

Semester V

Paper Code	Title	Generic/Skill Component	Theory/ Practical	Internal (Theory)	External (Theory)	Internal (Practical)	External (Practical)	Credit
*GEN 501	Critical Thinking and Elementary Statistics	Generic	Theory	20	80	--		6
GC 502	Introduction To Research Methodology And Report Writing	Generic	Theory	20	80	-		6
RSC 503	Principles And Practices Of Management	Skill	Theory	20	80	-		6
RSC 504	International Retailing	Skill	Theory	20	80	-		6
RSC 505	Marketing Management	Skill	Theory	20	80	-		6

Semester VI

Paper Code	Title	Generic/Skill Component	Theory/ Practical	Internal (Theory)	External (Theory)	Internal (Practical)	External (Practical)	Credit
*GEN 601	Entrepreneurship Development Programme	Generic	Theory	20	80	--	-	6
GC 602	Total Quality Management	Generic	Theory	20	80	-	-	6
RSC 603	Industrial Training	Skill	Practical	-	-	-	300	18

***Refers to all Generic Components common to all B.Voc. Courses
Industrial Training of 5-6 weeks of 6 credits in each year followed by Report Writing and Viva-voce
These credits will be evaluated in Semester VI**

for display equipment and accessories. Accessing and interpreting cleaning schedule for display equipment and accessories.

Accessories to be used for effective display. Information about ingredients of products for sale. Importance of labelling. Features of legal & operational requirements for labelling. Checking labelling information against product specification & sales details. Contingencies for display equipment and accessory failure. Using assembly and dismantling equipment safely.

Unit-III

Introduction to Visual Merchandising. Role of displays in marketing, promotional and sales campaigns and activities. Importance and content of the design brief. Using design brief to identify what you need for the display. Different approaches to designing displays for different types of merchandise, and why these are effective. Evaluating and assessing potential places to put the display so you meet the design brief.

Unit-IV

Company policies for visual design. How light, color, texture, shape and dimension combine to achieve the effects you need. The merchandiser or buyer that you need to consult about merchandise and props. Arranging delivery of merchandise and monitor the progress of deliveries. Why you must update stock records to account for merchandise on display, and how to do this.

Books Recommended:

- Swapna Pradhan, “Retailing Management”, TMG Second Edition
- Martin M. Pegler, “Visual Merchandising and Display”, Bloomsbury Academic
- Swati Bhalla, “Visual Merchandising”, Tata McGraw-Hill Education
- G. P. Sudhakar, “Integrated Retail Marketing Communications”, PHI Learning Pvt. Ltd.
- David Gilbert, “Retail Marketing Management”, Pearson Education India
- A. Sivakumar, “Retail Marketing”, Excel Books India

Paper Title: RSC 104 - CUSTOMER RELATIONSHIP MANAGEMENT IN RETAIL

Job Role: Team Leader

Theory: 80
Internal Assessment: 20
Total Marks : 100
Time: 3 hours

Objective: The objective of the paper is to provide students with hands on approach to establish and satisfy customer needs in a retail store setting and to monitor and solve customer service problems.

Instructions:

- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

Unit-I

Appropriate behavior with customers & assisted self serve nature of retail environment. Maintaining brief, to the point, accurate and polite responses to customer queries. Avoiding being perceived as intrusive, or step back from a situation perceived to be intrusive by customer. Guiding customer with right information & advice, when solicited. Ensuring customer comfort, and avoid customer discomfort, within store premises.

Unit-II

Measurement & calibration of quantity and quality of product and supplies customer wants. Make near appropriate judgments about different types of customers, their requirements, choices & preferences through proper attention, observing their behavior, listening and conversing to effectively suggest and sell products and supplies. Help select most appropriate products & supplies based on knowledge of such judgments. Provide logical, intelligent or creative suggestions – as warranted or solicited – about products and supplies. Suggesting suitable additions or enhancements & suitable alternative products and supplies when products customer wants are out of stock or when customer is undecided.

Unit-III

Maintaining & ensuring a conducive & congenial atmosphere for customers. Relevance of store offerings to different individual customers, their purchase habits and frequencies of purchase. Ensuring compliance with health, safety & hygiene requirements for stock, store environment and paraphernalia. Removing products and supplies from shelves / display. Not suggesting customers products & supplies beyond sell by date or have perished or rendered non consumable.

