from Academic Year 2023-2024



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

NOTICE

509

Date: 16th October, 2023

This is to inform to all the members of Board of Studies (B.Voc Retail Management) that the meeting is scheduled on Friday, 20th October, 2023 at 01.00 pm (Online Mode). The agenda of the meeting is as follows:

Agenda of the Meeting

1. To confirmation of the minutes of the previous meeting held on 10th July, 2023
2. To design and approve curriculum of S.Y.B.Voc RM Semester-IV (Pattern-2022) to be implemented from the academic year 2023-24.
3. To design and approve curriculum of F.Y.B.Voc RM Semester-II (Pattern-2023 as per NEP 2020) to be implemented from the academic year 2023-24.
4. To discuss and incorporate the relevant feedback of the stakeholders (students, teachers, parents, alumni and employers) in the curriculum.
5. Any other matter with the permission of the chair.

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Chairman
Chairman, Board of Studies,
Retail Management



[Signature]
Principal



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

Board of Studies Meeting Attendance

Date: 20th October, 2023

The meeting was held on Monday, 20th October, 2023 at 01.00 pm online mode to design and framework the syllabus as per NEP-2020 under the Board of Studies, F.Y. B.Voc SEM-II & Regular Pattern-2022 S.Y.B.Voc SEM-IV Retail Management. The following members were present for the online meeting.

Sr. No.	Name of the BoS members	Present/Absent
1	Mr. M.S. Phule	Present
2	Ms. Amruta Bapat	Present
3	Mr. Sudhir Taware	Present
4	Ms. Archana Kadam	Present
4	Dr. Kishor Lipare	Present
5	Dr. Maruti Kumbhar	Present
6	Dr. Nandkumar Kadam	Absent
7	Mr. Atul Salagare	Present
8	Mr. Akshay Shah	Absent


Prof. Mahesh S. Phule
Chairman, Board of Studies,
B.Voc Retail Management



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

Resolutions Passed in the Board of Studies Meeting

Date: 20th October, 2023

The meeting was held on Friday, 20th October 2023 at 01.00 pm to design and frame the syllabus as per guidelines of NEP-2020 of F.Y.B.Voc SEM-II & S.Y.B.Voc Pattern 2022 SEM-IV under the Board of Studies, Retail Management. The following resolutions were passed in the meeting with the majority.

1. In the first session we discussed the marking scheme for practical and internship.
2. After the discussion it was resolved that the syllabus and the framework should be accepted after making necessary modifications in the syllabus and adding some practical oriented decisions.
3. After the discussion it was also resolved that this syllabus need some corrections in Principles of Management, Fundamental of Computers & Leadership & Succession Planning
4. After the discussion it was resolved that credits should be considered for each semester as per NEP-2020 & S.Y.B.Voc SEM-IV Pattern-2022.
5. Computer Science Digital & Technological Solution & English subject syllabus will be considered from respective department.
6. Stakeholders such as students from S.Y & T. Y, Parents, Alumni, Industry expert give positive feedback for syllabus.
7. Necessary modification suggested by stakeholders implemented in Fundamentals of Computers.

**Prof. Mahesh S. Phule
Chairman**



MINUTES OF THE MEETING

As per the Notice no. 92, Dated 03/07/2023, issued by the college, the meeting of Board of Studies in B.Voc Retail Management was successfully held on 10th July, 2023 at 10:00 am in the Department of Retail Management, T. C. College, Baramati. The meeting took place both online and offline, adhering to the guidelines and protocols set by the college. Under the guidance of Mr. Mahesh P. Phule, Chairman of the Board of Studies in Retail Management, the meeting commenced with a warm welcome to all the esteemed members, followed by a brief introduction of the meeting's objectives.

During the meeting, fruitful discussions were held on the items mentioned in the circulated agenda. We are pleased to inform you that the following resolutions were made during the BOS meeting.

1. To confirm the minutes of the BOS meeting held on 10th July, 2023. The minutes of the previous Board of Studies meeting were approved and confirmed.
2. To consider and approve the course structure of the First Year UG Sem-I and II) according to the NEP 2020.

The BOS has discussed the course structure of the FYRM. as per the NEP 2020 credit structure guidelines. Taking into consideration the valuable suggestions provided by the BOS members, necessary modifications were made to the course structure. After careful consideration and thorough discussion, the final course structure has been determined, ensuring compliance with the NEP 2020.

Considered and approved.

2. **To design and approve the curriculum in accordance with the NEP 2020 for FYRM (Semester-II), Pattern-2022 for SEM-IV from the academic year 2023-2024.**

The board carefully designed and deliberated upon the curriculum of FYRM Semester-II, aligning it with the guidelines of the National Education Policy (NEP) 2020, for implementation in the academic year 2023-2024. During the discussion, certain modifications

were suggested by the board members. Mr A.S. Salagare suggest the removal of the addition of forecasting point on Unit No-2 topic from the course RTM-151-MJM:. Additionally, Mr. A.S. Salagare requested the addition of the chapter on New Product Development' from the 'RTM-152-MJM: Marketing Management. Furthermore, both Mr A.S Salagare and Dr. M. Kumbhar suggested to add unit II & III required case studies from the syllabus of the course RTM-166-OE: Leadership & Succession Planning.

The board thoroughly discussed and finalized the syllabus for the following courses of FYRM Semester II Pattern-2023

Class	Pattern	Semester	Course Code	Course Title	Course Type	No. of Credits
F.Y.	2023	II	RTM-151-MJM(T)	Principles of Management	Theory	2
			RTM-152-MJM(T)	Marketing Management	Theory	2
			RTM-153-MJM(P)	Digital Marketing	Practical	2
			RM-161-MN(T):	Retail Marketing	Theory	2
			RTM-166-OE(T)	Leadership & Succession Planning	Theory	2
			RTM-167-OE(P)	Advertising and Sales Promotion	Practical	2
			RTM-171-VSC:(P)	Fundamentals of Computer	Practical	2
			RTM-176-SEC:(T)	Managerial Economics	Theory	2
			ENG-181-AEC	Functional English	Theory	2
			COS-185-VEC	Digital & Technological Solution	Theory	2

The board thoroughly discussed and finalized the syllabus of SYRM SEM-IV Pattern-2022

Class	Pattern	Semester	Course Code	Course Title	Course Type	No. of Credits
S Y	2022	IV	UBRM241	Principles of Finance	Theory	4
			UBRM242	Basics of Cost Accounting	Theory	4
			UBRM243	Retail Banking	Theory	4
			UBRM244	Internship	Practical	6
			UBRM245	Retail Store Operation-II	Practical	6
			UBRM246	Service Marketing	Practical	6

Furthermore, it was decided to maintain uniformity in the number of units across all courses, with a total of three units for the 2-credit courses and five units for the 4-credit courses. Finally, it was agreed that the revised curriculum would be submitted to the academic council of the college for approval.

Considered and approved.

5. To adopt Learning Outcomes-based Approach to Curriculum Planning and development as per NEP 2020, LOCF (UGC), NCrF and NHEQF guidelines from the academic year 2023-2024.

The Board of Studies (BOS) engaged in a thorough discussion regarding the adoption of a Learning Outcomes-based Approach to Curriculum Planning and Development, in alignment with the guidelines set forth by NEP 2020, LOCF (UGC), NCrF, and NHEQF. It was acknowledged that this approach would enhance the quality and relevance of the curriculum, making it more responsive to the needs of students and the changing dynamics of the education field. After a detailed discussion, the Board of Studies unanimously resolved to adopt a Learning Outcomes-based Approach to Curriculum Planning and Development

Considered and approved.

7. Any other matter with the consent of Chairperson.

The following agenda item is taken as additional item in the BOS.

i) To consider the feedbacks and suggestions provided by the stakeholders of UG classes while designing the syllabus of FYRM & SYRM.

The Chairman initiated the discussion by highlighting the importance of incorporating

feedback from stakeholders such as Alumni and current students, Parents & Industry Expert in the syllabus design process. It was noted that their insights and suggestions would greatly contribute to creating a curriculum that aligns with the needs and expectations of the students. Therefore, the BOS members reviewed the feedback and suggestions given by the alumni and students and incorporated the relevant suggestions into the curriculum of FYRM & SYRM.

Considered and approved.

The meeting of BOS concluded with the vote of thanks by Mr. Mahesh Phule.



**Chairman
Board of Studies**



**Dean
Commerce & Management**



**IQAC
Coordinator**



Principal



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

**BoS Meeting Photos
20th October, 2023**



Preamble

AES's Tuljaram Chaturchand College has made the decision to change the syllabus of various faculties from June, 2023 by incorporating the guidelines and provisions outlined in the National Education Policy (NEP), 2020. 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 F.Y.B.Voc (Retail Management), which goes beyond traditional academic boundaries. The syllabus is aligned with the NEP 2020 guidelines to ensure that students receive an education that prepares them for the challenges and opportunities of the 21st century. This syllabus has been designed under the framework of the Choice Based Credit System (CBCS), taking into consideration the guidelines set forth by 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 a wide range of fulfilling career paths. Career in Retail Management is considered one of the most high-paying jobs and is full of opportunities; particularly when India's prowess in Retail Sector is recognized across the globe. These are the job roles in Retail Management like Retail Manager, Store Manager, Retail Buyer, Merchandiser Analyst, Supply Chain Distributer, Marketing Executive, Warehouse Manager, Brand Manager, Customer Care Executives, Image Promoter, Merchandise Manager, Department Manager. Companies who hire Retail Management professionals - Retail Industries, Reliance Group, ITC Retail, Aditya Birla Group, Tata Groups, Lifestyle,

International Spencers and more...

Overall, revising the B.Voc Retail Management syllabus in accordance with the NEP 2020 ensures that students receive an education that is relevant, comprehensive, and prepares them to navigate the dynamic and interconnected world of today. It equips them with the 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.

