

BACHELOR OF VOCATION (B.Voc.)
(RETAIL MANAGEMENT)
Sem. I and II

SRI GURU TEG BAHADUR KHALSA COLLEGE Sri Anandpur Sahib

(AN AUTONOMOUS COLLEGE)
Affiliated to Punjabi University, Patiala

SYLLABUS

For

B. Voc. Retail Management Part - I

(Semester I & II)

Under Choice Based Credit System

Programme Code: BVRM



Academic Session: 2020 – 21

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**BACHELOR OF VOCATION (B.Voc.)
(RETAIL MANAGEMENT)
Sem. I and II**

Scheme of Syllabus for Bachelor of Vocation (B.Voc.)

Retail Management: I (1st Semester)

As per CBCS

Session 2020-21

Semester I					
S. No.	Subject	Total Credits	External Marks	Internal Marks	Total Marks
Skill Component					
BVRM 101	Introduction To Retail Management	5	70	30	100
BVRM 102	Management Principles and Practices	5	70	30	100
BVRM 103	Fundamental of Computer Applications	4	50	50	100
BC- 101	Environmental and Road Safety Awareness	4	70	30	100
		18	260	140	400
General Component					
BVRM 104	Workshop on Visual Merchandising	3	-	50	50
BVRM 105	Seminar on Retail Salesmanship	3	-	50	50
BCP101A/B	Punjabi Compulsory/ Mudla Gyan	3	35	15	50
BVRM 107	English (Communication Skills)	3	35	15	50
		12	70	130	200
Total		30	330	270	600

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B. Voc. Retail Management – I (Semester -I)

BVRM 101: INTRODUCTION TO RETAIL MANAGEMENT

Teaching Hours per week: 5

Time Allowed: 3 Hrs

Pass Marks: 35%

Max. Marks: 100

Internal Assessment: 30 Marks

External Assessment: 70 Marks

Credit: 5

Objective: This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of retail management.

Course Learning Outcomes: After completing the course, the student shall be able to:
Build an understanding of theoretical framework of retail management. This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of retail management.

Course Contents

UNIT I

Meaning and definition of retailing, Functions of retailer, Social and Economic importance of retailing, Wholesalers V/s retailers, global retail market, Scope of Retailing, Evolution of Retail Environment, The Wheel of Retailing, The Accordion Theory, The Retail life cycle, Retail formats, Career options in retailing, Understanding requisite skill sets needed to work in retail organizations, Challenges in Retailing.

UNIT II

Retail Location: Meaning, Importance, Process and Factors Affecting Location, Merchandising: Concept, Importance, Factors Affecting Buying Decision, Role and Responsibilities of Merchandiser.
Store layout, significance of Store layout, types of store layout, layout selection, Need and Importance of Store Environment, Visual Merchandising: Concepts, Importance and Factors affecting visual merchandising, Retail Communication Mix.

INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

English and Punjabi will be the medium of instruction and examination. The duration of written examination shall be three hours.

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of 3 (three) marks each out of which the students will

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be required to attempt any 10.

This course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination to be held at the end of semester.

INSTRUCTIONS FOR THE CANDIDATE

The internal assessment marks shall be based on factors such as: (a) Mid-term test (12 marks), Written assignments (12 marks), and Attendance and class Participation (06 marks).

Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively.

Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

Suggested Readings:

1. Levy IM. And Weitz B.A: Retailing Management, Tata McGraw Hill.
2. Berman B. Evans J. R.: Retail Management, Pearson Education.
3. Bajaj C; Tuli R., Srivanstava N.V.: Retail Management, Oxford University Press, Delhi.
4. Dunne P.M, Lusch R.F. and David A.: Retailing, South-Western, Thomson Learning Inc
5. PiyushKumarSinha and Dwarika Prasad Uniyal: Managing Retail, Oxford University Press.