Unit-IV

Providing information & advice to customers about safely transporting, storing, safekeeping or refrigeration of products, especially when solicited. Utilizing s

Paper Title: RSC 105 - SALES PROCESSING AND SALES MANAGEMENT IN RETAIL

Job Role: Team Leader

Theory: 80
Internal Assessment: 20
Total Marks : 100
Time: 3 hours

Objective: The objective of the paper is to provide students with a broad overview of processing the sale of products in a retail store and maintaining the availability of goods for sale to customers.

Instructions:

- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

Unit-I

Prevalent offers & commercial terms, including those associated with loyalty programs, as applicable on billing system & what to do if such details are not found on billing systems. Appropriate mode of cash & loose cash handling, counting and settlements with customers. Providing appropriate people in organization with various reports, as mandated, on sales, receipts & dispatches of products & supplies, payments, customer preferences & feedback. Efficiently concluding the customer purchase process with quick packing/wrapping of customer's orders & billing.

Unit-II

Properly carrying out billing & payment processing to ensure customer satisfaction & minimal waiting times. Method(s) of processing payment or credit and ascertaining credit approval. Functioning of point of sale billing systems or traditional methods of raising a bill including devices & equipment such as bar code scanners, billing & payment processing systems. Functioning of bar code scanners or other means of product unit identification and the insertion of the product unit details into billing details. Steps to be taken when billing systems, bar code scanners or any other equipment at sale & checkout counter is not operational.

Unit-III

Positioning information to promote sales. How layout of selling area affects sales. Legal requirements for pricing goods for sales. Company's standards for putting displays together, including standards for cleaning and preparations. Working out type & quantity of resources needed to set up displays. Briefing staff to encourage involvement. Checking work of staff preparing and putting displays together & giving feedback to staff on performance. Security, health & safety requirements & procedures relating to displaying goods. Assessing, identifying, correcting displays against relevant standards to make them safe & secure. Checking information in displays is accurate and legal.

Unit-IV

Who can authorize changes in the display. Involving staff in assessing & changing displays. Checking stock rotation & the quantity of goods on display. What can happen to stock that is not stored correctly or renewed as needed. How to replenish & rotate stock & deal with sub-standard goods. Collecting and recording information about prices. Checking pricing and price marking, correct mistakes & change prices. Importance of recording price changes accurately. Using different price marking methods and technologies. Customer's rights & the company's duties & responsibilities.

Books Recommended:

- David Gilbert, "Retail Marketing Management", Pearson Education India
- Krishna K Havaldar and Savant M Cavale, "Sales and Distribution Management", Tata McGraw Hill
- Swapna Pradhan, "Retailing Management", Tata McGraw Hill, Second Edition

SEMESTER II

Paper Title: GC 202 - BUSINESS ETHICS

Theory: 80

Internal Assessment: 20

Total Marks : 100

Time: 3 hours

Objective: The objective of this paper is to familiarize the students with the importance of ethics in business and understanding of issues related to corporate social responsibility and corporate governance.

Instructions:

- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of **NINE**

Corporate Social Responsibility: Social Responsibility of business with respect to different stakeholders, Arguments for and against social responsibility of business, Social Audit, Corporate Social Responsibility and Corporate Governance.

Suggested Readings:

1. J.P. Sharma, *Corporate Governance, Business Ethics & CSR*, Ane Books Pvt. Ltd., Nee Delhi.
2. Andrew Crane, Dirk Matten, *Business Ethics*, Oxford University Press, New Delhi.
3. Daniel Albuquerque, *Business Ethics, Principles and Practices (Indian Edition)*, Oxford University Press, New Delhi
4. Fr. Floriano C. Roa, *Business Ethics and Social Responsibility*, Rexestore.
5. O. C. Ferrell, John Fraedrich, Linda Ferrell, *Business Ethics: Ethical Decision Making & Cases, Cengage Learning*
6. Michael Blowfield, Alan Murray, *Corporate Responsibility – A Critical Introduction*, Oxford University Press, New Delhi.

Paper Title: RSC 203 - ORGANIZATIONAL COMMUNICATION IN RETAIL

Job Role: Team Leader

Theory: 80
Internal Assessment: 20
Total Marks : 100
Time: 3 hours

Objective: The objective of the paper is to develop organizational communication skills in students, specific to a retail setting in order to help them communicate effectively with various stake holders in the retail organization.

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- All questions carry equal marks.

Unit-I

Different documents / report formats that you are required to keep. Making sure information is correct and current. Understanding organization's procedures and policies for preparing and passing on written information. Making sure communication equipment is working properly and what to do if it isn't.