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

From 2022-23 to 2024-25

Sr.No.	Name	Designation
1.	Mr. Mahesh Phule	Chairman
2.	Mr. Sudhir Taware	Member
3.	Mrs. Arpita Wagh	Member
4.	Mrs. Archana Kadam	Member
5.	Dr. Kishor Lipare	Vice-Chancellor Nominee
6.	Dr. Maruti Kumbhar	Expert from other University
7.	Dr. Nandkumar Kadam	Expert from other University
8.	Mr. Atul Salagare	Industry Expert
9.	Mr. Akshay Shah	Meritorious Alumni

Credit Distribution Structure for F.Y. B. Voc (Retail Management) - 2023-2024

Level	SEM	Major		Minor	GE/OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr./Sem.	Degree/ Cum. Cr.
		Mandatory	Electives							
4.5	I	RTM-101-MJM:(T) Organizational Behavior	--	--	RTM-116-OE: (T) Business Communication Skills	RTM-121-VSC:(T) Indian Economy RTM-126-SEC: (P) Principles of Consumer Behavior	ENG-131-AEC: Functional English-I RTM-137-IKS: (T) Evolution of Retail	CC: NSS/NCC/Yoga/Cultural Activity/Sports	22	UG Certificate 44
		RTM-102-MJM:(T) Basics of Marketing			RTM-117-OE:(P) Marketing Management Skills	ENV-135-VEC: Environmental Science				
		Credits-2+2+2			Credit- 2+2		Credit-2+2+2	Credit-2		
II		RTM-151-MJM:(T) Principles of Management		RM-161-MN (T):: Retail Marketing	RTM -166-OE: (T) Leadership & Succession Planning	RTM-171-VSC: (P) Fundamentals of Computer	ENG-181-AEC: Functional English -II	CC: NSS/NCC/Yoga/Cultural Activity/Sports	22	
		RTM-152-MJM:(T) Marketing Management			RTM-167-OE: (P) Advertising & Sales Promotion	RTM-176-SEC: (T) Managerial Economics	COS-185-VEC: Digital & Technological Solution			
		Credits-2+2+2		Credits-2	Credit- 2+2	Credit- 2+2	Credit- 2+2	Credit-2		
	Cum Cr.	1	-	2	8	8	10	4	44	

Exit option: Award of UG Certificate in Major with 44 credits and an additional 4 credits score in SQ course/ Internship OR Continue with Major and Minor
*1 Credit=15hr.

Syllabus as per NEP 2020 for F.Y.B.Voc. RTM(2023 Pattern)

Sem.	Course Type	Course Code	Course Name	Theory / Practical	Credits
I	MajorMandatory	RTM-101-MJM	Organizational Behavior	Theory	2
	MajorMandatory	RTM-102-MJM	Basics of Marketing	Theory	2
	MajorMandatory	RTM-103-MJM	Introduction to Retailing	Practical	2
	OpenElective(OE)	RTM-116-OE	Business Communication Skills	Theory	2
	OpenElective(OE)	RTM-117-OE	Marketing Management Skills	Practical	2
	SkillEnhancement Course (SEC)(Any one)	RTM-126-SEC(P)	Principles of Consumer Behaviour	Practical	2
	Vocational SkillCourse(VSC)	RTM-121-VSC(T)	Indian Economy	Theory	2
	Ability EnhancementCourse(AEC)	ENG-131-AEC	FunctionalEnglish- I	Theory	2
	Value EducationCourse(VEC)	COS-135-VEC	EnvironmentalScience	Theory	2
	Indian KnowledgeSystem(IKS)	RTM-137-IKS	Evolutionof Retail	Theory	2
	Co-curricular Course(CC)	-----	To be selected from the Basket	-----	2
Total Credits Semester-I					22
II	MajorMandatory	RTM-151-MJM	Principles of Management	Theory	2
	MajorMandatory	RTM-152-MJM	Marketing Management	Theory	2
	MajorMandatory	RTM-153-MJM	Digital Marketing	Practical	2
	Minor(Anyone)	RTM-161-MN	Retail Marketing	Theory	2
	OpenElective(OE)	RTM-166-OE	Leadership & Succession Planning	Theory	2
	OpenElective(OE)	RTM-167-OE	Advertising & Sales Promotion	Practical	2
	VocationalSkillCourse (VSC)	RTM-171-VSC	Fundamental of Computer	Practical	2
	Skill Enhancement Course(SEC)	RTM-176-SEC	Managerial Economics	Theory	2
	Ability Enhancement Course(AEC)	ENG-181-AEC	FunctionalEnglish-II	Theory	2
	Value Education Course(VEC)	COS-185-VEC	DigitalandTechnologicalSolutions	Theory	2
Co-curricular Course (CC)	-----	To be selected from the Basket	-----	2	
Total Credits Semester II					22
Cumulative Credits Semester I and II					44

Name of the Programme	: B. Voc. Retail Management
Program Code	: UVRTM
Class	: F.Y.B. Voc. Retail Management
Semester	: II
Course Type	: Major (Theory)
Course Name	: Principles of Management
Course Code	: RTM-151-MJM (T)
No. of Lectures	: 30
No. of Credits	: 02

A) Course Objectives:

1. To know about basics principles of management
2. To understand the planning and decision making process
3. To outline the fundamental activities of managers.
4. To explain the basic concepts, principles and theories of management.
5. To examine the broad functions of management

B) Course Outcomes:

- CO1** - The main outcome of this course is to acquaint students of basics of Principles of Management in any organization.
- CO2** -Understand the Basic management functions of Planning Organizing Leading and Controlling.
- CO3** -Understand management theories.
- CO4** -Understand how Corporate Culture and Organizational design effect the Management.

TOPICS/CONTENTS

Units	Title & Content	No. of Lectures
Unit-I	1. Basics of Management 1.1 Meaning, Definition of Management: 1.2 Role of managers. 1.3 The Management Process. 1.4 Management Thought with reference to FW Taylor & Henry Fayol, Max Weber	08
Unit-II	2. Planning and Forecasting 2.1 Planning:-Meaning, Definition 2.2 Nature 2.3 Importance 2.4 Steps in Planning 2.5 Limitations of Planning. 2.6 Forecasting-Meaning & Techniques.	10
Unit-III	3. Organization and Direction 3.1 Meaning, Types of Organization Process. 3.2 Departmentalization, Organization Structure, Authority and Responsibility. 3.3 Delegation of authority, Difficulties in delegation of Authority. 3.4 Centralization verses Decentralization. 3.5 Direction- Meaning, Elements, Principles, Techniques & importance.	12

Reference Books:

1. Stephen Robbin Et.al: Management, Pearson Publishers.
2. Principles of Management – Koontz & O'Donnel
3. The Management Process – R S Davar
4. Essentials of Management – Koontz & O' Donnel Trale McGraw Hill Publishing House
5. Business Administration – Mritunjoy Banerjee
6. Principles & Practice – T N Chhabra, Dhanapat Rai & Co. of Management.
7. Management – LM .Prasad.
8. Super Highway: Bill Gates Foundation

Mapping of this course with Programme Outcomes

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

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

Justification for the mapping

- PSO1 : Comprehensive understanding of the various aspects of retail operations.**
CO1 : Students will have basics knowledge of Principles of Management which is applicable in retail operations.
CO4 : Students will learn corporate culture and organizational design and its effect on Management of Retail Operations.
- PSO2 : Marketing strategies & concepts specific to retail industry.**
CO2 : Students will have strong conceptual knowledge of management functions to apply in marketing strategies development.
CO4 : Students will learn corporate culture and organizational design and its effect on Retail Industry.
- PSO4 : Gain knowledge & skills to analyze financial statement.**
CO1 : Students will have basics knowledge of Principles of Management which is applicable in analyze financial statement management.
- PSO5 : Identify importance of delivering exceptional customer experiences.**
CO1 : Students will have basics knowledge of Principles of Management which is applicable in delivering exceptional customer service.
- PSO6 : Develop managerial abilities necessary for managing & motivating team in retail environment.**
CO1 : Students will have basics knowledge of Principles of Management which is applicable to develop managerial abilities for managing team in retail industry.
CO2 : Students will have strong conceptual knowledge of management functions to apply for development of managerial abilities for managing team in retail industry.
CO3 : Student will deep understanding of Management theories to develop managerial abilities for managing team in retail industry
CO4 : Students will learn corporate culture and organizational design and its implication to develop managerial abilities for managing team in retail industry.
- PSO7 : Emphasize the importance of ethical & sustainable practices in retail industry.**
CO1 : Students will have basics knowledge of Principles of Management which is applicable to develop ethical & sustainable practices in retail industry.
CO2 : Students will have strong conceptual knowledge of management functions to apply for development of ethical & sustainable practices in retail industry.
CO4 : Students will learn corporate culture and organizational design and its implication to develop ethical & sustainable practices in retail industry.

SYLLABUS (CBCS as per NEP 2020) For F.Y. B. Voc. Retail Management (w. e. f. December, 2023)

Name of the Programme	:B. Voc. Retail Management
Programme Code	:UVRTM
Class	:F. Y. B.Voc.(Retail Management)
Semester	:II
Course Type	:Major (Theory)
Course Title	: Marketing Management
Course Code	:RTM-152- MJM (T)
No. of Lectures	:30
No. of Credit	:02

A) Course Objectives:

1. To understand the fundamentals of Marketing Management.
2. To understand the relevance of marketing in developing economy.
3. To describe the role of marketing in building and managing customer relationship.
4. To learn the concept of marketing segmentation.
5. To compare the relationship between creation of demand and customer satisfaction.
6. To distinguish the relationship between marketing concept and selling concept.
7. To understand the concept new product development.

B) Course Outcomes:

- CO1** - Handled the customer and understand the needs and wants.
- CO2** -Basics things of social responsible marketing.
- CO3** -Formulate a marketing plan that will meet the needs or goals of a business.
- CO4** -Brand loyalty and customer loyalty.
- CO5** -Conduct market research to provide information needed to make marketing decisions.
- CO6** -Develop learning and development strategies and plans to enhance professional growth in the field.
- CO7** -Formulate strategies for the efficient and effective placement/ distribution of products.

TOPICS/CONTENTS

Units	Title & Content	No.of Lecture
Unit1	1. Introduction of Marketing: 1.1 Nature, scope and importance of Marketing. 1.2 Marketing Mix 1.3 Core Marketing concept: Production concept, Product Concept, Selling concept, Marketing concept. 1.4 Marketing Environment: Micro and Macro Environment	10
Unit2	2. Market Segmentation: 2.1 Meaning, Definition and Importance of Market Segmentation 2.2 Types of Market Segmentation 2.3 Market segmentation Process	10
Unit3	3. New Product Development: 3.1 Introduction, meaning of a new product 3.2 Needs and Limitation for development of a New product 3.3 Reasons for failure of a new product 3.4 Stages in product development and consumer adoption process 3.5 Product Life Cycle	10

ReferenceBooks:

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

Mapping of this course with Programme Outcomes

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

Weight: 1-Partiallyrelated 2 – ModeratelyRelated 3 –Stronglyrelated

Justification for the mapping

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

CO1: Students will understand the how to handle customer and their needs and wants.

PO2: Marketing strategies & concepts specific to the retail industry

CO6: Students will develop learning strategies in retail industry.

PO3: Incorporate Internship & Industry Partnerships to provide students with hands-on

CO4: Students get the practical knowledge about the brand loyalty and customer loyalty.

PO4: Gain knowledge & skills to analyze financial statement

CO4: Students get the skills of how to analysis the customer loyalty.

PO5: Identify the importance of delivering exceptional customer experiences

CO4: Students get the knowledge about the customer loyalty.

PO6: Emphasize the importance of ethical & sustainable practices in the retail industry.

CO6: Students will get professional knowledge in the field of retail industry.

CO7: Students understand the managerial strategies inefficiently and effectively.