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B. Voc. Retail Management – I (Semester - I)

BVRM 102: MANAGEMENT PRINCIPLES AND PRACTICES

Teaching Hours per week: 5

Time Allowed: 3 Hrs

Pass Marks: 35%

Max. Marks: 100

Internal Assessment: 30 Marks

External Assessment: 70 Marks

Credit: 5

Objective: This paper is aimed at providing students with a comprehensive understanding of Principles of management.

Course Learning Outcomes: After completing the course, the student shall be able to:
Build an understanding of theoretical framework of principles of management. The course aims to provide basic knowledge to the students about the organisation and management of a business enterprise.

Course Contents

Unit-I

Introduction to Management: Meaning, Objectives, Nature, Functions and Management Process; Evolution of Management Thoughts- FW Taylor, Henry Fayol, Elton Mayo and Peter Drucker. Functional Areas of Management.

Planning: Meaning, Nature and Importance, Steps in Planning, Significance and Types. Decision making: Concept and Process, Types of Decision Making, Role of Creativity in Decision Making.

Unit- II

Organising: Concept, Nature, Purpose, Significance and Process of Organising, Different Organisation Structures: Line, Line and Staff, Functional and Committee. Authority and Responsibility, Delegation and Decentralisation of Authority. Staffing: Meaning and Process. Directing: Concept, Significance and Limitations of Direction.

Motivation: Concept and Importance, Maslow Need Hierarchy Theory, Herzberg Two Factor Theory, McGregor. Leadership: Concepts and Styles. Co-ordination: Concepts, Importance, Cooperation and Co-ordination. Control: Concepts, Importance, Tools, Limitations and Process of Control, Essentials of an Effective Control System. Relationship between Planning and Control.

INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

English and Punjabi will be the medium of instruction and examination. The duration of written examination shall be three hours.

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from

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each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

This course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination to be held at the end of semester.

INSTRUCTIONS FOR THE CANDIDATE

The internal assessment marks shall be based on factors such as: (a) Mid-term test (12 marks), Written assignments (12 marks), and Attendance and class Participation (06 marks).

Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

Suggested Readings:

1. Soundaian – Principles of management- MJP Publishers
2. Anil Bhatt – Management principles, Processes and practices- Oxford University Press.
3. Robin, Coutler, Vohra- Management- Person Prentice Hall
4. LM Prasad- Principles and Practices of management- Sulatan Chand and Sons
5. VSP Rao and V. Hari Krishna- Management- Excel Books
6. CB Gupta- Modern Business Organisation and management- Sultan Chand and Sons.

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B. Voc. Retail Management – I (Semester -I)

BVRM 103: FUNDAMENTAL OF COMPUTER APPLICATIONS

Teaching Hours per week: 5

Max. Marks: 100

Time Allowed: 3 Hrs

Internal Assessment: 50 Marks

Pass Marks: 35%

External Assessment: 50 Marks

Credit: 4

Objective: This paper is aimed at providing students with a comprehensive understanding of fundamental of computer applications and software's.

Course Learning Outcomes: After completing the course, the student shall be able to:
Build an understanding of theoretical framework of Office and professional software's. To give an overview about computer, its characteristics and application. To give an Introduction to MS Office and MS-Excel.

Course Contents

Unit-I

Introduction to Computer, Block diagram of Computer, Characteristics, Generations and Types of Computers. Input and Output Devices: Keyboard, Mouse, Joy tick, Track Ball, Touch Screen, Light Pen, Digitizer, Speech Recognition Devices, Scanners-OMR, MICR, OCR, Printers(Impact and Non-Impact) and Plotters.