Unit-II

Limits of your authority and responsibility for passing on information. Regulations or policies that you should follow for using communications systems, including for private use. What to do if there are problems in using communications equipment, and the location of alternatives that you could use. Terminology to be used in communication mediums (phonetic alphabet, the 24 hour clock, call signs, etc).

Unit-III

Who to ask if you need to clarify something, or ask questions about your work. Talking and working with others to work efficiently, without adversely affecting your own work; the difference between hearing and listening. Using and reading body language effectively. Using questions to check that you understand what customers are telling you. Summarizing and speaking clearly.

Unit-IV

Relevant legislation, organizational policies and procedures that apply to joint working. Roles and functions of your stake

Paper Title: RSC 204 - HUMAN RESOURCE MANAGEMENT IN RETAIL

Job Role: Team Leader

Theory: 80

Internal Assessment: 20

Cultural diversity of team members from different country or culture & how your own culture may appear to them. Ways of encouraging team members to ask questions and/or seek clarification & make suggestions in relation to work they have been allocated. Effective ways of regularly & fairly checking progress & quality of work of team members. Providing prompt & constructive feedback to team members. Selecting & applying different methods to motivate, support & encourage team members to complete work & improve performance, & for recognizing achievements.

Unit-III

Importance of monitoring team for conflict & identifying cause(s) of conflict when it occurs & dealing with it promptly and effectively. Taking account of diversity & inclusion issues. Importance of identifying

Unit-IV

Company procedures & legal requirements for dealing with accidents & emergencies & reporting accidents & emergencies to promote health and safety. Health & safety requirements laid down by company & by law. Authority & responsibility for dealing with health & safety risks, & importance of not taking on more responsibility than authorized. Approved procedures for dealing with health & safety risks. Finding instructions for using equipment & materials. Techniques for speaking & behaving in calm way while dealing with accidents & emergencies. Emergency response techniques. Using machinery & escape methods to have minimal loss to material & life.

Books Recommended:

- Uday Kumar Haldar, Leadership and Team Building, Oxford University Press
- Timothy M. Franz, Group Dynamics and Team Interventions: Understanding and Improving Team Performance, John Wiley & Sons
- David L. Goetsch & Dr. Shalini Kalia, “Effective Teamwork: Ten Steps for Technical Professions”, Pearson Education
- Leigh L. Thompson, “Making the Team”, Pearson Education

SEMESTER III

Paper Title : GC 302 –E-COMMERCE

Theory: 80
Internal Assessment: 20
Total Marks : 100
Time: 3 hours

Objective : The objective of this paper is to provide fundamental knowledge to the students

- Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

UNIT I

Electronic Commerce Framework, Basics and Tools of E-Commerce, Comparison of Web-based with Traditional Business; Growth of Ece,

Paper Title: RSC 303 - STORE OPERATIONS AND PERFORMANCE MANAGEMENT

Job Role: Departmental Manager

Theory: 80

Internal Assessment: 20

Total Marks : 100

Time: 3 hours

Objective: The objective of the paper is to provide knowledge to the students about operations of a retail store and to monitor and manage store performance, as departmental manager.

Instructions:

- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

Unit-I

Monitoring retail operations against targets. Make recommendations to improve retail operations to relevant people. Different ways of communicating effectively with members of store team. Setting store business objectives which are SMART (Specific, Measurable, Achievable, Realistic and Time bound). Planning the achievement of store team objectives & importance of

Unit-III

Recruitment & Selection of Store Employees, Motivating & Managing Store employees, Importance of encouraging others to take lead & ways to achieve this. Benefits of & how to encourage and recognize creativity & innovation within a team.

Unit-IV

Evaluation of Store Employees, Compensation & Reward for Store Employees, Cost Control, Inventory loss. Logistic and Information system, Im

Unit-IV

Information needed to exchange with potential clients. Keeping promises you make to potential clients, for example sending them information they have asked for. Recording information about potential clients so that you can use it effectively. Importance of client confidentiality to business relationship. Relevant aspects of data protection laws and company policy with respect to client confidentiality.

Books Recommended:

- G. P. Sudhakar, “Integrated Retail Marketing Communications”, PHI Learning Pvt. Ltd.
- David Gilbert, “Retail Marketing Management”, Pearson Education India
- A. Sivakumar, “Retail Marketing”, Excel Books India
- Swapna Pradhan, “Retailing Management”, TMG Second Edition

Paper Title: RSC 305 - RETAIL STORE TEAM MANAGEMENT

Job Role: Departmental Manager

Theory: 80

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SEMESTER IV

Paper Title: GC 402 - PROJECT MANAGEMENT

Theory: 80
Internal Assessment: 20
Total Marks : 100
Time: 3 hours

Objectives:The objective of this paper is to provide knowledge to students about the essentials of undertaking projects in an organizational environment.

