



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

Semester	Paper Code	Subject Name	No. of Credits
	General Component		
III	UBRM231	Business Accounting	4
	UBRM232	Retail Banking - I	4
	UBRM233	Principles of Marketing	4
	Skill Component		
	UBRM234	Internship	6
	UBRM235	Retail Store Operations-I	6
	UBRM236	Store Layout and Design	6
	General Component		
IV	UBRM241	Basics of Cost Accounting	4
	UBRM242	Retail Banking-II	4
	UBRM243	Principles of Finance	4
	Skill Component		
	UBRM244	Internship	6
	UBRM245	Retail Store Operations-II	6
	UBRM246	Service Marketing	6

Semester	Paper Code	Subject Name	No. of Credits
	General Component		
V	UBRM351	Marketing Research	4
	UBRM352	Bank Finance	4
	UBRM353	Human Resource Management	4
	Skill Component		
	UBRM354	Internship	6
	UBRM355	Material & Logistics Management	6
	UBRM356	Retail Store Operation-III	6
	General Component		
VI	UBRM361	Marketing Management	4
	UBRM362	Retail Financial Services	4
	UBRM363	Entrepreneurship Development	4
	Skill Component		
	UBRM364	Internship	6
	UBRM365	E-Commerce & Digital Marketing	6
	UBRM366	Retail Store Operation-IV	6

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

Second Year

Semester-III

Business Accounting

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

Paper Code: UBRM231

Paper : I Title of Paper: Business Accounting

Credit : 4 No. of lectures: 60

A) Learning Objectives:

- 1) To know about business accounting.
- 2) To know how to record business day to day transactions.
- 3) To impart the knowledge about prepare Financial statements in accordance with appropriate standards.

B) Learning Outcomes:

- 1) The main outcome of this course is to acquaint students of business accounting.
- 2) Enable students to acquire Practical and Theoretical Knowledge.
- 3) Acquaint students about accounting software's in regular transactions.

UBRM231/BUSINESS ACCOUNTING (60 Hours)

TOPICS/ CONTENTS:

UNIT 1: INTRODUCTION TO BUSINESS ACCOUNTING (10)

- 1.1 Introduction, Meaning, Definition of Business Accounting.
- 1.2 Scope and Objectives of Accounting.
- 1.3 Principles of Accounting Concepts and Conventions, Accounting Standard
- 1.4 Basic Accounting Terms.

UNIT 2: BASICS PROCEDURE IN ACCOUNTING (15)

- 2.1 Journalizing of transactions.
- 2.2 Ledger Posting and Trial Balance.
- 2.3 Sub-division of Journals including Cash Book.

UNIT 3: BANK RECONCILIATION STATEMENT (05)

- 3.1 Introduction, Meaning and Definition.
- 3.2 Importance and Preparation of Bank-Reconciliation Statement.

UNIT 4: PREPARATION OF FINAL ACCOUNTS (15)

- 4.1 Concept of Trading Account.
- 4.2 Capital and Revenue Expenditure and Income
- 4.3. Preparation of Profit and Loss Account, Balance Sheet.

UNIT 5: COMPUTERIZED ACCOUNTING (15)

- 6.1 Computers and Financial Application.

6.2 Practical Lab: a) Pos Software (Filling of Cheque slips, RTGS/NEFT, Delivery Challan, Order Book, Cash Memo, Receipt Book etc.).

6.3 Accounting through mobile apps like Khatabook, creditdays, GST calculation etc.)

Reference Books:

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhary Pearson Education
2. Accounting Made Easy By Rajesh Agarwal& R Srinivasan (Tata McGraw –Hill)
3. Advanced Accounts – M.C. Shukla and S P Grewal (S.Chand& Co., New Delhi)
4. Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing)
5. An Introduction to Accountancy- S.N. Maheshwari& S.K. Maheshwari (Vikas Publishing)
6. Publishing Company, New Delhi. 10. VasishtNeeru& Rajput Namita (2006), “Business Communication”, KitabMahal, Allahabad.

Personality Development and Team Building

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

Paper Code : UBRM232

Paper :I

Title of Paper: Personality Development and Team Building

Credit :4

No. of lectures: 60 Hours

A) Learning Objectives:

- 1) To know about basics principles of Personality Development and Team Building.
- 2) To understand how to developed Personality and Team Building.
- 3) To make students know about self-awareness, life skills, need for personal development.

B) Learning Outcomes:

- 1) The main outcome of this course is to understand the concept of Personality Development and Team Building in any organization.
- 2) The student will be able to understand, analyze develop and exhibit accurate sense of self.
- 3) Learn to balance confidence with humility and overcome problems associated with personality.

UBRM232 – PERSONALITY DEVELOPMENT AND TEAMBUILDING (60 Hours)

TOPICS/CONTENTS:

UNIT1: INTRODUCTION (10)

Meaning and Definition of Personality, Significance of Personality Development.

Factors affecting Personality Development: Biological, Home Environment and Parents, School Environment and Teachers, Peer Group, Sibling Relationships and Mass Media, Cultural Factors, Spiritual Factors, Public Relations.