Memories: Definition, Primary and Secondary Memory, RAM, ROM, Cache, Storage Device: Hard disk, Compact disk, DVD and Pen Drive

Windows :Introduction and features of Windows, Installing Windows with set-up, Basic elements of Windows, Starting and Quitting Windows, Windows Explorer, Files, Folders, Flash Drives, Libraries, and CDs, Using Programs and Files in Windows, Finding Lost or Misplaced Files, Folders, and Programs, Printing, Using Media Player, Photos and Movies, Control Panel, Customizing Windows, Connecting to a Network

UNIT-II

Ms-Word: Introduction to Microsoft Word, Basic Editing, Formatting, Templates, Working With Graphics and Pictures, Tables, Desktop Publishing, Mail Merge, Proofing, Printing, and Publishing, Comparing, Merging, and Protecting Documents

Ms-Excel: Introduction to MS Excel, Worksheets and Workbooks, Entering data and texts into MS Excel, Formatting a Worksheet, Adding Elements to a Workbook, Charts, Formulas and Calculations, Statistical functions, Cell Protection, Charts, Reports, Dashboards and Widgets.

INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

English and Punjabi will be the medium of instruction and examination. The duration of written examination shall be three hours.

The question paper will be divided into three sections. Section – A and Section – B will be based

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on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

This course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination to be held at the end of semester.

INSTRUCTIONS FOR THE CANDIDATE

The internal assessment marks shall be based on factors such as: (a) Mid-term test (12 marks), Written assignments (12 marks), and Attendance and class Participation (06 marks).

Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

Suggested Readings:

1. P.K. Sinha and P. Sinha, Foundations of Computing,
2. BPB.
3. Turban Mclean and Wetbrete, Information Technology and Management, Second, JohnWiley& Sons.
4. Satish Jain, Information Technology, BPB.
Microsoft Windows 7 Introductory by Shelly Freund Enger.

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B. Voc. Retail Management – I (Semester - I)

BVRM 104: WORKSHOP ON VISUAL MERCHANDISING

Teaching Hours per week: 3

Max. Marks: 50

Time Allowed: 3 Hrs

Internal Assessment: 50 Marks

Pass Marks: 35%

Credit: 3

Objective: This paper is aimed at providing students with a comprehensive understanding of Visual Merchandising.

Course Learning Outcomes: After completing the course, the student shall be able to:

Build an understanding of theoretical framework of visual merchandising.

To Give an overview on visual merchandising, Store Hygiene and Cleanliness and displaying strategies of products at the store.

Course Contents

Theory

Visual Merchandising: Meaning, Types of display, Display Planning, Characteristics of effective display, selling power of display, Methods of display-window display and interior display.

Practical

1. Organize the display of products at the retail store.

- The products that are sold in the store and how they should be displayed.
- Regularly check the quality and shelf life of products
- Clean and maintain display areas.

2. Enhance store visibility by implementing attractive visual displays to support store profitability.

- Visual effects, colour, text, improving visual effects.
- Identify elements such as available space, lighting, props and visual merchandising accessories in order to design relevant and effective plots and themes
- Identify possible problems in putting layouts together and work out ways of sorting them out
- Create displays that achieve the visual effect as required and are consistent with the company's visual design policy
- Follow company procedures for using ladders, tools and equipment safely
- Use the design brief to identify the focal points of the display
- Identify seasonality and past sales patterns with respect to the merchandise category

3. Maintain visual merchandising elements in the store as per brand and store guideline.

- Implement checks and balances to ensure up-keep of tools, displays, fixtures and props of existing themes
- Organize for new props in case of damaged/ distressed props, displays, fixtures and tools
- Establish uniformity of displays across stores
- Collect and record accurate information on price changes

INSTRUCTIONS FOR THE CANDIDATE

- English and Punjabi will be the medium of instruction and examination.
- This course will carry 50 marks which shall be reserved for internal assessment.
- The internal assessment marks shall be based on factors such as: (a) Report (20 marks), Presentation (20 marks), and Attendance and class Participation (10 marks).
- The minimum marks for passing the examination shall be 35 %

Suggestive Reading:

1. The Art of Retailing by A. J. Lamba
1. Retail Management; A Strategic Approach by Barry Berman, Joel R Evans-
2. Retailing Management –SwapnaPradhan;

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B. Voc. Retail Management – I (Semester -I)

BVRM 105: SEMINAR ON RETAIL SALESMANSHIP

Teaching Hours per week: 3

Max. Marks: 50

Time Allowed: 3 Hrs

Internal Assessment: 50 Marks

Pass Marks: 35%

Credit: 3

Objective: This paper is aimed at providing students with a comprehensive understanding of Retail Salesmanship.