Instructions:

- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

UNIT-I

Concept of Project: Meaning, Characteristics, Classification of Projects, Project Life Cycle and its Phases. Project Manager: Roles and Responsibilities, Project Management as a Profession.

UNIT-II

Generating and Screening Ideas – Steps, Monitoring the Environment, Scouting for Project Ideas, Preliminary Screening, Project Rating Index. Feasibility Studies – Technical, Financial, Economic, Social, Legal and Managerial.

UNIT-III

Project Appraisal Techniques: Objectives, Types and Methods. Project Risks: Meaning, Types, Measurement of Risk, Decision Tree Analysis (Basic Concepts only).
Project Evaluation – Meaning, Evaluation v/s Appraisal, Objectives, Types of Evaluation, Techniques.

UNIT-IV

Project Organization and Control – Project Network Analysis (Basic concepts of PERT, CPM, Cost and Time Over Run). Project Reporting: Meaning, Purpose, Process, Requirements of a Good Report, Methods, Principles of Good Reporting System.

Books Recommended:

- Project Management - Choudhary - TataMcGraw Hill Pub.
- Project Management: The Managerial Process (Special Indian Edit.) -Clifford F Gray, Oregon State University.
- Projects : Planning, Analysis, Selection, Financing, implementation and Review - Chandra, Prasanna.

Paper Title: RSC 403 - LEADERSHIP IN RETAIL

Job Role: Departmental Manager

Paper Title: RSC 404 - BUDGETARY CONTROL IN RETAIL

Job Role: Departmental Manager

Theory: 80

Internal Assessment: 20

Total Marks : 100

Time: 3 hours

Objective: The objective of the paper is to provide knowledge to the students about managing budgets and budgetary control in the retail organization.

Instructions:

- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire

covered. Using a budget to actively monitor & control performance for a defined area or activity

Paper Title: RSC 405 - MANAGEMENT INFORMATION SYSTEM FOR RETAIL

Job Role: General Management

Theory: 80

Internal Assessment: 20

Unit-IV

Systems Development and Implementation in Retail: System development methodologies; SDLC approach; prototyping approach and user development approach - Systems Analysis; Systems Design; system documentation – information system audit. Security of information resources; threats to information resources; security systems for risk management. Enterprise Resource Planning Systems –Features-ERP Modules - implementation of ERP in retail organizations.

Books Recommended:

- James Obrien, “ManagementInformationSystem”, Tata McGraw-Hill
- KennethLaudon& Jane Laudon, “ManagementInformationSystem-A ContemporaryPerspective”, Pearson Education
- GordonB Davis, “ManagementInformationSystem”, McGraw-Hill
- George M. Scott: Management Information Systems, McGraw Hill Book Company
- Effy Oz, Management Information Systems, Vikas Publishing House, New Delhi
- Post, Gerald V and Anderson, David L: Management Information Systems, Tata McGraw Hill.
- Alex Leon: Enterprise Resource Planning –Tata McGraw-Hill

SEMESTER V

Paper Title : GC 502 - INTRODUCTION TO RESEARCH METHODOLOGY AND REPORT WRITING

Theory: 80
Internal Assessment: 20
Total Marks : 100
Time: 3 hours

Objective: The objective of the module is to familiarize the students with basics of research methodology like types of research, data collection, sampling techniques and report writing.

Instructions:

- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

UNIT I

Research - Meaning, Characteristics, Types, Process and Utility,. Research Design - Meaning, Types and Features of good research design. Qualitative and Quantitative research. Importance of review of literature. The research proposal.

UNIT II

Primary and Secondary data. Methods of data collection. Measurement and scaling, Designing of Questionnaire and schedule.

UNIT III

Sampling Design and Sampling procedure. Sampling and non sampling errors. Data analysis and interpretation. Role of computers in research.

UNIT IV

Business Reports and Proposals: Introduction, Meaning a Report? Steps in Writing a Routine Business Report, Format of Proposals, Four Key Elements in Winning Business Proposals; Case Studies.

Books Recommended :

- 'Research Methods and Techniques' by C.R. Kothari, Eastern Wiley Publications.
- 'Business Research Methods' by A. Bryman, and E. Bell, Oxford University Press, New York.
- 'Research Methodology A Step by Step Guide for Beginners' by R. Kumar, Pearson Education.