PO7: Develop managerial abilities necessary for managing & motivating teams in the retail environment.

Name of the Programme	: B. Voc. (Retail Management)
Programme Code	: UVRTM
Class	: F. Y. B.Voc.(Retail Management)
Semester	: II
Course Type	: Major (Practical)
Course Title	: Digital Marketing
Course Code	: RTM-153-MJM (P)
No. of Lectures	: 60(12+48)
No. of Credit	: 02

A) Course Objectives:

1. To understand the basic knowledge of Digital Marketing
2. To understand the Social Media Marketing.
3. To create a digital marketing posters with help of Canva.
4. To generate an average report based on the Digital Marketing.
5. To understand the how to reach customers.

B) Course Outcomes:

Student will be able to:

- CO1** -Demonstrate the Canva application for designing posters.
- CO2** -Demonstrate of Google Analytics.
- CO3** -Identify and utilize various tools such as social media etc.
- CO4** -Understand how to create and run digital media based campaigns
- CO5** -Articulate innovative insights of digital marketing enabling a competitive edge.
- CO6** -Understand the concept of digital marketing and its real-world iterations
- CO7** -Explain the key digital marketing activities needed for competitive success

TOPICS/CONTENTS

Units	Title & Content	No.of lectures
Unit-1	1 Digital Marketing 1.1 Introduction of Digital Marketing, Social Media Platforms 1.2 Search Engine Optimization. 1.3 Google Analytics	10
Unit-2	2 Design 2.1 Canva application (Using related various application for designing posters), Photo Shop 2.2 Poster Design 2.3 Search Engine Marketing	20
Unit-3	3 Way of Digital Marketing 3.1 Facebook Marketing, Instagram Marketing 3.2 YouTube Marketing 3.3 E-Mail Marketing	30

Mapping of this course with Programmed Outcomes

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

Weight: 1-Partiallyrelated 2 – ModeratelyRelated 3 –Stronglyrelated

Justification for the mapping

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

CO2: Students will get a deep understanding of Google Analytics.

CO3: Students will understand how identify and utilize various tools of social media.

PO2: Marketing strategies & concepts specific to the retail industry

CO6: Students will understand the concept of digital marketing.

PO3: Incorporate Internship & Industry Partnerships to provide students with hands-on

CO1: Students will develop their skills of designing marketing posters.

CO3: Students will apply their knowledge on social media marketing.

PO4: Gain knowledge & skills to analyze financial statement

CO2: Students will understand the Google Analytics.

PO5: Identify the importance of delivering exceptional customer experiences

CO4: Students will understand how to create and run digital marketing for attracting customers experience.

PO6: Emphasize the importance of ethical & sustainable practices in the retail industry.

CO7: Students will understand the ethics in digital marketing and get practical knowledge.

PO7: Develop managerial abilities necessary for managing & motivating teams in the retail environment.

CO5: Students will be able to innovative insights of digital marketing enabling a competitive edge.

Name of the Programme	:B.Voc. Retail Management
Program Code	:UVRTM
Class	:F.Y. B.Voc. Retail Management
Semester	:II
CourseType	:Minor(Theory)
CourseName	:Retail Marketing
CourseCode	:RTM-161-MN (T)
No.ofLectures	:30
No.ofCredits	02

A) Course Objectives:

1. To understand and the fundamentals of Retail Marketing and all the processes involved.
2. To develop the ability to analyse relevant cases and/or existing research studies on the matter and design from the appropriate retail strategies.
3. To develop your ability to deliver clear, concise and convincing oral and written business presentations.
4. To understand pricing strategies.
5. To understand evolution of retail marketing
6. To understand the store layout design.
7. To learn about service retailing.

B) Course Outcomes:

- CO1-** Strong conceptual knowledge of Retail Marketing
- CO2-** Be able to assess retail layout
- CO3-** Demonstrate proficiency in analyzing production and cost functions, including concepts.
- CO4-** Understand various pricing strategies in retail marketing.
- CO5-** Develop skills in service marketing
- CO6-** Understand the role and planning of merchandising.
- CO7-** Understanding Service retailing with their benefits.

TOPICS/CONTENTS

Units	Title & Content	No. of lectures
Unit1	1. Introduction 1.1 An overview of Retailing industry , Types of stores 1.2 Product Retailing vs. Service Retailing, Non store Retailing – Retail strategy 1.3 Achieving competitive advantage and positioning Retailing environment – Legal, Social, Economic, Technological, issues – Trends in the retailing.	10
Unit2	2. Retail Store Location and Layout 2.1 Retail store location and layout, Country/Region analysis – Trade area analysis, Site evaluation and selection. 2.2 Store design and layout, Comprehensive store planning – Exterior design and layout 2.3 Interior store design and layout – Interior design elements. Visit to retail store.	10
Unit3	3. Retail Marketing Planning 3.1 Planning merchandise needs and merchandise budgets, 3.2 Methods for determining inventory evaluation, buying and vendor relations. 3.3 Merchandise pricing – Price strategies – Psychological pricing – Mark-up and markdown strategies.	10

Reference Books:

1. Michael lacy, Barton A Weitz and Ajay Pandit, Retail Mangement, Tata McGraw Hill Education Pvt. Ltd., New Delhi.
2. KVC Madaan, Fundamental of retailing, Tata McGraw Hill Education Pvt. Ltd., New Delhi.
3. Swapana Pradhan, Retail Mangement, Tata McGraw Hill Education Pvt. Ltd., New Delhi.
4. K. Rama MohanaRao: Service Marketing Person, 2 Ed. New Delhi

Mapping of this course with Programme Outcomes

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

Weight: 1-Partiallyrelated 2 – ModeratelyRelated 3 –Strongly related

Justification for the mapping

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

CO1: Students will get a strong conceptual knowledge of Retail industry.

CO2: Students will understand how identify and utilize various retail layout in retail industry.

CO4: Students will get knowledge of understanding various pricing strategies in retail marketing.

CO5: Students will gets compressive understanding in skills marketing.

CO6: Students get various aspects of retail industry in role and planning of merchandising.

PO2: Marketing strategies & concepts specific to the retail industry

CO1: Students will understand the concept of marketing strategies related marketing mix.

CO4: Students will get the knowledge of various marketing pricing strategies.

CO5: Students will develop the skills in service marketing strategies.

PO3: Incorporate Internship & Industry Partnerships to provide students with hands-on

CO1: Students will develop their skills in Trade area analysis, Site evaluation and selection.

CO2: Students will apply their knowledge about Store design and layout,s Comprehensive store planning – Exterior design and layout, etc.

CO4: Students will get the knowledge of Achieving competitive advantage and positioning Retailing environment.

CO5: Students will develop their skills by using Methods for determining inventory evaluation, buying and vendor relations.

CO6: Students will get the knowledge of Planning merchandise needs and merchandise budgets.

PO4: Gain knowledge & skills to analyze financial statement

CO3: Students will understand the demonstrate proficiency in analyzing production and cost functions, including concepts.

PO5: Identify the importance of delivering exceptional customer experiences

CO4: Students will understand how to create and run digital marketing for attracting customers experience.

CO5: Students will understand how to create and run service retailing with their benefits.

PO6: Emphasize the importance of ethical & sustainable practices in the retail industry.

CO7: Students will understand the ethics in retail marketing and get practical knowledge.

PO7: Develop managerial abilities necessary for managing & motivating teams in the retail environment.

CO5: Students will be able to innovative insights of Retail marketing enabling a competitive edge.



Name of the Programme	: B. Voc. Retail Management
Program Code	: UVRTM
Class	: F.Y.B. Voc. Retail Management
Semester	: II
Course Type	: OE (Theory)
Course Name	: Leadership and Succession Planning
Course Code	: RTM-166-OE [T]
No. of Lectures	: 30
No. of Credits	: 02

A) Course Objectives:

1. To know Basics of Succession Planning
2. To understand Importance of holistic succession planning process
3. To outline Prerequisites of Success Planning
4. To know obstacles to the effective succession management process
5. To avoid Mistakes in Succession Planning process
6. To Measuring the effectiveness of Success Planning intervention

B) Course Outcomes:

- | | |
|------------|---|
| CO1 | -Define succession planning. |
| CO2 | -Conduct succession planning and build a succession plan. |
| CO3 | -Perform succession planning communications. |
| CO4 | -Manage an organizational succession plan. |
| CO5 | -Avoid the pitfalls of succession planning and talent management. |

TOPICS/CONTENTS:

Unit	Title & Content	No. Of Lectures
Unit-I	1. Leadership and Direction 1.1 Meaning and Definition importance of leadership. 1.2 Styles of Leadership 1.3 Trait Approach, Contingency Approach and Contemporary Approach 1.4 Direction- Meaning 1.5 Elements and Principles 1.6 Techniques and importance.	08
Unit-II	2. Introduction Succession Planning-I 2.1 Introduction to Succession Planning 2.2 Importance of Succession Planning 2.3 The Succession Planning Process 2.4 Why Succession Planning is Essential: The Case of the Runaway Talent 2.5 Succession Risks (Two Case study required)	10
Unit-III	3. Introduction Succession Planning-II 3.1 Fundamentals of Succession and Transition Planning 3.2 Critical Succession Planning 3.3 Creating an Effective Succession Plan 3.4 Principles for Successful Succession Planning 3.5 Reasons You Should Have a Succession Plan 3.6 The Importance of Communication in Succession Planning (Two Case study required)	12

Reference Books:

- Collins, Sandra K., Richard C. McKinnies, Eric Matthews, and Kevin S. Collins. "Succession Planning." *Health Care Manager* 32, no. 3 (2013): 233-38. <http://dx.doi.org/10.1097/hcm.0b013e31829d7386>.
- Garman, Andrew N., and Jeremy Glawe. "Succession planning." *Consulting Psychology Journal: Practice and Research* 56, no. 2 (2004): 119-28. <http://dx.doi.org/10.1037/1061-4087.56.2.119>.
- Land, Trudy. "Succession Planning." *Frontiers of Health Services Management* 36, no. 4 (2020): 1-2. <http://dx.doi.org/10.1097/hap.0000000000000086>.

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

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

Justification for the Mapping

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

CO1 : Students will develop basic knowledge about success planning which will be applicable in retail industry operations.

CO2 : Student will understand various aspects of retail operations and can build succession plan.

CO3 : Students will be able to do succession planning communication in retail operation.

CO4 : Students will be able to manage succession plan of various aspects of retail operations.

CO5 : Students will be able to do talent management in various aspects of retail operations.

PSO2: Marketing strategies & concepts specific to retail industry.

CO1 : Students will develop basic knowledge about success planning which will be applicable in development of marketing strategies of retail industry.

CO2 : Student will be able to build succession plan of marketing strategies of retail industry.

CO3 : Students will be able to do succession planning communication of marketing strategies of retail industry.

CO4 : Students will be able to manage succession plan of marketing strategies of retail industry.