Course Learning Outcomes: After completing the course, the student shall be able to:
The basic objective of the course is to introduce the students to the conceptual knowledge of salesmanship and understanding consumer behaviour also aim to increase the communication with customer.

Course Contents

UNIT- I

Introduction: Concept of Salesmanship, Changing Roles and Functions of a Salesman, Importance of Personal Selling in the context of competitive environment, Types of Selling and business communication skills.

Salesman Career: Career Counselling & Guidance, Types of Salesman- Retail, Wholesale, Specialized Salesman, Duties, Responsibilities, Opportunities and Growth in the Sales Field, Qualities- Physical, Mental, Psychological, Social and Cultural, Rewards in Selling- Financial and Non-Financial Incentives.

UNIT- II

Buyer Behaviour: Introduction, Classification of Buyer-Industrial, Government and ultimate consumers, Buying Motives-Rational and Emotional Factors Influencing Purchase of a Product, Consumer Profile-Age, Sex, Income, Educational, Cultural and Linguistic Background, etc.

Sales Presentation: Introduction-Planning for Sales Presentation, Setting Objectives for Sales Planning, Sales Talk, Supporting evidence, etc.-Steps in Sales Presentation-Establishing Report, Introducing Product by Highlighting Benefits and Providing Information regarding Product Features and Benefits.

INSTRUCTIONS FOR THE CANDIDATE

- English and Punjabi will be the medium of instruction and examination.
- This course will carry 50 marks which shall be reserved for internal assessment.
- The internal assessment marks shall be based on factors such as Report, Presentation, and Attendance and class Participation.
- The minimum marks for passing the examination shall be 35 %.

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Suggested Readings:

1. Kishore Chand Raut & Promod K Sahu, Salesmanship and Sales Management, 3rd edition Vikas Publishing House
2. Paul Wisley Ivey, Elements of Retail Salesmanship, Hard Press, 2012.
3. Gupta S.L., Sales and Distribution, Excel Books, New Delhi, 2008.
4. Singh Parampreet and Kaur Harleen, Business Communication Skills, Fount Publishers LPP, 2019
5. Pradhan, Jakate and Mali, Elements of Salesmanship and Publicity, Kitab Mahal.
6. Leon G. Schiffman, Consumer Behaviour, Pearson, 2010

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Autonomous College

SYLLABUS

**For B. Voc. Retail Management
Semester System
Sem. II
(2020-21)**

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**Scheme of Syllabus for Bachelor of Vocation (B.Voc.)
Retail Management: I (2nd Semester)
As per CBCS
Session 2020-21**

Semester II					
Skill Component					
S. No.	Subject	Total Credits	External Marks	Internal Marks	Total Marks
BVRM 201	Store Display and Visual Merchandising	6	70	30	100
BVRM 202	Organization & Team Dynamics	6	70	30	100
BVRM 203	Workshop on Store Cleanliness and Hygiene	3	-	50	50
BVRM 204	Seminar on Customer Relationship Management (CRM)	3	-	50	50
	Total	18	140	160	300
General Component					
S. No.	Subject	Total Credits	External Marks	Internal Marks	Total Marks
BVRM 205	E-Commerce	6	70	30	100
BVRM 207	Business Communication Skills	3	35	15	50
BCP 201 A/B	Punjabi Compulsory/ MudlaGyan	3	35	15	50
	Total	12	140	60	200
	Grand Total	30	260	240	500

CAE 1.2 Drug Abuse: Problems Management and Prevention (Qualify Paper)

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B. Voc. Retail Management – I (Semester -II)

BVRM 201: STORE DISPLAY AND VISUAL MERCHANDISING

Teaching Hours per week: 5

Max. Marks: 100

Time Allowed: 3 Hrs

Internal Assessment: 30 Marks

Pass Marks: 35%

External Assessment: 70 Marks

Credit: 6

Objective: This paper is aimed at providing students with a comprehensive understanding of Principles of store display and visual merchandising.

