



**Anekant Education Society's**

**Tuljaram Chaturchand College,  
Baramati**

***(Autonomous)***

**Four Year B.Voc Degree Program in Retail Management**

**CBCS Syllabus**

**F.Y.B.Voc. (Retail Management) Semester -I**

**For Department of B.Voc Retail Management**

**Choice Based Credit System Syllabus (2023 Pattern)**

**(As Per NEP 2020)**

**To be implemented from Academic Year 2023-2024**

**Eligibility: 10+2 examination (Regular or Vocational)  
from a recognized board.)**

## **Title of the Programme: F.Y.B.Voc Retail Management**

### **Preamble**

AES's Tuljaram Chaturchand College has made the decision to change the syllabus of across 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 diverse 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

Department of B.Voc Retail Management Semester-I

Manager, Customer Care Executives, Image Promoter, Merchandise Manager, Department Manager. Companies who hires 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 B.Voc 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	Member
6.	Dr. Maruti Kumbhar	Member
7.	Dr. Nandkumar Kadam	Member
8.	Mr. Atul Salagare	Member
9.	Mr. Akshay Shah	Member

**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	<b>I</b>	<b>RTM-101-MJM: (T)</b> Organizational Behavior  <b>RTM-102-MJM: (T)</b> Basics of Marketing  <b>RTM-103- MJM: (P)</b> Introduction to Retailing-  <b>Credits-2+2+2</b>	--	--	<b>RTM-116-OE: (T)</b> Business Communication Skills  <b>RTM-117-OE: (P)</b> Marketing Management Skills  <b>Credit- 2+2</b>	<b>RTM-121-VSC:(T)</b> Indian Economy  <b>RTM-126-SEC: (P)</b> Principles of Consumer Behavior  Credit- 2+2	<b>ENG-131-AEC:</b> Functional English – I  <b>RTM-137-IKS: (T)</b> Evolution of Retail  <b>ENV-135-VEC:</b> Environmental Science  <b>Credit- 2+2+2</b>	<b>CC:</b> NSS/NCC/Yoga/ Cultural Activity/Sports  <b>Credit- 2</b>	22	UG Certificate 44
	<b>II</b>	<b>RTM-151-MJM: (T)</b> Principles of Management <b>RTM-152-MJM: (T)</b> Marketing Management  <b>RTM-153-MJM: (P)</b> Digital Marketing  <b>Credits-2+2+2</b>		<b>RM-161-MN (T)::</b> Retail Marketing  <b>Credits-2</b>	<b>RTM -166-OE: (T)</b> Leadership & Succession Planning  <b>RTM-167-OE: (P)</b> Advertising & Sales Promotion  <b>Credit- 2+2</b>	<b>RTM-171-VSC: (P)</b> Fundamentals of Computer  <b>RTM-176-SEC: (T)</b> Managerial Economics  <b>Credit- 2+2</b>	<b>ENG-181-AEC:</b> Functional English – II  <b>COS-185-VEC:</b> Digital & Technological Solution  <b>Credit- 2+2</b>	<b>CC:</b> NSS/NCC/Yoga/ Cultural Activity/Sports  <b>Credit- 2</b>	22	
	<b>Cum Cr.</b>	<b>12</b>	<b>-</b>	<b>2</b>	<b>8</b>	<b>8</b>	<b>10</b>	<b>4</b>	<b>44</b>	