UNIT2: PERSONALITY TRAITS (20)

2.1 Personality Traits: Meaning and Definition, Developing Positive Personality Traits.

2.2 Attitude: Factors that determine Attitude, Benefits of Positive Attitude and Consequences of negative attitude, steps to build positive attitude.

2.3 Personality Habits: Meaning and concept of habits.

2.4 Developing effective Habits:

Behavior and Character. Being Proactive/Creative and Innovative Beginning with the end in mind putting first things first with determination, discipline, clarity and concentration.

2.5 Thinking Big and Winning Through: Action, Active, Facing Challenges, striving for success. Apologizing, Appreciating, Accepting feedback. Aiming high, enthusiasm, team building, setting goals, zeal and passion building. (Practical Examples of the above)

UNIT3: PILLARSOFPERSONALITYDEVELOPMENT

(20)

- 3.1 **Introspection:** Meaning and importance, Views about Introspection, Self-Introspection Skills.
- 3.2 **Self-Assessment:** Meaning, importance, types and self-assessment for students.
- 3.3 **Self-Appraisal:** Meaning, importance, tips for self-appraisal.
- 3.4 **Self-Development:** Meaning, process of self-development, Self-Development Techniques, Use of Self Development, Individual Development Plan.
- 3.5 **Self-Introduction:** Meaning, tips for effective self-introduction, Self-Acceptance, Awareness, Self-Knowledge, belief, confidence, criticism and self-examination.
- 3.6 **Defining Success:** Real or Imaginative, obstacles to success, factors and qualities that make person successful.
- 3.7 **Concept of Failure:** Reasons for failure.
- 3.8 Personal SWOT analysis & STAR analysis. (One or two case lets on the above topic).

UNIT4: TEAMBUILDING:

(10)

- 4.1 Team Building-Concept,Importance,Feature(TwoCaseletsontheabovetopic)
- 4.2 SettingofTeamObjectives,Effectiveteam Communication
- 4.3 Motivatingand MonitoringTeam, Role ofLeadership inTeam Management
- 4.4 ApplicationofLeadershipPrinciples (CaseStudyMethod)
- 4.5 Group Discussion / Personal Presentation

ReferenceBooks:

- 1. Hurlock Elizabeth B Personality Development Tata Mcgraw Hill New Delhi
- 2. Understanding Psychology: By Robert S Feldman.(Tata McGraw Hill Publishing)
- 3. Personality Development and Career management: By R.M. Onkar (S Chand Publications)
- 4. Social Psychology: By Robert S Feldman.(Tata McGraw Hill Publishing)

Principles of Marketing

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

Paper Code: UBRM233

Title of Paper: Principles of Marketing

Credit : 4

No. of lectures:60

(A) Learning Objectives:

- 1) To know the basics principles of marketing.
- 2) To understand the relevance of marketing in developing economy.
- 3) To describe the role of marketing in building and managing customer relationships.

(B) Learning Outcomes:

- 1) Students will get knowledge of market and marketing structure and
- 2) This subject also helps to know, how to handle the situations in the market.

233/PRINCIPLES OFMAREKTING

(60 Hours)

TOPICS/CONTENTS:

UNIT1: INTRODUCTION AND FUNCTIONS OF MARKETING:

(15)

- 1.1 Definitions, Concept and objectives of Marketing.
- 1.2 Importance and functions of marketing: on the basis of exchange, on the basis of physical supply and facilitating functions.
- 1.3 Components of Marketing.
- 1.4 ApproachestothestudyofMarketing.
- 1.5 RelevanceofMarketinginadevelopingeconomy.
- 1.6 Changing profile and challenges faced by a Marketing manager.

Discussion Questions:

- i) Differentiate between marketing concept And selling concept.
- ii) Describes the stages of marketing evolution process.

UNIT2: CLASSIFICATION AND TYPESOF MARKETS:

(15)

Traditionalclassificationand Modern Classification of Marketing:

- 2.1 **ServiceMarketing:**7P's of services marketing, importance of services marketing, importance of service sectors.
- 2.2 **Rural Marketing:** Meaning, feature & importance of rural marketing, Difficulties in rural marketing and suggestions for improvement of Rural Marketing.
- 2.3 **Retailmarketing:** Meaning, importance, Benefits, Types, Strategies of Retail Marketing.
- 2.4 **Telemarketing:** Meaning, importance, Advantages &Types of Tele Marketing.
- 2.5 **E-Marketing:** Meaning, importance, Roles & Types of E-Marketing.
- 2.6 **Digital Marketing:** Meaning, importance, Challenges, Types, 7 P's of digital marketing.
- 2.7 **Greenmarketing:** Meaning, importance, 4 P's of Green marketing
- 2.8 **Mobile Marketing**

UNIT3: MAREKTING ENVIRONMENTANDMAREKTSEGMENTATION:(10)

3.1 MarketingEnvironment:

3.1.1 Meaning of Marketing Environment

3.1.2 Internal&externalfactorsinfluencingMarketing environment: political, social, economic, international, technological multi-culturalenvironment.