CO5 : Students will be able to do talent management in development of marketing strategies of 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

CO1 : Students will develop basic knowledge about success planning which will be applicable in delivering exceptional customer experiences.

CO2 : Student will be able to build succession plan for delivering exceptional customer experiences.

CO3 : Students will be able to do succession planning communication for delivering exceptional customer experiences.

CO4 : Students will be able to manage succession plan for delivering exceptional customer experiences.

CO5 : Students will be able to do talent management for delivering exceptional customer experiences.

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

CO1: Students will develop basic knowledge about success planning which will be applicable in managing & motivating team in retail environment.

CO2: Student will be able to build succession plan for managing & motivating team in retail environment.

CO3: Students will be able to do succession planning communication for managing & motivating team in retail environment.

CO4: Students will be able to manage succession plan for managing & motivating team in retail environment.

CO5: Students will be able to do talent management while managing & motivating team in retail environment.

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

Name of the Programme	: B. Voc. Retail Management
Programme Code	: UVRTM
Class	: F.Y.B.Voc. Retail Management
Semester	: II
Course Type	: OE (Practical)
Course Title	: Advertising and Sales Promotion
Course Code	: RTM-167- OE (P)
No. of Lectures	:60(12+48)
No. of Credit	: 02

A) Course Objectives:

1. To understand the concept of Advertising.
2. To examine the origin and development of advertising.
3. To create advertising posters with help of Canva.
4. To understand the differentiate between advertising and sales promotion.
5. To understand the how to reach customers.

B) Course Outcomes:

Student will be able to:

- CO1.** Demonstrate the canva application for designing posters.
- CO2.** Demonstrate of Google Analytics.
- CO3.** Explain use of advertising and sales promotion as a marketing tool.
- CO4.** Describe advertising and sales promotional appeals.
- CO5.** Explain appropriate selection of media.
- CO6.** Learning to modify for presentation skills in Product Presentation.
- CO7.** Discuss means of testing effectiveness of advertising and sales promotion.

TOPICS/CONTENTS

Units	Title&Content	No.of lectures
Unit-1	1. Introduction of Advertising 1.1 Introduction of Advertising, Creativity of Concept Creation, Planning & Organization framework 1.2 Strategic Advertising Decision, Media Planning, Advertising Ethics 1.3 Advertising Agency Interface. 1.4 Difference between Advertising and Sales Promotion	20
Unit-2	2. Design 2.1 Canva application (Using related various application for designing posters) 2.2 Poster Design 2.3 Creativity in advertising, copy decision	25
Unit-3	3. Sales 3.1 Sales promotion activity at retail counter. 3.2 Strategies and Practices, After sales Services, brand equity, 3.3 Advertising and Sales Communication,	15

Reference Books:

1. Advertising Management – Concepts and Cases, Manendra Mohan (Tata McGraw Hill)
2. Sales Promotion and Advertising Management (6thEd.)Himalaya Publishing House
3. Advertising Excellence by Bovee, Thill, Dovel and Wood (McGraw Hill)
4. Advertising Management – Shelekar, Victor &Nirmala Prasad (Himalaya Publishing House)
5. Foundations of Advertising – Theory & Practice – S.A. Chunawala

Mapping of this course with Programmed Outcomes

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

Weight: 1-Partiallyrelated 2 – ModeratelyRelated 3 –Stronglyrelated

Justification for the Mapping

PSO1: Comprehensive understanding of the various aspects of retail operations.
CO2: Students understanding the retail operation with the help of Google Analysis

PSO2: Marketing strategies & concepts specific to retail industry.
CO3: Students will apply knowledge for advertising and sales promotion marketing tool

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

CO6: Students will understand the presentation skills of product.

PSO4: Gain knowledge & skills to analyze financial statement.

CO1: Students will get skill knowledge of canva application for designing the marketing posters.

CO2: Students will understand and analyses demonstrate of Google analytics.

PSO5: Identify importance of delivering exceptional customer experiences.

CO7: Students implement the advertising and sales promotion for customer experience.

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

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

CO4: Students will get knowledge about the retail industry when applying the advertising and sales promotions tools.

CO7: Students will understand the ethics of advertising and sales promotion.

SYLLABUS (CBCS as per NEP 2020) For F.Y. B. Voc. Retail Management (w. e. f. December,2023)

Name of the Programme	: B. Voc. (Retail Management)
Programme Code	: UVRTM
Class	: F.Y.B.Voc.(Retail Management)
Semester	: II
Course Type	: SEC Practical
Course Title	: Fundamental of Computers
Course Code	: RTM-171- VSC (P)
No.of Lectures	: 60(12+48)
No.ofCredit	:02

A) Course Objectives:

1. To understand the basic knowledge of computer.
2. To understand the MS word.
3. To type and save the data in excel worksheet.
4. To generate an average report based on the data in excel worksheet.
5. To create a PowerPoint presentation with effects.

B) Course Outcomes:

Student will be able to:

- CO1 -Performing basic editing functions, formatting text, and moving objects and texts.
- CO2 - Demonstrate the mechanics and uses of word.
- CO3 - Demonstrating the basics mechanics and navigation of an excel spreadsheet.
- CO4 -Working knowledge of organizing and displaying large amount and complex data.
- CO5 -Demonstrating the basic mechanics of PowerPoint.
- CO6 -learning to modify presentation themes.
- CO7 -Analyzing formatting techniques and presentations styles.

TOPICS/CONTENTS:

Units	Title&Content	No.of lectures
Unit-1	1. ASSIGNMENT BASED ON MS OFFICE WORD: 1.1 Text Manipulation Change the font size and type aligning and justification of text Underlining the text Indenting the text 1.2 Usage of Numbering, Bullets, Footer and Headers Usages of Spell check and Find and Replace 1.3 Table and Manipulations Creation, Insertion, Deletion (Columns & Rows) and usage of Auto Format. 1.4 Picture Insertion and alignment. 1.5 Creation of documents using templates Creation of templates. 1.6 Mail Merge concepts. 1.7 Copying text and picture from Excel.	10
Unit-2	2. ASSIGNMENT BASED ON MS OFFICE EXCEL: 2.1 Type the data in excel worksheet and save it as first.xls with formula. 2.2 Type the data in excel worksheet and save it as second.xls.with formula. 2.3 Enter the data and save it in grade.xls 2.4 Using grade.xls to perform the various formatting operations 2.5 Generates an average report based on the data in excel worksheet.	20
Unit-3	3. MS Office Power Point: 3.1 Create a PowerPoint presentation adding the guidelines for each slide 3.2 Create a PowerPoint presentation using custom animation effects. 3.3 Create a PowerPoint presentation Adding a piece of clip-art 3.4 Create a PowerPoint presentation with Add a sound to entrance effect.	30

ReferenceBooks:

1. Absolute Beginner's Guide to Computer Basics by Michael Miller
2. Fundamental of Computers by AkashSaxena, Kratika Gupta
3. Fundamentals of Information Technology, Alexis and Mathew
4. Computers Today, Donald H. Sanders.

Mapping of this course with Programmed Outcomes

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

Weight: 1-Partiallyrelated

2 – ModeratelyRelated

3 –Stronglyrelated

Justification for the mapping

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.

CO2: Students will get hand on training of Microsoft Word.

PSO4: Gain knowledge & skills to analyze financial statement.

CO3: Students will get skill knowledge of excel spreadsheets.

CO4: Students will understand and analyses of excel of complex data.

PSO5: Identify importance of delivering exceptional customer experiences.

CO3: Students will get understand the customer experience details with the help of excel spreadsheets.

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

CO5: Students will get knowledge about managerial skills with the help of Microsoft PowerPoint.

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

CO7: Students will understand the analyzing techniques of power point presentation styles.

SYLLABUS (CBCS as per NEP 2020) For F.Y. B. Voc. Retail Management (w. e. f. December, 2023)

Name of the Programme	: B.Voc. Retail Management
Program Code	: UVRTM
Class	: F.Y. B. Voc. Retail Management
Semester	II
Course Type	: SEC (Theory)
Course Name	: Managerial Economics
Course Code	: RTM-176-SEC
No. of Lectures	: 30
No. of Credits	:02

A) Course Objectives:

1. To learn fundamental understanding of the concept of retail banking.
2. To learn about market analysis.
3. To understand cost analysis.
4. To understand pricing strategies.
5. To understand forecasting & demand analysis.
6. To understand the role of government in regulating businesses.
7. To learn about Ethical Considerations in Indian Economy

B) Course Outcomes:

- CO1-** Strong conceptual knowledge of fundamentals of economics.
- CO2-** Be able to assess market structures & understand the impact of these structures on pricing and output decisions.
- CO3-** Demonstrate proficiency in analyzing production and cost functions, including concepts.
- CO4-** Understand various pricing strategies & the factors influencing pricing decisions.
- CO5-** Develop skills in forecasting demand and analyzing consumer behavior.
- CO6-** Understand the role of government regulations & policies in the business environment.
- CO7-** Recognize the ethical implications of managerial decisions and apply ethical principles and corporate social responsibility in decision-making.

TOPICS/CONTENTS:

Units	Title&Content	No.of lectures
Unit1	1. Introduction to Managerial Economics: 1.1 Definition and scope of managerial economics 1.2 Role of economic analysis in decision-making 1.3 Opportunity cost and rational decision-making	05
Unit2	2. Supply, Demand 1.1 Supply & Demand analysis: Law of demand & supply, Elasticity of demand & supply, Applications of supply & demand in business decisions, in difference curve.	10
Unit3	3. Market structure & pricing decision 3.1 Market Structure 3.1.1 Perfect competition 3.1.2. Monopoly 3.1.3 Oligopoly & Monopolistic competition, Duopoly 3.2 Pricing Decision 3.2.1 Pricing under different market structures 3.2.2 Price discrimination 3.2.3 Price elasticity and revenue optimization	15

Reference Books:

4. "Managerial Economics" by Paul Keat and Philip K. Young
5. "Managerial Economics" by S.A Siddhiqui
6. "Managerial Economics" by Yogesh Maheshwari
7. "Managerial Economics & business strategy" by Michael Baye & Jeff Prince

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct

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

Justification for the mapping

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

CO1: Students will have strong conceptual knowledge of the fundamentals of economics.

CO2: Students will develop a deep understanding of market structures & understand the impact of these structures on pricing and output decisions.

PO2: Marketing strategies & concepts specific to the retail industry

CO3: Students will apply their knowledge of analyzing production and cost functions to understand various retailing strategies.

PO3: Incorporate Internship & Industry Partnerships to provide students with hands-on

PO4: Gain knowledge & skills to analyze financial statement

CO4: Students will be able to understand various pricing strategies & the factors influencing pricing decisions.

PO5: Identify the importance of delivering exceptional customer experiences

CO5: Students will be able to develop skills in forecasting demand and analyzing consumer behavior.