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

**Course Structure for F.Y.B.Sc. (Computer Science)(2023 Pattern)**

Sem.	Course Type	Course Code	Title of Course	Course Types	No. of Credits
I	Major Mandatory	RTM-101-MJM	Organizational Behavior	Theory	2
	Major Mandatory	RTM-102-MJM	Basics of Marketing	Theory	2
	Major Mandatory	RTM-103-MJM	Introduction to Retailing	Practical	2
	Open Elective (OE)	RTM-116-OE	Business Communication Skills	Theory	2
	Open Elective (OE)	RTM-117-OE	Marketing Management Skills	Practical	2
	Skill Enhancement Course (SEC) (Any one)	RTM-126-SEC(P)	Principles of Consumer Behaviour	Practical	2
	Vocational Skill Course (VSC)	RTM-121-VSC(T)	Indian Economy	Theory	2
	Ability Enhancement Course (AEC)	ENG-131-AEC	Functional English - I	Theory	2
	Value Education Course (VEC)	COS-135-VEC	Environmental Science	Theory	2
	Indian Knowledge System (IKS)	RTM-137-IKS	Evolution of Retail	Theory	2
Co-curricular Course (CC)	-----	To be selected from the Basket	-----	2	
<b>Total Credits I:</b>					<b>22</b>
II	Major Mandatory	RTM-151-MJM	Principles of Management	Theory	2
	Major Mandatory	RTM-152-MJM	Marketing Management	Theory	2
	Major Mandatory	RTM-153-MJM	Digital Marketing	Practical	2
	Minor (Any one)	RTM-161-MN	Retail Marketing	Theory	2
	Open Elective (OE)	RTM-166-OE	Leadership & Succession Planning	Theory	2
	Open Elective (OE)	RTM-167-OE	Advertising & Sales Promotion	Practical	2
	Vocational Skill Course (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	Functional English – II	Theory	2
	Value Education Course (VEC)	COS-185-VEC	Digital and Technological Solutions	Theory	2
Co-curricular Course (CC)	-----	To be selected from the Basket	-----	2	
<b>Total Credits II:</b>					<b>22</b>
<b>Cumulative Credits Semester I and II:</b>					<b>44</b>

**SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.Voc. Retail Management  
(w. e. from June, 2023)**

<b>Name of the Programme</b>	: B.Voc. Retail Management
<b>Program Code</b>	: UVRTM
<b>Class</b>	: F.Y.B.Voc Retail Management
<b>Semester</b>	I
<b>Course Type</b>	: Major (TH)
<b>Course Name</b>	: Organizational Behavior
<b>Course Code</b>	: RTM-101-MJM
<b>No. of Lectures</b>	30
<b>No. of Credits</b>	02

**A) Course Objectives:**

1. To learn the basic concepts of Organizational Behaviour and its applications in contemporary organizations.
2. To understand how individual, groups and structure have impacts on the organizational effectiveness and efficiency.
3. To appreciate the theories and models of organizations in the workplace.
4. To creatively and innovatively engage in solving organizational challenges.
5. To learn and appreciate different cultures and diversity in the workplace.

**B) Course Outcomes:**

- CO1-Understand the conceptual framework of the discipline of OB and its practical Applications in the organizational set up.
- CO2-Deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.
- CO3-Critically evaluate and analyze various theories and models that contributes in the Overall understanding of the discipline.
- CO4-Develop creative and innovative ideas that could positively shape the organizations.
- CO5-Accept and embrace in working with different people from different cultural and diverse background in the workplace.



**TOPICS/CONTENTS:**

UNIT	CONTENT	No. of Lectures
<b>Unit – I</b>	<b>1.INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR</b> 1.1 Defining, scope and importance of organizational Behavior. 1.2 Fundamental Concepts of OB. 1.3 Different models of OB - autocratic, custodial, supportive, Collegial and SOBC.	<b>4</b>
<b>Unit – II</b>	<b>2. WORK MOTIVATION</b> 2.1 Definition & Concept of Motive & Motivation 2.2 The Content Theories of Motivation 2.3 Maslow’s Need Hierarchy 2.4 Herzberg’s Two Factor model Theory 2.5 Vroom’s expectancy Theory	<b>10</b>
<b>Unit – III</b>	<b>3. LEADERSHIP AND DECISION MAKING</b> 3.1 Concept of Leadership 3.2 Styles of Leadership 3.3 Trait Approach, Contingency Leadership Approach 3.4 Contemporary leadership roles 3.5 Decision making in organizations, Rational decision making model, ethics in decision making. 3.6 Success stories of today’s Global and Indian leaders.	<b>08</b>
<b>Unit – IV</b>	<b>4.ORGANIZATION SYSTEM</b> 4.1Organizational Culture: Meaning & Definition of Organizational Culture. 4.2 Creating & Sustaining Organizational Culture. 4.3 Types of Culture (Strong vs. Weak Culture, Soft vs. Hard Culture & formal vs. Informal Culture). 4.4 Creating Positive Organizational Culture	<b>08</b>

