



PANJAB UNIVERSITY, CHANDIGARH 160014 (INDIA)

SYLLABI

**Course Outline for
B.Voc. (Retail Management)**

as per NEP 2020

wef. session 2024-25

	HRM101
	Core Discipline
(Lectures) (Practical)	60 hours of lectures for Theory (1 credit= 15 hours of theory learning based on 4 hrs/week) (1 Semester= 15 weeks)
	4 Credits
	100 Marks (80TH+ 20IA) i) The exam of this course will be of 3 hours duration ii) There will be no objective type questions iii) Students are required to have the knowledge of the developments in the subject up to 6 months before the examination iv) Use of non-programmable calculator by the students in the Examination Hall is allowed. The calculator will not be provided by the University/College to the examinees
	Retail Team Leader
	The objective of this paper is to help students to acquire conceptual knowledge of the basics of retailing, evolution of retailing, retailing strategy and global retail markets On successful completion of the course, the students will be able to 1

**Retailing Meaning Nature, Classification, Scope and Importance
Factors influencing Retailing Functions under Retailing Retailing as a career**

**Developing and applying Retail Strategy, Strategic Retail Planning Process,
Retail Organization The changing structure of retail, Classification of Retail Units, Retail Formats
Corporate chains, Retailer Cooperative and Voluntary system, Departmental Stores,
Discount Stores, Super Markets, Warehouse Clubs**

**Merchandising Mix, Retail Models and Theory of Retail Development, Business Models in Retail, Concept of
Lifecycle Retail.**

**Emergence of Organized Retailing Traditional and Modern Retail Formats in India, Retailing in Rural India,
Environment and Legislation for Retailing FDI in Retailing**

Practical work Discussion of Case Study on Retail Industry

- 1. Swapna Padhan Retailing Management**
- 2. David Gilbert Retail Marketing**
- 3. George H Lucas Jr., Robert P. Bush, Larry G Gresham Retailing**
- 4. J Lanka The Art of Retailing**
- 5. Bary Berman, Joel R Evans Retail Management: A Strategic Approach**

Latest edition of textbooks may be used



HRM103

Core Discipline

60 hours of lectures for Theory

(1 credit = 15 hours of theory learning based on 4hrs/week)

(1 Semester = 15 weeks)

4 Credits

100 Marks (80TH+ 20IA)

i) The exam of this course will be of 3 hrs duration

ii) There will be no objective type questions

iii)

BRM 201
Core Discipline
60 hours of lectures for Theory (1 credit = 15 hours of theory learning based on 4hrs/week) (1 Semester= 15 weeks)
4 Credits
100 Marks (80TH+ 20IA) i) The exam of this course will be of 3 hours duration ii) There will be no objective type questions iv) Students are required to have the knowledge of the developments in the subject upto 6 months before the examination v) Use of non-programmable calculators by the students in the Examination Hall is allowed. The calculator will not be provided by the University/College to the examinees
Retail Team Leader
The objective of the course is to provide students with a deep understanding of the concepts of management of retail stores and their operations On successful completion of the course, the students will be able to CO1. Students will be able to design effective store layouts, understand the principles of retail merchandising and apply strategies for optimal pricing in retailing with a strong grasp of the importance of supply chain management in the retail sector; CO2. Students will be able to design effective store layouts, understand the principles of retail merchandising and apply strategies for optimal pricing in retailing with a strong grasp of the importance of supply chain management in the retail sector; CO3. Students will gain a deep understanding of the roles and responsibilities of a store manager; including store security, record keeping and accounting systems, as well as the ability to effectively handle materials within the store CO4. Students will learn the processes of recruitment, selection, motivation, evaluation, and compensation of store employees, along with strategies for cost control and minimizing inventory loss CO5. SSSSSSita

BRM202

Coe Discipline

60 hours of lectures for Theory

(1 credit = 15 hours of theory learning based on 4hrs/week)

(1 Semester=15 weeks)

4 Credits

100 Marks (80TH+ 20IA)

i) The exam of this course will be of 3 hours duration

ii) There will be no objective type questions

iii) Students are required to have the knowledge of the developments in the Subject up to 6 months before the examination

iv) Use of non-programmable calculator by the students in the Examination Hall is allowed. The calculator will not be provided by the O. not Q. . Mark

- i) The syllabus of this paper has been divided into FOUR units
- ii) 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
- iii) The students are required to attempt one question from each unit and the entire Compulsory Question No 1.
- iv) All questions carry equal marks

Inventory: Inventory Management – Inventory Control – Importance and Scope of Inventory Control – Types of Inventory – Costs Associated with Inventory – Organizational set up for Inventory Management

Selective Inventory Control: Economic Order Quantity – Safety Stocks – Inventory Management Systems – Forecasting Techniques – Material Requirement Planning and Execution – Ratio Analysis on Inventory – Profit Margin

Manufacturing Planning (MRP II): Just in Time (JIT) – Work in Process Inventories – Make or Buy Decisions – Concept of Outsourcing – Factors Influencing Make or Buy Decisions – Trends in Make or Buy Decisions in context of core competency.

Purpose of Inventory: Goods – Types of Goods – Finished Goods Inventories – General Management of Inventory – Stocks – Types of Stocks – Tracking the Paper Life Spare Parts Inventories Use of Computers in Inventory Management – Evaluation of Performance of Materials Function – Criteria and methodology of evaluation

1. Chopra, S., and Meindl, P., Supply Chain Management, 4th Edition, Pearson Education, Inc., 2009

Score: _____

HRM203
Core Discipline
60 hours of lectures for Theory (1 credit = 15 hours of theory learning based on 4hrs/week) (1 Semester=15 weeks)
4 Credits
100 Marks (80TH+ 20IA) i) The exam of this course will be of 3 hours duration ii) There will be no objective type questions iii) Students are required to have the knowledge of the developments in the subject up to 6 months before the examination iv) Use of non-programmable calculators by the students in the Examination Hall is allowed. The calculator will not be provided by the University/College to the examinees
Retail Team Leader

The objective of the course is to provide students with a comprehensive understanding of personal selling and salesmanship en8 M Tesco

Nature and importance of personal selling Door to door selling situations where personal selling is more effective than advertising Cost of advertising Vs cost personal selling

AIDA model of selling Types of selling situations Types of salesperson buying motives Types of markets Consumer and industrial markets, their characteristics and implications for the selling function

Process of effective selling - prospecting pre approach approach presentation and demonstration handling objections closing and sale post sale activities

Qualities of the successful sales person with particular reference to consumer services Selling as a career advantages and difficulties in making selling an attractive career:

Distribution network relationship