PO6: Emphasize the importance of ethical & sustainable practices in the retail industry.

CO7: Students will recognize the ethical implications of managerial decisions and apply ethical principles and corporate social responsibility in decision-making.

PO7: Develop managerial abilities necessary for managing & motivating teams in retail environment

SYLLABUS (CBCS as per NEP 2020) For F.Y. B. Voc. Retail Management (w. e. f. December, 2023)

Name of the Programme	:B.Voc. Retail Management
Program Code	:UVRTM
Class	:F.Y. B. Voc. Retail Management
Semester	II
Course Type	: Ability Enhancement Course AEC (Theory)
Course Name	: Functional English-II
Course Code	: ENG-181-AEC (T)
No. of Lectures	:30
No. of Credits	02

A) Course Objectives:

1. To introduce students to functionality of English language through strong prose articles.
2. To introduce students to functionality of English language through good poetry.
3. To help students to functionality of English grammar through extensive grammar.
4. To help students understand functionality of English composition through practice exercises in paragraph writing.
5. To help students understand functionality of English comprehension through practice exercises in Newspaper Advertisement.
6. To help students enrich their vocabulary through world class English literature.
7. To make students think creatively and critically.

B) Course Outcomes:

- CO1** - The students understand functionality of English language through strong prose articles.
- CO2** - The students understand functionality of English language through good poetry.
- CO3** - The students comprehend functionality of English grammar through extensive grammar.
- CO4** - The learners understand functionality of English composition through practice exercises in paragraph writing.
- CO5** - The learners understand functionality of English comprehension through practice exercises in Newspaper Advertisement.
- CO6** - The students are enriched in their vocabulary through world class English literature.
- CO7** - The students think creatively and critically.

TOPICS/CONTENTS:

Units	Title &Content	No. of lectures
Unit1	1. Prose: 1.1 The Child (Prem Chand) 1.2 Love Across the Salt Desert (K N Daruwala)	10
Unit2	2. Poetry: 2.1 Still I Rise (Maya Angelou) 2.2 Success is Counted Sweetest (Emily Dickinson)	06
Unit3	3. Grammar: 3.1 Active Passive 3.2 Synthesis 3.3 Identification of Noun, Verb, Adjective and Adverb	08
Unit4	4. Composition and Vocabulary: 4.1 Letter Writing 4.2 Email Writing 4.3 Idioms and Phrasal verbs	06

Reference Books:

1. *Horizons, A Textbook for College Students* (MacMillan Publishers India Private Ltd)
2. *English Grammar in Use* (Cambridge)

SYLLABUS (CBCS as per NEP 2020) For F.Y. B. Voc. Retail Management (w. e. f. December, 2023)

Name of the Programme	: B. Voc. Retail Management
Program Code	: UVRTM
Class	: F.Y. B. Voc. Retail Management
Semester	: II
Course Type	: Value Education Course (VEC) (Theory)
Course Name	: Digital & Technological Solution(T)
Course Code	: COS-185-VEC
No. of Lectures	: 30
No. of Credits	:02

A) Course Objectives:

1. To gain. /familiarity with digital paradigms
2. To sensitize about role & significance of digital technology.
3. To provide know how of communications & networks
4. To bring awareness about the e-governance and Digital India initiatives
5. To provide a. flavour of emerging technologies - Cloud, Big Data, AI 3D printing

B) Course Outcomes:

- CO1. Knowledge about digital paradigm.
- CO2. Realisation of importance of digital technology, digital financial tools, e-commerce.
- CO3. Know-how of communication and networks.
- CO4. Familiarity with the e-governance and Digital India initiatives
- CO5. An understanding of use & applications of digital technology.
- CO6. Basic knowledge of all machine learning and big data.
- CO7. Knowledge about social networking.

TOPICS/CONTENTS:

Units	Title &Content	No. of lectures
Unit - I	Introduction & Evolution of Digital Systems: Role & Significance of Digital Technology. Information & Communication Technology & Tools. Computer System & it's working, Software and its types. Operating Systems: Types and Functions. Problem Solving: Algorithms and Flowcharts. Communication Systems: Principles, Model & Transmission Media.	8
Unit - II	Computer Networks & internet: Concepts & Applicators, WWW, Web Browsers, Search Engines, Messaging, Email, Social Networking. Computer Based information System: Significance & Types. E-commerce & Digital Marketing: Basic Concepts, Benefits & Challenges.	7
Unit -III	Digital India & e-Governance: initiatives, infrastructure, Services and Empowerment. Digital Financial Tools: Unified Payment interface, Aadhar Enabled Payment System, USSD, Credit/Debit Cards, e-Wallet's internet Banking, NEFT/RTGS and IMPS, Online Bill Payments and pos.	8
Unit-IV	Cyber Security: Threats, Significance, Challenges, Precautions, Safety Measures, & Tools Emerging Technologies & their applications: Overview of Cloud Computing, Big Data, internet of Things, Virtual Reality, Blockchain, Robotics, Artificial intelligence, 3-D Printing. Future of Digital Technologies.	7

Reference Books:

- Fundamentals of Computers by E Balagurusamy- Tata Mc GrawHill
2. Data Communications and Networking by Behrouz A. Forouzan - McGraw Hill
 3. "Cloud Computing- Principals and Paradigms" by Buva, Broberg, and Gosciniski- Wiley
 4. "E commerce" by Laudon.
 5. "Artificial Intelligence- A Modern Approach by Russel and Norving" - Pearson Education.
 6. "Internet of Things" by Samuel Greengard - MIT press
 7. "Introduction to Computers by Peter Norton" - Tata McGraw Hill
 8. "E-Commerce Concepts, Models, Strategies"- C.S.V. Murthy
 9. "Basics of Artificial Intelligence and Machine Learning" by Dheeraj Mehrotra - Notion press.
 10. "Big Data for dummies" by Hurwith, Nugent, Halper, Kaufman, Wiley & Sons - Wile

S.Y. B. Voc.
Retail Management
Semester-IV
[Pattern 2022]

[w. e. f. December 2023]

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** :Describe the process of conceiving, producing, and selling fashion products for Instore and on-line retailing.
- PSO5** : Identify importance of delivering exceptional customer experiences.
- PSO6** : Developmanagerial abilities [Marketing, HR,Finance, Inventory]necessary for Managing retail sector.
- PSO7** : Emphasize the importance of ethical & sustainable practices in retail industry.

**SYLLABUS (CBCS) FOR S.Y. B. Voc. RETAIL MANAGEMENT (w.e.f. December, 2023)
Academic Year 2023-2024**

Second Year

Semester-IV

Principles of Finance

Class : S.Y. B.Voc. (RM) SEM-IV

Paper Code : UBRM241

Paper : I

Title of Paper: Principles of Finance

Credit : 4

No. of lectures: 60 Hours

A) Learning Objectives:

- 1) To know about financial planning.
- 2) To understand the sources of finance, etc.

B) Learning Outcomes:

CO1-The main outcome of this course is to acquaint students of financial planning, Financial sources, venture capital nature etc.

CO2- Understand the objectives of the financial manager.

CO3- Utilize time value of money concepts to make financial decisions.

CO4-Analyze principles, techniques and major functions of finance in business and organizations.

CO5-Evaluate investment strategies and decisions using the time value of money principles.

UBRM241-PRINCIPLES OF FINANCE

(60 Hours)

TOPICS/ CONTENTS:

UNIT 1:INTRODUCTION TO FINANCE

(25)

- 1.1 Definition, Nature and Scope of Finance Function& Importance of Finance
- 1.2 Financial Management- Meaning, Scope and Objectives.
- 1.3 Organizational Framework of Financial management- Relation of Finance Department with other departments- Role of Finance Managers.

UNIT 2: FINANCIAL PLANNING

(10)

- 2.1 Meaning, Concept, Objectives, Types, and Steps of financial planning.
- 2.2 Significance, Basic Considerations, Limitations of financial planning.

UNIT 3: SOURCES OF FINANCE

(25)

- 3.1 Internal and External Sources of Finance.
- 3.2 Sources: Shares- meaning, types, advantages and limitations.
- 3.3 Debentures - Meaning, types, advantages and limitations.
- 3.4 Small Financing Institute- Private or Govt. (Introduce Govt. Schemes to raise fund for small finance)
- 3.5 Borrowing from banks& Non-banking financial Institutions - types of loans - advantages and limitations.

Reference Books:

1. P.V. Kulkarni - Financial Management - Himalaya Publishing House, Mumbai.
2. S.C. Kucchal - Corporation Finance - Chaitanya Publishing House, Allahabad.
3. I.M. Pandey - Financial Management - Vikas Publishing House.
4. R.M. Shrivastava - PragatiPrakashan, Meerut.
5. M.Y. Khan and P.K. Jain - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.
6. Prasanna Chandra - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi

Mapping of this course with Programme Outcomes

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

Weight: 1-Partially related

2 – Moderately Related

3 – Strongly related

Justification for the mapping

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

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

PO3: Incorporate Internship & Industry Partnerships to provide students with hands-on
CO3-Students will be able to utilize time value of money to make financial decisions.

PO4 : Describe the process of conceiving, producing, and selling fashion products for Instore and on-line retailing.

PO5: Identify the importance of delivering exceptional customer experiences

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

CO1-Students will have strong conceptual knowledge of financial planning, Financial sources, venture capital nature etc.

CO2-Students will be able to understand the objectives of the financial manager.

CO3-Students will be able to utilize time value of money concepts to make financial decisions.

CO4-Students will learn to analyze principles, techniques and major functions of finance in business and organizations.

CO5- Students will be able to evaluate investment strategies and decisions using the time value of money principles.

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

Basics of Cost Accounting

Class : S.Y. B.Voc. (RM) SEM-IV

Paper Code: UBRM 242

Paper : II

Title of Paper: Basics of Cost Accounting

Credit : 4

No. of lectures: 60

A) Learning Objectives:

- 1) To know about basics of cost accounting.
- 2) To understand the budget and budgetary control, marginal costing, etc.

B) Learning Outcomes:

- CO1-**The main outcome of this course is to get the knowledge of concept of accounting In detail.
- CO2-** Prepare production cost statement and cost of goods sold statement.
- CO3-** Explain the relationship between cost and financial accounting.
- CO4-** Makes the inventory records.
- CO5-** To Preparation of cost sheet.
- CO6-** Understands the limitations of Financial Accounting.
- CO7-** To understand the Marginal Costing, Break Even Point.

UBRM242- BASICS OF COST ACCOUNTING

(60 Hours)

TOPICS/ CONTENTS

UNIT 1: INTRODUCTION

(15)

- 1.1 Concept of cost, Costing, Cost Accounting & Cost Accountancy.
- 1.2. Limitations of Financial Accounting.
- 1.3. Origin and objectives of cost Accounting.
- 1.4. Advantages and Limitations of Cost Accounting.
- 1.5. Difference between Financial and Cost Accounting.
- 1.6. Cost Unit & Cost Centre.