**Books:**

**1 Text Books:**

Organizational Behavior by Robins  
 Organizational Behavior by Nelson & Quick  
 Organizational Behavior by Fred Luthans  
 Organizational Behavior by Stephen Robins, Timothy Judge, NeharikaVohra  
 Organizational Behavior by M N Mishra  
 Organizational Behavior by K Ashwathappa

**2 Reference Books:**

Understanding OB by UdayPareek  
 Change & Knowledge Management by Janakiram, Ravindra and ShubhaMurlidhar

**3 Supplementary Reading Material:**

Contemporary Leadership Theories: Enhancing the Understanding of the complexity, subjectivity and dynamic of leadership by Ingo Winkler  
 Organizational Performance in a Nutshell by Daniel M. Wentland

**Mapping of this course with Programme Outcomes**

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

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

**SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.Voc. Retail Management  
(w. e. from June, 2023)**

<b>Name of the Programme</b>	: B.Voc Retail Management
<b>Program Code</b>	: UVRTM
<b>Class</b>	: F. Y. B.Voc. Retail Management
<b>Semester</b>	I
<b>Course Type</b>	: Major (TH)
<b>Course Name</b>	: Basics of Marketing
<b>Course Code</b>	: RTM-102-MJM
<b>No. of Lectures</b>	30
<b>No. of Credits</b>	02

**Course objective:**

1. To understand the basics of marketing.
2. To learn about the marketing process for different types of products and services.
3. To understand the tools used by marketing managers in decision situations.
4. To understand the marketing environment.
5. To understand the marketing segmentation.
6. To know about internal and external factors affecting marketing.
7. To learn about challenges faced by marketing manager.
8. To differentiate between marketing and selling concept.

**Course Outcomes:**

- CO1: Strong conceptual knowledge in the functional area of marketing management.
- CO2: Effective understanding of relevant functional areas of marketing management and its applications.
- CO3: Demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.
- CO4: Relevance of Marketing in a developing economy.
- CO5: Market segmentation Process.
- CO6: Study the Marketing Information System.
- CO7: Difference between Market Research and Marketing Research.

**Contents/Topics:**

Units	Title & Content	No. of lecture
<b>Unit 1</b>	<b>1. Introduction And Functions of Marketing:</b> 1.1 Introduction 1.2 Importance of Marketing 1.3 Functions of Marketing 1.4 Components of Marketing 1.5 Changing profile and challenges faced by a Marketing manager 1.6 Discussion Point: a) Differentiate between Marketing Concept and Selling Concepts. b) Describes the stages of marketing evolution process.	<b>08</b>
<b>Unit 2</b>	<b>2. Marketing Environment And Market Segmentation:</b> 2.1 Meaning of Marketing Environment 2.2 Internal & external factors influencing Marketing environment 2.3 Components of Marketing Environment. 2.4 Meaning and Definition of Market Segmentation 2.5 Importance of Market Segmentation. 2.6 Types of Market segmentation 2.7 Market Segmentation Process 2.8 Case studies (3 case studies)	<b>12</b>
<b>Unit 3</b>	<b>3. Marketing Planning, Market Information System</b> 3.1 Introduction about Marketing Planning. 3.2 Scope of Marketing Planning. 3.3 Essential steps in Marketing Planning. 3.4 Importance of Marketing Planning. 3.5 Difficulties in Marketing Planning. 3.6 Introduction about Marketing Information System. 3.7 Importance of Marketing Information System. 3.8 Introduction to market Research	<b>10</b>