Paper Title: RSC 503 - PRINCIPLES AND PRACTICES OF MANAGEMENT**Job Role: General Management**

Theory: 80
Internal Assessment: 20
Total Marks : 100
Time: 3 hours

Objective: The objective of the paper is to provide comprehensive knowledge to the students about applying management practices and principles to manage a retail organization.

Instructions:

- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

Unit-I

Organization in retail: Concept, Nature, Process, Significance, Types, Organisational Structure, Committees, Span of Control. Authority and Responsibility. Delegation, Decentralization and Departmentation.

Unit-III

Direction: Concept, Features, Importance and Limitations of Direction. Elements of Direction-Supervision, Motivation, Leadership and Communication.

Coordination: Concept, Features, Importance and Limitations of Coordination. Internal and External Coordination.

Unit-IV

Control in retail: Concept, Features, Importance and Limitations of Control. Control Process. Essentials of a Good Control System. Techniques of Control. Relationship between Planning and Control

Management in Perspective (A Brief Overview), Management of Strategic Change, Knowledge Management, Learning Organization, Managing Diversity.

Books Recommended:

Paper Title: RSC 504 - INTERNATIONALRETAILING

Books Recommended:

- Swapna Pradhan, “Retailing Management”, Tata McGraw-Hill Education
- Cateora, Graham, Salwan, “International Marketing”, Tata McGraw-Hill
- P. K. Vasudeva, “International Marketing”, Excel Books India
- AJ Lamba, “The Art Of Retailing”, Tata McGraw-Hill Education
- Nicholas Alexander, Anne Marie Doherty, “International Retailing”, OUP Oxford
- ErdenerKaynak, Jung-Hee Lee, John Dawson, “International Retailing Plans and Strategies in Asia”, Routledge
- Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall India

Paper Title: RSC 505 - MARKETING MANAGEMENT**Job Role: General Management**

Theory: 80

Internal Assessment: 20

Total Marks : 100

Time: 3 hours

Objective: The objective of the paper is to provide knowledge to students about marketing concepts, philosophies, processes and techniques in order to manage the overall marketing operations of the retail organization.

Instructions:

- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

Unit-I

Introduction to marketing: meaning, nature and scope of marketing, marketing philosophies, marketing management process, concept of marketing mix, market analysis: understanding

marketing environment, consumer and organization buyer behaviour, market measurement and marketing research, market segmentation, targeting and positioning.

Unit-II

Product planning and pricing: product concept, types of products, major product decisions, brand

SEMESTER VI

Paper Title: GC 602 -TOTAL QUALITY MANAGEMENT

Theory: 80
Internal Assessment: 20
Total Marks : 100
Time: 3 hours

Objective: The objective of the paper is to provide knowledge to students of the concepts of total quality management and to inculcate among them a concern for quality and customer satisfaction.

Instructions:

- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

UNIT I

Introduction: Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs and its Analysis, Basic concepts of Total Quality Management, Principles of TQM.

UNIT II

Quality Council and Statements, Barriers to TQM Implementation. Quality: Customer Perception and Satisfaction, Customer Complaints, Service Quality, Customer Retention, Continuous Process Improvement – Juran Trilogy, PDSA Cycle, 5S, Kaizen, Supplier Partnership –Selection and Rating

UNIT III

Business Process Reengineering (BPR). Benchmarking –Introduction, Reasons, Process, Quality Function Deployment (QFD) – House of Quality, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM)

UNIT IV

Latest Challenges of Quality, Six Sigma Concepts: application. Quality Systems: Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System– Elements, Implementation of Quality System, Documentation, Quality Auditing; ISO 14000, Requirements and Benefits.

Books Recommended:

- ‘Total Quality Management’ by A.V. Feigenbaum, McGraw-Hill Publication.
- ‘Total Quality Management’ by J.S. Oakland, Butterworth – Heinemann Ltd., Oxford Press.
- ‘Quality Management – Concepts and Tasks’ by V. Narayana & N.S. Sreenivasan, New Age International.
- Total Quality Management for Engineers’ by Zeiri, Wood Head Publishers.
- ‘Total Quality Management’ by James R. Evans, Cengage Learning.

Paper Title: RSC 603 -Industrial Training

Total Marks: 300

Industrial Training of 5-6 weeks of 6 credits in each year followed by Report Writing and Viva-voce. These credits will be evaluated in Semester VI.