UNIT 2: ELEMENTS OF COST

(15)

- 2.1. Elements of Cost: Material, Labour and Expenses.
- 2.2. Classification of cost & Types of Costs.
- 2.3. Preparation of Cost Sheet.
- 2.4 Fixed recurring, Break Even point

UNIT 3: BUDGET AND BUDGETARY CONTROL**(15)**

- 3.1 Definition and Meaning of Budget and Budgetary Control.
- 3.2 Objectives of Budgetary Control.
- 3.3 Procedure of Budgetary Control.
- 3.4 Advantages and Limitations of Budgetary Control.
- 3.5 Types of Budget

UNIT 4: MARGINAL COSTING**(15)**

- 4.1 Marginal Costing: Meaning, Features, Advantages and Limitations.
- 4.2 Marginal costing Concepts: Fixed Cost, Variable Cost, Contribution, PV Ratio, Break Even Point, Margin of Safety.

Reference Books:

1. Advanced cost Accounting by Saxena and Vasistha.
2. Advanced cost Accounting by S.P.Jain and Narang.
3. Cost Accounting by S.N.Maheshwari
4. Cost Accounting by Ratnam.
5. Cost Accounting – BhattaHSM,Himalaya Publication
6. Cost Accounting – PrabhuDev , Himalaya Publication

Mapping of this course with Programme Outcomes

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

Weight: 1-Partially related

2 – Moderately related

3 – Strongly related

Justification for the mapping**PO1: Comprehensive understanding of the various aspects of the retail industry**

CO1- Students will have strong conceptual knowledge of cost accounting which applicable in retail sector.

CO2- Students will able to prepare production cost statement and cost of goods sold statement.

CO3-Students will understand cost and financial accounting of retail industry.

CO4- Students will learn to examine the inventory records of retail sector.

CO5- Students will able to prepare cost sheet.

CO7-Students can understand marginal costing, Break Even Point of Retail Sector.

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

PO3: Incorporate Internship & Industry Partnerships to provide students with hands-on

CO1- Students will have strong conceptual knowledge of cost accounting which applicable in hands on training.

CO2- Students will develop a deep understanding of preparation of production cost and cost of goods and can apply in training.

CO4- Students will learn to examine the inventory records in hands on training of retail industry.

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

PO5: Identify the importance of delivering exceptional customer experiences

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

CO1- Students will have strong conceptual knowledge of cost accounting.

CO2- Students will able to prepare production cost statement and cost of goods sold statement..

CO3-Students will able to understand relation between cost accounting and financial accounting.

CO4- Students will learn to prepare inventory records.

CO5- Students will able to prepare cost sheet.

CO6-Students can understand limitations of Financial Accounting.

CO7-Students can understand marginal costing, Break Even Point of Retail Sector.

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

CO1-Students will have strong conceptual knowledge of cost accounting for ethical practice in retail industry.

CO2- Students will able to prepare production cost statement and cost of goods sold statement to emphasize the importance of ethical & sustainable practices in the retail industry.

CO3-Students will understand cost and financial accounting of retail industry to emphasize the importance of ethical & sustainable practices in the retail industry.

CO5- Students will able to prepare cost sheet to emphasize the importance of ethical & sustainable practices in the retail industry.

CO6-Students can understand the marginal costing, breakeven point to emphasize the importance of ethical & sustainable practices in the retail industry.

Class : S.Y. B.Voc. (RM) SEM-IV

Paper Code: UBRM243

Paper : III

Title of Paper: Retail Banking

Credit : 4

No. of lectures: 60

Course Objectives

1. To understand the basics of Economic Concepts.
2. Familiarize students with the range of retail banking products and services
3. Equip students with knowledge of the regulatory environment in which retail banks.
4. To learn the impact of technology and innovation on the retail banking sector.

Course Outcomes:

CO1- Demonstrate Understanding of Retail Banking Concepts.

CO2-Identify and Analyze Retail Banking Products.

CO3-Comply with Regulatory Requirements

CO4- Leverage Technology and Innovation

UBRM243-Retail Banking

(60 Hours)

TOPICS/ CONTENTS: -

UNIT 1: INTRODUCTION TO RETAIL BANKING (10)

- 1.1 Definition and scope of retail banking
- 1.2 Historical development of retail banking
- 1.3 Role and importance of retail banking in the financial system

UNIT 2:RETAIL ASSETS & LIABILITIES (20)

- 2.1 AssetsRetail Loans (personal loans, mortgages, auto loans), Consumer durable loansEducation loans, Vehicle loans, Housing Finance
- 2.2 LiabilitiesSavings accounts, Current accounts, Certificates of deposit (CDs)
Deposits insurance

UNIT 3: RETAIL BANKING REGULATIONS AND COMPLIANCE (10)

- 3.1Regulatory framework and agencies (e.g., FDIC, OCC, CFPB)
- 3.2 Anti-money laundering (AML) and Know Your Customer (KYC) regulations.

UNIT 4: TECHNOLOGY AND INNOVATION IN RETAIL BANKING (20)

- 4.1 Fintech and its impact on retail banking, Core Banking System
- 4.2 Digital transformation and its challenges
- 4.3 Blockchain Technology and crypto currency
- 4.4 Artificial intelligence and chatbots

Reference Books:

1. Bank Management and Financial Services" by Peter S. Rose and Sylvia C. Hudgins.
2. Retail Banking: Business Transformation and Competitive Strategies" by G. N. Bajpai
3. Principles of Banking" by MooradChoudhry
4. Retail Banking: From Savings Accounts to Fulfillment Centers" by Robert W. Kolb

Mapping of this course with Programme Outcomes

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

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct

Justification for the mapping**PO1: Comprehensive understanding of the various aspects of the retail industry**

CO1: Students will have strong conceptual knowledge of the retail banking concepts such as role & importance of retail banking in financial system.

CO2: Students will develop a deep understanding of retail banking products.

PO2: Marketing strategies & concepts specific to the retail industry**PO3: Incorporate Internship & Industry Partnerships to provide students with hands-on****PO4 : Describe the process of conceiving, producing, and selling fashion products for Instore and on-line retailing.**

CO4: Students will develop a deep understanding of retail banking products.

PO5: Identify the importance of delivering exceptional customer experiences**PO6 : Develop managerial abilities [Marketing, HR, Finance, Inventory] necessary for Managing retail sector.**

CO 4 Students will be able to leverage technology & innovations to manage & motivate teams in the retail industry

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

CO3: Students will recognize the ethical implications of managerial decisions and apply ethical principles to comply with banking regulations.

Internship**Class : S.Y. B.Voc. (RM) SEM-IV****Paper Code:UBRM 244****Paper : IV****Title of Paper: Internship****Credit : 6****No. of Days 30 days required & Daily 8 hrs.****244- Internship****(90 Hours)****TOPICS/CONTENTS:**

UNIT

1:

1.1

The students are expected to work for 30 days * 8 Hours a day = 240 hours in aggregate, retail industry and prepare a report about their day today learning's and submit the same with necessary authorization from industry mentor.

The students will be issued a letter from department regarding internship once an institution is decided.

The students are expected to learn on the job about:

- a. Concept of Inventory and Management of Merchandise
- b. Process of monitoring and managing the store performance
- c. Budgetary process in the institution and its role in further planning
- d. Understand various loyalty schemes and their functioning by organizations.

Retail Store Operations-II

Class : S.Y. B.Voc. (RM) SEM-IV

Paper Code: UBRM 245

Paper : V

Title of Paper: Retail Store Operations - II

Credit : 6

No. of lectures: 90

A) Learning Objectives:

- 1) To know concept of retail business
- 2) To understand the visual merchandising in retail management

B) Learning Outcomes:

CO1-The main outcome of this course is to get practical knowledge to various malls

CO2 – Understand how to make a business planning.

CO3- Providing Leadership to team, Building, managing, motivating and leading a team.

CO4- To understand the project life cycle.

CO5- Understand the PERT and CPM.

CO6-Allocation of work in team- principles, methods, advantages and disadvantages
Factors affecting team in organizational environment.

CO7- The Project Audit, Construction and Use of the Audit Report, The Project Audit Life Cycle.

245- RETAIL STORE OPERATIONS-II

(90 Hours)

TOPICS/CONTENTS:

Practical 1: BUSINESS PLANNING

(20)

- 1.1 Introduction to concept of planning, its characteristics, advantages.
- 1.2 Steps and methods in planning process.
- 1.3 Concept and techniques of forecasting.
- 1.4 Advantages and Limitations of forecasting.

Practical 2: PROJECT MANAGEMENT

(20)

- 2.1 Definition of Project, Project Life Cycle, Project Selection and Criteria of Choice, Project Portfolio Process, Project Proposals.
- 2.2 The Nature of Negotiation, Partnering, Chartering and change, Conflict and the project life cycle, Estimating Project Budgets, Improving the Process of Cost Estimation.

Practical 3: NETWORK TECHNIQUES: (20)

3.1 PERT and CPM, The Fundamental Purposes of Control, Three Types of Control Processes, Comments on the Design of Control Systems, Control as a Function of Management.

3.2 The Project Audit, Construction and Use of the Audit Report, The Project Audit Life Cycle.

UNIT 4: LEADERSHIP (10)

4.1 Concept of leader and leadership, Qualities of a leader, Leadership Styles

4.2 Providing Leadership to team, Building, managing, motivating and leading a team.

4.3 Application of leadership principles.

Practical: Give the task in classroom related to team building.

UNIT 5: TEAM AND ORGANIZATIONAL DYNAMICS (20)

5.1 Concept and Importance of Team.

5.2 Leading the team and working effectively in team.

5.3 Allocation of work in team- principles, methods, advantages and disadvantages
Factors affecting team in organizational environment.

Practical: Allocation of work in team.

Reference Books:

1. Production and Operation Management: K. Ashwathappa and Siddharth Bhat, Himalaya Publishing House, 2010 editions

2. Project Management- Samule J Mantel, Jr, Jack R. Meredith, Scott M. Shafer, Margaret M, Sutton with M.R. Gopalan, Wiley India Pvt. Ltd.

3. Successful Project Management- Milton D. Rosenau, Jr., Cregory D. Githens, Wiley India Pvt. Ltd

4. Project Management- Vasant Desai, Himalaya Publishing House

Mapping of this course with Programme Outcomes

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

Weight: 1-Partially related

2 – Moderately related

3 – Strongly related

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

- CO1- Students will have strong practical knowledge of various mall of retail sector.
- CO2- Students will develop a deep understanding business plan for retail industry.
- CO4- Students will learn to examine the project lifecycle of retail industry.
- CO5- Students will able to analyze the PERT and CPM of retail industry.
- CO6- Students can understand how implement work motivation in employees of retail sector.
- CO7- Students can gain knowledge of project audit, construction and use of audit report to implement in retail sector.