**References:**

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

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

**SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.Voc. Retail Management  
(w. e. from June, 2023)**

Name of the Programme	: B.Voc Retail Management
Program Code	: UVRTM
Class	: F.Y.B.Voc Retail Management
Semester	I
Course Type	: Major (P)
Course Name	: Introduction to Retailing
Course Code	: RTM-103-MJM
No. of Practical's	: 15 (60 Hours)
No. of Credits	02

**Course Objectives:**

1. To know about basics of retail structure
2. To understand the retail organization in India.
3. To analyze the retail structure in India.
4. To understand retail strategy.
5. To know types of retail store.
6. To identify the relationship between consumer requirement and type of retail store.
7. To understand the career in retail industry.

**Course Outcomes:**

- CO1.** Basis of retail industry.
- CO2.** Various retail organization.
- CO3.** Understand retail structure.
- CO4.** Retail planning & strategy.
- CO5.** Classification of retail store on various basis.
- CO6.** Relation between customer demand and retail strategy
- CO7.** Career opportunities in retail sector.

**Contents/Topics:**

Units	Title & Content	No. of lecture
<b>Unit 1</b>	<p><b>1. Introduction:</b></p> <p>1.1 Meaning and definition of retailing.                      1.2 Functions of retailer, social and economic importance of retailing.                      1.3 Wholesalers V/s retailers, global retail market.                      1.4 Organization Structure in Retail                      (PPT &amp; Group Discussion required)</p>	<b>20</b>
<b>Unit 2</b>	<p><b>2. Retail Organization in India:</b></p> <p>2.1 Classification on the basis on ownership, formation, and classification (Sole Proprietorship, partnership, LLP, Joint Ventures, Companies)                      2.2 Classification on the basis of Products (Departmental Stores, Specialty Store, Super Market, Hyper Markets, Convenience Store etc)                      2.3 Classification on basis of Pricing Policies (Discount and warehouse                      2.4 Classification of basis of services offered and Organized Structures                      2.5 Out of Stores Classifications (Websites, E-Retailing, TV Shopping, Door to Door Selling, Direct Retailing, M-Marketing)                      2.6 Retail Audit of Store</p>	<b>20</b>
<b>Unit 3</b>	<p><b>3. Planning in Retail:</b></p> <p>3.1 Introduction, retail market strategy.                      3.2 Retail planning process, target market.                      3.3 Retail formats.                      3.4 International retailing.</p>	<b>10</b>
<b>Unit 4</b>	<p><b>4. Career in Retail:</b></p> <p>4.1 Understanding requisite skill sets needed to work in retail organizations.                      4.2 (Role of Sales Associate, GD, Depth Interview, Customer Service Representative, Team Leader, Category Manager, Store Head, Departmental Head etc)</p>	<b>10</b>

**Reference Books:**

1. Consumer Behavior, Shiffman, L. G. and Kanuk L. L., Prentice Hall, India.
2. Consumer Behavior, Concepts and Applications, London, D. L. And Bitta, A.J. D. Tata McGraw Hill.
3. Consumer Behavior and Marketing Strategy, Peter, J. P. and Olson, J. C., Schiffman, L. G. and Kanuk L. L., Prentice Hall, India.

**Mapping of this course outcomes with Programme outcomes**

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

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



**SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B. Voc. (Retail Management)**

**(w. e. from June, 2023)**

Name of the Programme	: B. Voc. Retail Management
Program Code	: UVRTM
Class	: F.Y. B.Voc Retail Management
Semester	I
Course Type	: OE (TH)
Course Name	: Business Communication Skills
Course Code	: RTM-116-OE
No. of Lectures	30
No. of Credits	2

**Course Objectives:**

1. To provide an overview of Prerequisites to Business Communication.
2. To put in use the basic mechanics of Grammar.
3. To provide an outline to effective Organizational Communication.
4. To underline the nuances of Business communication.
5. To impart the correct practices of the strategies of Effective Business writing.