Course Learning Outcomes: After completing the course, the student shall be able to:
Build an understanding of theoretical framework of principles of management. The course aims to provide basic knowledge to the students about the visual merchandising, Store Hygiene and Cleanliness and displaying strategies of products at the store

Course Contents

UNIT I

Store Display Introduction, Objectives, Purpose and importance of display, Rules of display planning, Display Settings, Health, safety and hygiene requirements of display, Regular monitoring of displays.

Store Design, Elements & Principles of Design, Exterior of a store, Interior of a store, Window displays, Merchandise Presentation Strategies, Colour blocking, Other techniques of merchandise placement, Physical materials used to support the display, Components of display, Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, Saccades and fixation, Replenishes, Planogramming.

UNIT II

Introduction to Visual Merchandising (VM): Introduction, Objectives, Functions of visual Merchandiser, Principles of visual Merchandising, Techniques of visual Merchandising, Types of visual Merchandising, Growth of visual merchandising, Visual Merchandising in India, Visual Merchandising as a Support for Positioning Strategy, Prospects of visual merchandising, Challenges in visual merchandising, Ways to overcome the visual merchandising challenges. Meaning of Signage, Types of Signage and Usefulness of Signage in visual merchandising. Role of Lighting and Props in visual merchandising.

INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

English and Punjabi will be the medium of instruction and examination. The duration of written examination shall be three hours.

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four

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questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

This course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination to be held at the end of semester.

INSTRUCTIONS FOR THE CANDIDATE

The internal assessment marks shall be based on factors such as: (a) Mid-term test (12 marks), Written assignments (12 marks), and Attendance and class Participation (06 marks).

Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

Suggested Readings:

1. Visual merchandising-Swati Bhalla&anuragsingh ,Tata McGraw-Hill Education, 2010
2. Visual merchandising-Tony Morgan & Laurence King, 2008
3. Visual Merchandising, Tony Morgan Third edition: Windows and in-store displays for retail 3rd Edition

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B. Voc. Retail Management – I (Semester - II)

BVRM 202: ORGANIZATION & TEAM DYNAMICS

Teaching Hours per week: 5

Time Allowed: 3 Hrs

Pass Marks: 35%

Max. Marks: 100

Internal Assessment: 30 Marks

External Assessment: 70 Marks

Credit: 6

Objective: This paper is aimed at providing students with a comprehensive understanding of Principles of organization & team dynamics.

Course Learning Outcomes: After completing the course, the student shall be able to:
Build an understanding of theoretical framework of principles of management. The course aims to provide basic knowledge to the students about the about Organizational team dynamics and to get familiar with organizational team work. This course aims at enabling students to understand the various aspects of individual behaviour.

Course Contents:

UNIT I

Organization & Team Dynamics: Company Vision, Mission, Values, Understanding Company Policies and Procedures, Job Role of Team Leader and skill set of a competent Team Leader. Work Effectively in a Retail Team: Effective Communication and Teamwork, Developing Healthy Relationship with Colleagues, Plan and Organize Work Routine, Collaborating with Colleagues to Achieve Targets, Maintain Balance between Work and Personal Priorities. Advantages and Importance of team work.

UNIT II

Work effectively in your organization: Achieving Organizational Goals through Teamwork, Follow Organizational Guidelines and Work-Related Instructions, Understanding and Working within Job Responsibility, Setting Realistic Targets and Flexible Work Plans, Being Open to feedback. Help maintain healthy environment: Health, Safety, and Security Plans and Procedures, Lifting and Handling Goods Safely, Understanding Hazards, Reporting Safety Concerns and Emergency Medical Plan, Evacuation Plan and Measures to Enhance Employee Health.

INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

English and Punjabi will be the medium of instruction and examination. The duration of written examination shall be three hours.

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from

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each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

This course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination to be held at the end of semester.

INSTRUCTIONS FOR THE CANDIDATE

The internal assessment marks shall be based on factors such as: (a) Mid-term test (12 marks), Written assignments (12 marks), and Attendance and class Participation (06 marks).

Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

Suggested Readings:

1. Making the team, global edition, Leigh L. Thompson, Pearson Education.
2. Group Dynamics for Teams, David Levi, Sage publications.
3. organization behavior, Inderjit, Suman solanki,2017 edition, taxman publications
4. PahujaAnurag&Verma Rajesh (2008) , "Customer Relationship Management Need of the Hour" Marketing Mastermind,
5. Jackson, B.B. (1985) Customer Relationships. Lexington, MA:D.C. Heath. Kalwani, M. &Narayandas, N.(1995,January).

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BVRM 203: WORKSHOP ON STORE CLEANLINESS AND HYGIENE

Teaching Hours per week: 3

Max. Marks: 50

Time Allowed: 3 Hrs

Internal Assessment: 50 Marks

Pass Marks: 35%

Credit: 3

Objective: This paper is aimed at providing students with a comprehensive understanding of Visual Merchandising.

Course Learning Outcomes: After completing the course, the student shall be able to:
Build an understanding of theoretical framework of visual merchandising.

To enable the student to become competent workshop on store cleanliness and hygiene and to understand the mechanism. This course gives students the opportunity to develop basic knowledge and equip students with application of effective Cleaning Practices and Techniques

Course Contents:

1. Organisational Standards for Clean Work Areas
2. Significance of Maintaining a Waste and Litter-Free Workplace
3. Methods of Discarding Waste and Litter
4. Health and Safety Risks Associated with Spillage
5. Regular and Thorough Clean-up of Spillage
6. Techniques of Reducing Spillage Risks
7. Cleaning Equipment and Materials
8. Storing Cleaning Equipment after Usage
9. Cleaning a Store without Unsettling Customers
10. Effective Cleaning Practices and Techniques

INSTRUCTIONS FOR THE CANDIDATE

- English and Punjabi will be the medium of instruction and examination.
- This course will carry 50 marks which shall be reserved for internal assessment.
- The internal assessment marks shall be based on factors such as: (a) Report (20 marks), Presentation (20 marks), and Attendance and class Participation (10 marks).
- The minimum marks for passing the examination shall be 35 %

Suggested Readings:

1. Essentials of Storekeeping and Purchasing, M.M. Verma, Sultan Chand & Sons, New Delhi.
2. Materials Handling, Immer, J.R., Mc-Graw-Hills Book Co., New York.
3. Safety Matters-A guide to Health and Safety at work, Adrian Flynn and John Shaw
4. Dynamics Risk Assessment -The Practical Guide to Making Risk-Based Decisions with the 3-Level Risk Management Model by Stephen Asbury, Edmund Jacobs
5. Health and Safety, Environment and Quality Audits by Stephen Asbury
6. Materials and Purchasing Management, Chunawala & Patel, Himalaya Publishing H

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BVRM 204: SEMINAR ON CUSTOMER RELATIONSHIP MANAGEMENT

Teaching Hours per week: 3

Max. Marks: 50

Time Allowed: 3 Hrs

Internal Assessment: 50 Marks

Pass Marks: 35%

Credit: 3

Objective: This paper is aimed at providing students with a comprehensive understanding of Customer Relationship Management.

Course Learning Outcomes: After completing the course, the student shall be able to:
The basic objective of the course is to introduce the students to the conceptual knowledge of Customer Relationship Management (CRM) practices in business organizations and strategy Management support System and Management Information System..

Course Contents

Unit-I

CRM Concepts: Acquiring customers, Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs. CRM in Marketing: One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement.