PSO2: Marketing strategies & concepts specific to retail industry.

- CO1- Students will have strong practical knowledge of various malls to decide marketing strategies.
- CO2- Students will develop a deep understanding business plan to decide marketing strategies.
- CO4- Students will learn to examine the project lifecycle of retail industry to decide marketing strategies.
- CO6- Students can understand how implement work motivation in employees of retail sector.

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

- CO1- Students will have strong practical knowledge of various mall of retail sector.
- CO2- Students will develop a deep understanding business plan for retail industry and can learn it practically.
- CO4- Students will learn to examine the project lifecycle of retail industry also get training.

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

- CO1- Students will have strong practical knowledge of various mall for selling products Instore and online platform.
- CO2- Students will develop a deep understanding business plan for selling products Instore and online platform.
- CO4- Students will learn to examine the project lifecycle of retail industry selling products.

PSO5: Identify importance of delivering exceptional customer experiences.

- CO1- Students will have strong practical knowledge of various mall for delivering exceptional customer experiences.
- CO2- Students will develop a deep understanding business plan for delivering exceptional customer experiences.
- CO4- Students will learn to examine the project lifecycle for delivering exceptional customer experiences.
- CO5- Students will able to analyze the PERT and CPM for delivering exceptional customer experiences.

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

- CO1- Students will have strong practical knowledge of various mall, it will helpful to develop their managerial abilities.
- CO2- Students will develop a deep understanding business plan for retail industry it benefited to develop managerial abilities.
- CO3- Students will gain leadership skills, it will develop their leadership abilities.
- CO4- Students will learn to examine the project lifecycle which is important to develop managerial abilities.
- CO5- Students will able to analyze the PERT and CPM require to develop managerial abilities.
- CO6- Students can understand how implement work motivation in employees of retail sector.

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

- CO1- Students will have strong practical knowledge of various malls to emphasize the Importance of ethical & sustainable practices in retail industry.
- CO2- Students will develop a deep understanding business plan for retail industry to emphasize the importance of ethical & sustainable practices in retail industry.

Service Marketing

Class : S.Y. B.Voc. (RM) SEM-IV

Paper Code:UBRM246

Paper : VI

Title of Paper: Service Marketing

Credit : 6

No. of lectures: 90 Hours

Course Objectives:

The course brings out the emerging service environment in India and the world. It emphasizes the distinctive aspects of Services Marketing. It aims at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations.

Course Outcomes: At the end of this course, students would be able to:

- CO1-Know about Service marketing in retail sector
- CO2-Understand the Concept of Services and intangible products
- CO3-Discuss the relevance of the services Industry to Industry
- CO4-Examine the characteristics of the services industry and the modus operandi
- CO5-Analyse the role and relevance of Quality in Services
- CO6-Visualise future changes in the Services Industry

246- Service Marketing**(90 Hours)****TOPICS/CONTENTS:****Practical- I: INTRODUCTION****30**

- 1.1 Introduction of service marketing environment.
- 1.2 Definition of service marketing, Service Marketing Mix.
- 1.3 Characteristics of services
- 1.4 Importance of scanning environment.
- 1.4 Types of marketing.
- 1.5 Micro/Internal Environment

Practical- II:SERVICE TO CONSUMER**20**

- 2.1 Customer needs and expectations
- 2.2 Division making roles.
- 2.3 Three stage model of service consumption
 - a) pre-purchase stage
 - b) service encounter stage
 - c) post encounter stage, service tried.

Practical:

- a) Visits to various service centers and understand this concept.
- b) Make a report how they provide service to the customers.

Practical– III SERVICE DISTRIBUTION

20

- 3.1 Use of intermediaries in service industry.
- 3.2 Role & Importance of intermediaries.
- 3.3 Decision effective distribution channel, types of Intermediaries.
- 3.4 Factors affecting choice of channels.

Practical:

- a) Visits to various service centers and understand this concept. (Hotel, Transport, Financial, Banking, Insurance Services)
- b) Make a report how they provide service to the customers.

Practical– IVMANAGEMENT OF SERVICE QUALITY

20

- 4.1 Introduction & Definition
- 4.2 Service quality models
- 4.3 Improving service quality

Practical:

- a) Visits to various service centers and understand this concept.
- b) Make a report how they provide service to the customers.

Text Books:

1. Rampal. M.K & Gupta S. L , Service marketing , Galgotia Publishing, NewDelhi 2000.
2. Valarie A Zeithaml , Services Marketing: Integrating Customer Focus Across the Firm, Second Edition, McGraw-Hill 2003.
3. Christopher Lovelock , Services Marketing : People, Technology & Strategy, Seventh Edition, Pearson Education, NewDelhi 2011

Reference Books:

1. Ravi Shanker , Services Marketing, First Edition, Excel Books, NewDelhi 2008.
2. Bryson, J. M., Strategic Planning for Public Service and nonprofit organizations, First Edition, Pergamon Press 1993.
3. S M Jha , Services Marketing, Himalaya Publishing House , Mumbai 2000.

Mapping of this course with Programme Outcomes

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

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

Justification for the mapping**PO1: Comprehensive understanding of the various aspects of the retail industry**

CO1-Students will have strong conceptual knowledge of Service marketing in retail sector.

CO2- Students will develop a deep understanding of retail Services and intangible products.

CO4-Students will learn to examine the characteristics of the services industry and the modus operandi of retail industry.

CO5- Students will able to analyze the role and relevance of quality in services of retail industry.

CO6-Students can visualize future changes in the Services Industry of retail sector.

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

CO1- Students will have strong conceptual knowledge of Service marketing strategies of retail sector.

CO2- Students will develop a deep understanding of retail Services foe develop marketing strategies.

CO4- Students will learn to examine the characteristics of the services industry and the modus operandi to decide marketing strategies of retail industry.

CO5- Students will able to analyze the role and relevance to decide marketing strategies of retail industry.

CO6-Students can visualize future changes in the Services Industry to decide marketing strategies of retail sector.

PO3: Incorporate Internship & Industry Partnerships to provide students with hands-on

CO1- Students will have strong conceptual knowledge of Service marketing hands on training of retail sector.

CO2- Students will develop a deep understanding of retail Services through hands on training.

CO3-Students will get hands on training of relevance of the services Industry to Industry

CO4-Students will learn to examine the characteristics of the services industry and the modus operandi through hands on training of retail industry.

CO5- Students will able to analyze the role and relevance of quality service through hands on training in retail industry.

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

PO5: Identify the importance of delivering exceptional customer experiences

CO1- Students will have strong conceptual knowledge of service marketing for delivering exceptional customer experiences

CO2-Students will develop a deep understanding of retail Services for delivering exceptional customer experiences.

CO4-Students will learn to examine the characteristics of the services industry for delivering exceptional customer experiences.

CO5- Students will able to analyze the role and relevance of quality service for delivering exceptional customer experiences.

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

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



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

Industry Expert's Feedback on Curriculum [Sem. II/IV]

Name of Expert : Sanit Kamble

Name of Institute: Croma, Infinity Retail Ltd.

Designation : ADM

Rate the Particulars by putting tick [✓] mark in appropriate cell.

Date: 18/10/2023

Sr. No.	Particulars	Excellent	Good	Satisfactory	Average	Need to Improve
1	Is the syllabus aligned with the objectives of the programme?	✓				
2	Does the syllabus cover advanced topics and current trends?		✓			
3	How would you rate the relevance of the electives offered in the syllabus?		✓			
4	Is employability given weightage in the design and development of syllabus?		✓			
5	Does the syllabus meet the expectations of the industry?	✓				
6	Does the syllabus cater to enhance of skills of the students with respect to the industry needs?		✓			

Which topic you will suggest to include in syllabus?

Advance excel.

Suggestion for further Improvement:

NA


Signature



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

Industry Expert's Feedback on Curriculum [Sem. II/IV]

Name of Expert : Sachin Shinde

Name of Institute: Orama (TATA)

Designation : SM

Rate the Particulars by putting tick [✓] mark in appropriate cell.

Date: 18/10/2023

Sr. No.	Particulars	Excellent	Good	Satisfactory	Average	Need to Improve
1	Is the syllabus aligned with the objectives of the programme?		✓			
2	Does the syllabus cover advanced topics and current trends?		✓			
3	How would you rate the relevance of the electives offered in the syllabus?	✓				
4	Is employability given weightage in the design and development of syllabus?		✓			
5	Does the syllabus meet the expectations of the industry?	✓				
6	Does the syllabus cater to enhance of skills of the students with respect to the industry needs?	✓				

Which topic you will suggest to include in syllabus?

visual merchandising & Excel

Suggestion for further Improvement:

NA

Sachin
Signature



Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science & Commerce,

Baramati [Autonomous]

Department of B.Voc. Retail Management

Teacher Feedback on Curriculum-[Sem.-II/IV]

Name of Teacher : Mrs. Arpita A. Wagh

Department : B.Voc (Retail Management)

Designation : Asst. Professor

The college values your input as you provide feedback about the curriculum. This questionnaire is intended to collect information relating to your satisfaction towards the curriculum. The main objective of this feedback on curriculum is to update this considering the needs and requirements for student's employability, higher studies or entrepreneurship.

Rate the Particulars by putting tick [✓] mark in appropriate cell.

Date: 18/10/2023

Sr. No.	Particulars	Excellent	Good	Neutral	Not Good	Bad
1	Syllabus is suitable to the course and need based.	✓				
2	The course/syllabus has good balance between theory and application or practical.	✓				
3	The learning objectives are clear and appropriate to the program.	✓				
4	The curriculum has the potential in developing the habit of self-learning among the students.	✓				
5	The curriculum has focus on skill development.	✓				
6	The curriculum has been updated from time to time.	✓	✓			
7	Is the subject / its syllabus interesting for majority of students?		✓			
8	Does the syllabus cover modern & advanced topics?	✓				
9	Is the syllabus designed in a way to improve Employment?		✓			

Suggestion for further Improvement:


Signature



Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science & Commerce,

Baramati [Autonomous]

Department of B.Voc. Retail Management

Teacher Feedback on Curriculum-[Sem.-II/IV]

Name of Teacher : Mrs. Archana N. Kadam

Department : B.Voc. Retail Management

Designation : Lecturer

The college values your input as you provide feedback about the curriculum. This questionnaire is intended to collect information relating to your satisfaction towards the curriculum. The main objective of this feedback on curriculum is to update this considering the needs and requirements for student's employability, higher studies or entrepreneurship.

Rate the Particulars by putting tick [✓] mark in appropriate cell.