**Course Outcomes:**

CO1-Useful to make the students conversant and fluent in English

CO2-Create a positive image of self and organization in the customers' mind

CO3-Resolve customer concerns and improve customer relationship

CO4- Distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.

CO5- Draft effective business correspondence with brevity and clarity.

**Topics/Contents:**

<b>Units</b>	<b>Title &amp; Content</b>	<b>No. of lecture</b>
<b>Unit-I</b>	<b>1.INTRODUCTION TO BUSINESS COMMUNICATION</b> 1.1 Introduction, Meaning, Definition of Communication 1.2 Elements and Process of Communication, types 1.3 Levels, Principles and Importance of Communication. 1.4 Essentials of Communication	<b>06</b>

<b>Unit-II</b>	<b>2. MODES OF COMMUNICATION</b> <b>2.1 Written Communication:</b> 2.1.1 Advantages & Disadvantages, Nature of Written Communication 2.1.2 Media for Written Communication 2.1.3 The Choice of Medium  <b>2.2 Oral Communication:</b> 2.2.1 Nature of Oral Communication 2.2.2 Advantages & Disadvantages of Oral Communication 2.2.3 Media for Oral Communication 2.2.4 Grapevine – A Variant of Oral Communication (Pictorial part of communication)	<b>12</b>
<b>Unit-III</b>	<b>3. BARRIERS &amp; REMEDIES</b> 3.1 Introduction 3.2 Barriers to Individual Communication 3.3 Barriers to Organizational Communication 3.4 Overcoming Barriers to Communication 3.5 Cross Cultural Communication	<b>06</b>
<b>Unit-IV</b>	<b>4. SOFT SKILLS</b> 4.1 All types of business letter writing, 4.2 Presentation, Speaking Skills, 4.3 All social media	<b>06</b>

**References Books:**

1. AshaKaul (1999), "Business Communication", Prentice Hall of India, New Delhi.
2. Chaturvedi P. D. &ChaturvediMukesh (2012), "Managerial Communication", Pearson, Delhi.
3. Madhukar R. K. (2005), "Business Communication", Vikas Publishing House Pvt. Ltd., New Delhi.
4. Mamoria C. B. &Gankar S. V. (2008), "Personnel Management", Himalaya Publishing House, Mumbai.
5. NawalMallika (2012), "Business Communication", Cengage Learning, Delhi.
6. Rajendra Pal &Korlahalli (2007), "Essentials of Business Communication", Sultan Chand & Sons, New Delhi.
7. Sharma R. C. &Krishan Mohan, "Business Correspondence & Report Writing", Tata McGraw Hill Publishing Co. Ltd.
8. Sinha K. K. (2003), "Business Communication", Galgotia Publishing Company, New Delhi.
9. Sinha K. K. (2008), "Business Communication", Galgotia Publishing Company, New Delhi.
10. VasishtNeeru& Rajput Namita (2006), "Business Communication", KitabMahal, Allahabad.

**Mapping of this course with Programme Outcomes**

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

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

**SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B. Voc. (Retail Management) (w. e. from June, 2023)**

Name of the Programme	: B.Voc Retail Management
Program Code	: UVRTM
Class	: F.Y.B.Voc Retail Management
Semester	I
Course Type	: OE (PR)
Course Name	: Marketing Management Skills
Course Code	: RTM-117-OE
No. of Lectures	: 60 (15 Practical)
No. of Credits	2

**Course Objectives:**

1. To outline key marketing concepts and its application to different markets.
2. To identify factors and processes essential for designing marketing strategy.
3. To analyze and examine the implementation of marketing concepts and strategy to firms.
4. To identified consumer needs and wants.
5. To understand market segmentation.
6. To identified brand position.
7. To analysis of brand management.