Unit – II

CRM Implementation: Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools - Defining functionalities - Homegrown versus out-sourced approaches - Managing customer relationships - conflict, complacency, Re-setting the CRM strategy. Selling CRM internally - CRM development Team - Scoping and prioritizing - Development and delivery - Measurement.

INSTRUCTIONS FOR THE CANDIDATE

- English and Punjabi will be the medium of instruction and examination.
- This course will carry 50 marks which shall be reserved for internal assessment.
- The internal assessment marks shall be based on factors such as Report, Presentation, and Attendance and class Participation.
- The minimum marks for passing the examination shall be 35 %.

**BACHELOR OF VOCATION (B.Voc.)
(RETAIL MANAGEMENT)
Sem. I and II**

Suggested Readings:

1. Alok Kumar Rai : Customer Relationship Management: Concepts and Cases (Second Edition)-PHI Learning.
2. Simon Knox, Adrian Payne, Stan Maklan: Customer Relationship Management-
Routledge Inc.
3. Bhasin- Customer Relationship Management (Wiley Dreamtech).
4. Dyche- Customer relationship management handbook prentice hall.
5. Peelan-Customer relationship management prentice hall.
6. Kristin Anderson, Carol Kerr : Customer relationship management, McGraw-Hill
Professional. Chaturvedi-Customer Relationship Management(Excel Books)

**BACHELOR OF VOCATION (B.Voc.)
(RETAIL MANAGEMENT)**

Sem. I and II

B. Voc. Retail Management – I (Semester -II)

BVRM 205: E-COMMERCE

Teaching Hours per week: 5

Time Allowed: 3 Hrs

Pass Marks: 35%

Max. Marks: 100

Internal Assessment: 30 Marks

External Assessment: 70 Marks

Credit: 6

Objective: This paper is aimed at providing students with a comprehensive understanding of E- Commerce and Electronic trading.

Course Learning Outcomes: After completing the course, the student shall be able to:
Build an understanding of theoretical framework of principles of management. The course aims to enable the student to become competent and to understand the mechanism for excelling in e-commerce-based employments and self-employment opportunities. This course gives students the opportunity to develop basic knowledge and equip students with application of e-marketing tools.

Course Content

Unit-I

Introduction to E-commerce: Definition of E-commerce, Benefits of E-Commerce to Organization, Consumers and Society. Limitation of E-Commerce. Management Issues Relating to E-Commerce. E-commerce versus traditional commerce, Internet and WWW, Concepts B2B, B2C, C2C, B2G, G2H, G2C, P2P, Operations and Applications of E-commerce.

M-commerce Meaning, Advantages and Disadvantages. E-Tailing, Online Shopping Sites in India and Current Scenario. Legal and Ethical issues in E-commerce.

Unit-II

Electronic Payment System, Types of Electronic Payment Systems-Digital token-based electronic payment systems, Smart cards and electronic payment systems, Credit card-based electronic payment systems. Cyber Law (IT Act 2000).

EDI-Meaning, Definition, Concept, Feature, Objective, Components, Process, Role of EDI in B2B, B2C and E-Governance, Impact of EDI.

E-Governance Applications of the Internet; Concept of Governance to Business, Business-to-Government and Citizen to Governance; E-governance Models; Private Sector Interface in E-Governance.

BACHELOR OF VOCATION (B.Voc.)
(RETAIL MANAGEMENT)
Sem. I and II

INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

English and Punjabi will be the medium of instruction and examination. The duration of written examination shall be three hours.

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

This course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination to be held at the end of semester.

INSTRUCTIONS FOR THE CANDIDATE

The internal assessment marks shall be based on factors such as: (a) Mid-term test (12 marks), Written assignments (12 marks), and Attendance and class Participation (06 marks).

Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

Suggested Readings:

1. Efrain Turbon, Lee, David King : "Electronic Commerce-A managerial Perspective", Prentice-Hall.
2. Grenstein, Feinman, "Electronic Commerce", Tata McGraw-Hill.
3. Pete Loswin, Paul A Murphy : "Electronisc Commerce", Jaico Publishing House.