Date: 18/10/2023

Sr. No.	Particulars	Excellent	Good	Neutral	Not Good	Bad
1	Syllabus is suitable to the course and need based.	✓				
2	The course/syllabus has good balance between theory and application or practical.		✓			
3	The learning objectives are clear and appropriate to the program.	✓				
4	The curriculum has the potential in developing the habit of self-learning among the students.	✓				
5	The curriculum has focus on skill development.	✓				
6	The curriculum has been updated from time to time.		✓			
7	Is the subject / its syllabus interesting for majority of students?	✓				
8	Does the syllabus cover modern & advanced topics?		✓			
9	Is the syllabus designed in a way to improve Employment?	✓				

Suggestion for further Improvement:

No Suggestions.


Signature



Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science & Commerce,

Baramati [Autonomous]

Department of B.Voc. Retail Management

Teacher Feedback on Curriculum-[Sem.-II]/IV

Name of Teacher : Dr. Siddharth Prabhakar Sorate

Department : B.Voc. E-commerce

Designation : Assistant Professor

The college values your input as you provide feedback about the curriculum. This questionnaire is intended to collect information relating to your satisfaction towards the curriculum. The main objective of this feedback on curriculum is to update this considering the needs and requirements for student's employability, higher studies or entrepreneurship.

Rate the Particulars by putting tick [✓] mark in appropriate cell.

Date: 18/10/2023

Sr. No.	Particulars	Excellent	Good	Neutral	Not Good	Bad
1	Syllabus is suitable to the course and need based.	✓				
2	The course/syllabus has good balance between theory and application or practical.		✓			
3	The learning objectives are clear and appropriate to the program.			✓		
4	The curriculum has the potential in developing the habit of self-learning among the students.	✓				
5	The curriculum has focus on skill development.		✓			
6	The curriculum has been updated from time to time.	✓				
7	Is the subject / its syllabus interesting for majority of students?		✓			
8	Does the syllabus cover modern & advanced topics?		✓			
9	Is the syllabus designed in a way to improve Employment?		✓			

Suggestion for further Improvement:

No any recommendations in current syllabus content.


Signature



Anekant Education Society's

**Tuljaram Chaturchand College of Arts, Science & Commerce,
Baramati [Autonomous]
Department of B.Voc. Retail Management**

Parent Feedback on Curriculum [Sem. II/IV]

Name of Expert : Zore Shrikant Bajirao.

Name of Institute: Ower of Shrikant Bag House.

Designation : _____

The college values your input as you provide feedback about the curriculum. This questionnaire is intended to collect information relating to your satisfaction towards the curriculum. The main objective of this feedback on curriculum is to update this considering the needs and requirements for student's employability, higher studies or entrepreneurship.

Rate the Particulars by putting tick [✓] mark in appropriate cell.

Date: 18/10/2023

Sr. No.	Particulars	Excellent	Good	Satisfactory	Average	Need to Improve
1	How do you rate the programme that your ward undergoing in terms of the load of the courses?	✓				
2	How do you rate the availability of the text and reference books in the market?		✓			
3	How do you rate the quality and relevance of the courses included into the curriculum?	✓				
4	How do you rate the treatment of the students by the faculty irrespective of the background of the student (Gender, cast, community, creed etc.) in teaching and evaluation?		✓			
5	How do you rate the programmes based on the comfort of your ward in coping with the workload?	✓				
6	How do you rate the quality of the teaching in the Institution?		✓			
7	How do you rate the outcomes that your ward has achieved from the courses?	✓				
8	How do you rate the transparency of the evaluation system in the College?			✓		
9	How do you rate the transformation of your ward after the completion of the course?	✓				

Suggestion for further Improvement:

College should conduct more practical fieldwork activities for improvement of students.

Signature



Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science & Commerce,

Baramati [Autonomous]

Department of B.Voc. Retail Management

Parent Feedback on Curriculum [Sem. II/IV]

Name of Expert : shinde poonam mohan

Name of Institute: Municipal council Baramati

Designation : Registration employee

The college values your input as you provide feedback about the curriculum. This questionnaire is intended to collect information relating to your satisfaction towards the curriculum. The main objective of this feedback on curriculum is to update this considering the needs and requirements for student's employability, higher studies or entrepreneurship.

Rate the Particulars by putting tick [✓] mark in appropriate cell.

Date: 18/10/2023

Sr. No.	Particulars	Excellent	Good	Satisfactory	Average	Need to Improve
1	How do you rate the programme that your ward undergoing in terms of the load of the courses?		✓			
2	How do you rate the availability of the text and reference books in the market?			✓		
3	How do you rate the quality and relevance of the courses included into the curriculum?	✓				
4	How do you rate the treatment of the students by the faculty irrespective of the background of the student (Gender, cast, community, creed etc.) in teaching and evaluation?	✓				
5	How do you rate the programmes based on the comfort of your ward in coping with the workload?		✓			
6	How do you rate the quality of the teaching in the Institution?	✓				
7	How do you rate the outcomes that your ward has achieved from the courses?		✓			
8	How do you rate the transparency of the evaluation system in the College?			✓		
9	How do you rate the transformation of your ward after the completion of the course?		✓			

Suggestion for further Improvement:

P.m. Shinde
Signature



Anekant Education Society's

**Tuljaram Chaturchand College of Arts, Science & Commerce,
Baramati [Autonomous]
Department of B.Voc. Retail Management**

Parent Feedback on Curriculum [Sem. II] IV

Name of Expert : Sou. Bendsuree Vaishali Manoj
Name of Institute: Royal Shikshan samstha & T.C. college Baramati
Designation : Asst. Teacher.

The college values your input as you provide feedback about the curriculum. This questionnaire is intended to collect information relating to your satisfaction towards the curriculum. The main objective of this feedback on curriculum is to update this considering the needs and requirements for student's employability, higher studies or entrepreneurship.

Rate the Particulars by putting tick [✓] mark in appropriate cell.

Date: 18/10/2023

Sr. No.	Particulars	Excellent	Good	Satisfactory	Average	Need to Improve
1	How do you rate the programme that your ward undergoing in terms of the load of the courses?	✓				
2	How do you rate the availability of the text and reference books in the market?	✓				
3	How do you rate the quality and relevance of the courses included into the curriculum?	✓				
4	How do you rate the treatment of the students by the faculty irrespective of the background of the student (Gender, cast, community, creed etc.) in teaching and evaluation?	✓				
5	How do you rate the programmes based on the comfort of your ward in coping with the workload?		✓			
6	How do you rate the quality of the teaching in the Institution?	✓				
7	How do you rate the outcomes that your ward has achieved from the courses?		✓			
8	How do you rate the transparency of the evaluation system in the College?	✓				
9	How do you rate the transformation of your ward after the completion of the course?	✓				

Suggestion for further Improvement:

No -

Signature

Bendsuree Vaishali Manoj



Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science & Commerce,

Baramati [Autonomous]

Department of B.Voc. Retail Management

Students Feedback on Curriculum-[Sem.-II] 2023-2024

Name of Student : BENSURE MAYUR MANOJ

Class : TY B.Voc (RA)

Roll Number : 15074


Rate the Particulars by putting tick [✓] mark in appropriate cell.

Date: 18/10/2023

Sr. No.	Particulars	Excellent	Good	Neutral	Not Good	Bad
1	The curriculum is up to date, need based and application oriented	✓				
2	Electives offered are supportive to the core papers	✓				
3	Syllabus and Learning materials are adequate in terms of quality and quantity		✓			
4	Reliability weightage is given to theory and practical course content	✓				
5	Equal weightage is given to theory and practical course content		✓			
6	Syllabus coverage in class by the faculty	✓				
7	Text books/reference books recommended in the syllabus are relevant & updated	✓				
8	Courses content & course outcomes are derived in accordance with outcome based education system	✓				
9	Teaching-Learning process enables clear understanding of the course content	✓				

Suggestion for further Improvement:

To Improve More Regular Lectures.


Signature



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

Students Feedback on Curriculum-[Sem.-II/III][2023-2024]

Name of Student : Karache Kiran Mazeti

Class : TY.B.VOC (RM)

Roll Number : 14073

Rate the Particulars by putting tick [✓] mark in appropriate cell.

Date: 18/10/2023

Sr. No.	Particulars	Excellent	Good	Neutral	Not Good	Bad
1	The curriculum is up to date, need based and application oriented	✓	✓			
2	Electives offered are supportive to the core papers	✓				
3	Syllabus and Learning materials are adequate in terms of quality and quantity		✓			
4	Reliability weightage is given to theory and practical course content	✓				
5	Equal weightage is given to theory and practical course content		✓	✓		
6	Syllabus coverage in class by the faculty	✓				
7	Text books/reference books recommended in the syllabus are relevant & updated		✓			
8	Courses content & course outcomes are derived in accordance with outcome based education system	✓				
9	Teaching-Learning process enables clear understanding of the course content		✓			

Suggestion for further Improvement:

No.


Signature



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

Students Feedback on Curriculum-[Sem.-II] [2023-2024]

IV

Name of Student : Tambe Tejas Haanumant
Class : S.Y. B.VOC Retail Management
Roll Number : 19035

Rate the Particulars by putting tick [✓] mark in appropriate cell.

Date: 18/10/2023

Sr. No.	Particulars	Excellent	Good	Neutral	Not Good	Bad
1	The curriculum is up to date, need based and application oriented	✓				
2	Electives offered are supportive to the core papers	✓				
3	Syllabus and Learning materials are adequate in terms of quality and quantity		✓			
4	Reliability weightage is given to theory and practical course content	✓				
5	Equal weightage is given to theory and practical course content		✓			
6	Syllabus coverage in class by the faculty		✓			
7	Text books/reference books recommended in the syllabus are relevant & updated		✓			
8	Courses content & course outcomes are derived in accordance with outcome based education system			✓		
9	Teaching-Learning process enables clear understanding of the course content	✓				

Suggestion for further Improvement:

Good communication, self-improvement, confidence build


Signature



Anekant Education Society's

**Tuljaram Chaturchand College of Arts, Science & Commerce,
Baramati [Autonomous]
Department of B.Voc. Retail Management**

Students Feedback on Curriculum-[Sem.-II] [2023-2024]

IV

Name of Student : Bhosale Gauni Machhindra

Class : S.Y. B. Voc Retail Management

Roll Number : 14002

Rate the Particulars by putting tick [✓] mark in appropriate cell.

Date: 18/10/2023

Sr. No.	Particulars	Excellent	Good	Neutral	Not Good	Bad
1	The curriculum is up to date, need based and application oriented		✓			
2	Electives offered are supportive to the core papers		✓			
3	Syllabus and Learning materials are adequate in terms of quality and quantity		✓			
4	Reliability weightage is given to theory and practical course content	✓				
5	Equal weightage is given to theory and practical course content	✓				
6	Syllabus coverage in class by the faculty	✓				
7	Text books/reference books recommended in the syllabus are relevant & updated	✓				
8	Courses content & course outcomes are derived in accordance with outcome based education system		✓			
9	Teaching-Learning process enables clear understanding of the course content	✓				

Suggestion for further Improvement:

GMB
Signature