**Course Outcomes:**

- CO1- Students will be able to identify the scope and significance of Marketing In Domain Industry
- CO2- Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms.
- CO3- Students are familiar with marketing strategies.
- CO4- Understand the impact brand in market.
- CO5- Understand the marketing ethics in business
- CO6- Use of Marketing Strategies in business
- CO7- Identify opportunities in marketing sector

### Contents/Topics:

<b>Units</b>	<b>Title &amp; Content</b>	<b>No. of Practical's</b>
<b>Unit 1</b>	<b>Marketing Management</b> 1.1 Introduction to Marketing Management 1.2 7P's of Marketing 1.3 Internal & External Environment 1.4 Marketing Ethics	<b>3</b>
<b>Unit 2</b>	<b>Consumer Decision Making</b> 2.1 Consumer Needs 2.2 Consumer Decision Making Process 2.3 Consumer Behavior 2.4 Consumer factors affecting on Decision Making process	<b>4</b>
<b>Unit 3</b>	<b>Segmentation &amp; Product Marketing</b> 3.1 Market Segmentation 3.2 Types of Market Segmentation 3.3 Learn the steps of market segmentation 3.4 Modified re-purchase and Straight re-purchase	<b>4</b>
<b>Unit 4</b>	<b>Branding</b> 4.1 Brand Position 4.2 Target Audience 4.3 Brand Management 4.4 Brand Visuals 4.5 Types of Brand Names	<b>4</b>

### References:

1. Kotler, Keller, Marketing Management, Pearson Publications
2. Kotler Philip, Marketing Management, Pearson, New Delhi
3. Sharma Gulnar and Singh Karan Khundia, Brand Management, Himalyan Publishing Houser, Edition 2012.

### Mapping of this course with Programme Outcomes

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

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

**SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B. Voc. (Retail Management) (w. e. from June, 2023)**

<b>Name of the Programme</b>	: B.Voc. Retail Management
<b>Program Code</b>	: UVRTM
<b>Class</b>	: F. Y. B. Voc. (Retail Management)
<b>Semester</b>	I
<b>Course Type</b>	: VSC (TH)
<b>Course Name</b>	: Indian Economy
<b>Course Code</b>	: RTM-121-VSC
<b>No. of Lectures</b>	: 30
<b>No. of Credits</b>	02

**Course Objectives**

1. To understand the basics of Indian Economy.
2. To learn about the Indian Economic development.
3. To understand RBI functions.
4. To understand the sectors of economy.
5. To understand Monetary policy.
6. To know Fiscal Policy.
7. To learn about recent reform in Indian Economy

**Course Outcomes:**

CO1: Strong conceptual knowledge of Indian Economy.

CO2: Effective understanding of Economic development of India with perspective of global scenario.

CO3: Demonstrate various sectors of Indian Economy

CO4: Relevance of retail industry in Economic development.

CO5: Monetary policy impact on Development.

CO6: Fiscal policy impact on Development.

CO7: Impact of Economic reform on sectors of Economy.

<b>Units</b>	<b>Title &amp; Content</b>	<b>No. of lecture</b>
<b>Unit 1</b>	<b>1. Introduction to Indian Economy:</b> 1.1 Describes the stages of marketing evolution process. 1.2 Basic concepts and terminology related to the Indian economy. 1.3 Overview of the economic development of India 1.4 Overview of different economic systems and their relevance to India 1.5 Role of the government and private sector in the Indian economy	<b>05</b>

<p><b>Unit 2</b></p>	<p><b>2: Sectors of Indian Economy</b></p> <p>2.1 <b>Agriculture Economy:</b> Importance of agriculture in the Indian economy, Challenges faced by the agricultural sector. Government policies and initiatives for rural development</p> <p>2.2 <b>Industry and Infrastructure:</b> Industrial development and its contribution to the economy, Key sectors of the Indian industry, Infrastructure development and its role in economic growth</p> <p>2.3 <b>Services Sector:</b> Overview of the services sector in India, Importance of services in the economy, Growth, and challenges in areas like IT, tourism, finance, etc.</p>	<p><b>10</b></p>
<p><b>Unit 3</b></p>	<p><b>3. : Monetary &amp; Fiscal Policy</b></p> <p>3.1 Role of the Reserve Bank of India (RBI) and monetary policy</p> <p>3.2 Government budgeting and fiscal policy.</p> <p>3.3 Inflation, interest rates, and their impact on the economy.</p>	<p><b>05</b></p>
<p><b>Unit 4</b></p>	<p><b>4. Recent Economic Reforms</b></p> <p>4.1 Economic liberalization and its impact on the Indian economy.</p> <p>4.2 Introduction to Goods and Services Tax (GST)</p> <p>4.3 Demonetization and its consequences</p> <p>4.4 COVID-19 pandemic and its economic effects</p>	<p><b>10</b></p>

**Reference Books:**

1. Indian Economy By Ramesh Singh.
2. Indian Economy By Mishra & Puri.
3. Indian Economy By Datta & Sundaram
4. Indian Economy By Sanjeev Verma.



### Mapping of this course with Programme Outcomes

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

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

## **CBCS Syllabus as per NEP 2020 for F.Y.B. Voc. Retail Management (2023 Pattern)**

Name of the Programme	: B. Voc. (Retail Management)
Programme Code	: UVRTM
Class	: F.Y.B.Voc. (Retail Management)
Semester	I
Course Type	: SEC Practical
Course Code	: RTM-126-SEC
Course Title	: Principles of Consumer Behavior-I
No. of Credits	2
No. of Teaching Hours	: 60

### **Course Objectives:**

8. To understand the basics of Consumer Behavior.
9. To learn the basic concepts and models of Consumer Behavior.
10. To analyze the effects of various factors on the Consumer Decision Process.
11. To define the importance of consumer behavior for business.
12. To compare the relationship between consumer behavior and other disciplines.
13. To distinguish the relationship between consumer behavior and marketing practices.
14. To understand the perception and behavior.

### **Course Outcomes:**

- CO1.** Handled the customer and understand the needs and wants.
- CO2.** Basic things of social responsibility of marketing.
- CO3.** Basic knowledge about consumer behavior.
- CO4.** Brand loyalty and customer loyalty.
- CO5.** Elements of consumer learning process.
- CO6.** Changing lifestyle trends of Indian consumers.
- CO7.** Strategies for Attitude Reinforcement and Change.

**Topics and Learning Points**

Units	Title & Content	No. of lecture
<b>Unit 1</b>	<b>1. An Introduction to Consumer Behavior:</b> 1.1 Meaning and Definition 1.2 Consumer Research, Marketing Mix, Social Responsible Marketing 1.3 Technology and Consumer Behavior 1.4 Customer Value Satisfaction and retention 1.5 Process of Consumer Behavior 1.6 Factors affecting on Consumer Behavior.	<b>15</b>
<b>Unit 2</b>	<b>2. Consumer Learning:</b> 2.1 Introduction 2.2 Elements of Learning Process 2.3 Types of Learning process 2.4 Consumer Memory Habit 2.5 Brand Loyalty, Customer Loyalty	<b>15</b>
<b>Unit 3</b>	<b>3. Personality And Lifestyle Influence:</b> 3.1 Introduction 3.2 Activities, Interest and Opinions (AIO) and values framework 3.3 Chancing lifestyle trends of Indian Consumer 3.4 Properties of Personality	<b>15</b>
<b>Unit 4</b>	<b>4. Attitude and Behavior:</b> 4.1 Attitude definition, and characteristics 4.2 Nature of Consumer Attitude 4.3 A simple Model of the Relationship between Attitude and Behavior 4.4 Attitude measurement, Attitude Change 4.5 Factors involved in Attitude Formation And Development 4.6 Strategies for Attitude Reinforcement And Change	<b>15</b>

**Note:** Every practical is equivalent to four hours per batch per week

**References:**

3. Consumer Behavior, Shiffman, L. G. and Kanuk L. L., Prentice Hall, India.
4. Consumer Behavior, Concepts and Applications, London, D. L. And Bitta, A.J. D. Tata McGraw Hill.
3. Consumer Behavior and Marketing Strategy, Peter, J. P. and Olson, J. C., Schiffman, L. G. and Kanuk L. L., Prentice Hall, India.

### Mapping of this course with Programme Outcomes

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

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

**SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.Voc Retail Management**

**(w. e. from June, 2023)**

Name of the Programme	: B.Voc Retail Management
Program Code	: UVRTM
Class	: F.Y.B.Voc Retail Management
Semester	I
Course Type	: IKS(TH)
Course Name	: Evolution of Retail
Course Code	: RTM-137-IKS
No. of Lectures	: 30
No. of Credits	2

**Course Objectives:**

1. Students will understand about the history of Retail
2. Students will gain knowledge about the evolution of Retail Sector
3. Students will study program structure Retail Structure.
4. Students will study the features of Retail.
5. Students will study the features of different types of Retail Operation.
6. Students will study the features of online retailing
7. Students will know the current trends in Retail Sector

**Course Outcomes:**

CO1: Compare different phases of Retail.

CO2: Categorize the retail Sector.

CO3: Compare the Retail Sector as per based on Products.

CO4: Distinguish among different Retail Sector.

CO5: Compare among different types of Operation in Retail Sector.

CO6: Compare among different types of retailer.

CO7: Compare among recent Retail Management techniques.

**CONTENT/TOPICS:**

<b>Units</b>	<b>Title &amp; Content</b>	<b>No. of lecture</b>
<b>Unit 1</b>	<b>Retail 1.0 (Upto 1999)</b> 1.1 Traditional Brick and Mortar Retail: The early days of retail were characterized by physical stores where customers could visit to make purchases. 1.2 These stores had limited product assortments	<b>10</b>

	<p>and relied on face to face interactions between customers and sales people.</p> <p>1.3 Dominated By Neighborhood Kiranas</p> <p>1.4 Unorganized Sector</p>	
<b>Unit 2</b>	<p><b>Retail 2.0 (2000-06)</b></p> <p>2.1 Rise of Department Stores and Chain Retailers</p> <p>2.2 Prominence Of Modern Retail</p> <p>2.3 Retail Operation</p> <p>2.4 Retail Management Techniques</p> <p>2.5 Organized Sector</p>	<b>12</b>
<b>Unit 3</b>	<p><b>Retail 3.0 (2007-2020)</b></p> <p>3.1 Online-led Retail Growth With The Promise Of Technology-Led Integration of India's Largely Fragmented Retail Ecosystem.</p> <p>3.2 Self-service in Retail Sector</p>	<b>08</b>

• Web References:

1. <https://en.wikipedia.org/wiki/>
2. <https://www.indiaretailing.com/>
3. <https://ispf.co.in/evolution-of-retail-in-india/>

**Mapping of this course with Programme Outcomes**

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

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

### **Examination Pattern / Evaluation Pattern**

**Teaching and Evaluation (for Major, Minor, AEC, VEC, IKS courses)**

<b>Course Credits</b>	<b>No. of Hours per Semester Theory/Practical</b>	<b>No. of Hours per Week Theory/Practical</b>	<b>Maximum Marks</b>	<b>CE 40 %</b>	<b>ESE 60%</b>
<b>1</b>	<b>15 / 30</b>	<b>1 / 2</b>	<b>25</b>	<b>10</b>	<b>15</b>
<b>2</b>	<b>30 / 60</b>	<b>2 / 4</b>	<b>50</b>	<b>20</b>	<b>30</b>
<b>3</b>	<b>45 / 90</b>	<b>4 / 6</b>	<b>75</b>	<b>30</b>	<b>45</b>
<b>4</b>	<b>60 / 120</b>	<b>4 / 8</b>	<b>100</b>	<b>40</b>	<b>60</b>

**Teaching and Evaluation (for VSC, SEC & CC courses)**

- Evaluation to be done by Internal & External Experts
- No descriptive end semester written examination
- Evaluation to be done at Department level preferably prior to commencement of Theory /Practical Examinations
- Evaluation to be done on the Skills gained by student