3.1.3 Components of Marketing Environment.

3.2MarketSegmentation:

3.2.1 Meaning and Definition of Market Segmentation.

3.2.2 Importance of MarketSegmentation.

3.2.3 Types of Market segmentation.

3.2.4 Market Segmentation Process .

UNIT4:MARKETINGMIX:

(10)

4.1 Meaning, scope and importance of marketing mix.

4.2 Types of Marketing Mix:

a. Product mix: concept of a product, product characteristics: intrinsic and extrinsic,PLC, Product simplification, product elimination, product diversification, new productdevelopment.

b. Price mix:Meaning, element, importance of price mix, factors influencing pricing,pricingmethods and recent trends.

c. Place mix:meaning and concepts of channel of distribution, types of channels ofdistribution or intermediaries, Factors influencing selection ofchannels, types ofdistribution strategies: intensive, selective and extensive recent changes in terms oflogisticsand supply chain management.

d. Promotionmix:Meaning,elementsofpromotionmix:advertising:meaning,definitions,importan ceandlimitationsofadvertising,typesofmedia:outdoor,indoor, print, press, transit - merits and demerits, concept of media mix, Recent trendsin promotion.

UNIT5: MARKETING PLANNING, MAREKTING INFORMATION SYSTEM AND MAREKTING RESEARCH:

(10)

5.1 Marketing planning: meaning, scope, importance, essentials and steps in marketing planning, Importance and difficulties in marketing planning.

5.2 Marketing Information System: Concept, components and importance of MarketingInformationSystem.

5.3 Marketing Research: Meaning, definitions, objectives and scope of marketing research, difference between market research and marketing research, types & techniques of Marketing Research, Use of Marketing Research in management.

ReferenceBooks:

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

Internship

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

Paper Code: UBRM334

Paper : I

Credit : 6

Title of Paper: Internship

No. of lectures: 240 Hours

A) Learning Objectives:

- 1) To know the Inventory and Management of Merchandise.
- 2) To understand the retail shop structure, practically.
- 3) To understand retail organization in the surrounding area.

B) Learning Outcomes:

- 1) Students will understand retail organization in the surrounding area.
- 2) Students will get practical knowledge about Inventory Management, Budgetary process and also store performance management.

UBRM234/ INTERNSHIP

(240 Hours)

TOPICS/ CONTENTS:

UNIT 1: 1.1 The students are expected to work for 30 days*8 Hours a day= 240 hours in aggregate, retail industry and prepare a report about their day to day learning's and submit the same with necessary authorization from industry mentor.

- 1.2 The students will be issued a letter from department regarding internship once a institution is decided. The students are expected to learn on the job about:
 - a. Concept of Inventory and Management of Merchandise
 - b. Process of monitoring and managing the store performance
 - c. Budgetary process in the institution and its role in further planning
 - d. Understand various loyalty schemes and their functioning by organizations.

Retail Store Operations-I

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

Paper Code :UBRM235

Paper : I Title of Paper: Retail Store Operations-I

Credit : 6 No. of lectures: 90Hours

A) Learning Objectives:

- 1) To know about retail store operations.
- 2) To understand the monitoring and managing store performance
- 3) To understand and budgetary implementation in retail store.
- 4) To know about customer service and its implementation.

B) Learning Outcomes:

- 1) Students will get practical knowledge of retail store operations & managing store performance.
- 2) Students will understand budgetary implementation and customer service implementation in store.

235/RETAIL STORE OPERATIONS-I

(90Hours)

TOPICS/CONTENTS:

1: SALES INVENTORY AND MERCHANDISE MANAGEMENT (20)

1.1 Concept of Inventory: Importance, needs, various methods and types of inventory management, understand the methods to manage inventory.

1.2 Concept of Merchandise: Importance, Need, Merchandise buying and handling.

1.3 Concept of Sales: Sales Management, Campaign needs and importance.

1.4 Apparel Merchandising: Stages of Fashion adoption, Challenges of Retail Fashion.

2: MONITORING AND MANAGING STORE PERFORMANCE (15)

2.1 Planning Departmental Objectives: Importance of Objectives, Setting SMART Goals, Analyzing and planning to achieve departmental objectives

2.2

Concept of Monitoring: advantages of monitoring departmental performance, Monitoring skills required by departmental managers, Monitoring operations as per planned targets, Reporting factors influencing effectiveness of department performance outside scope of responsibility

2.3 Need of effective communication: within store and department and various strategies to promote healthy and effective communication between internal and external stakeholders.

3: BUDGET

(15)

- 3.1 Concept, need and importance of Budget.
- 3.2 Significance of budgeting in business operations.
- 3.3 Understanding the procedure of creation of budget.
- 3.4 Factors affecting budgets, components of annual budget plan, and various steps involved in business planning.
- 3.5 Reviewing of Budgets, Revision of Budgets etc.

4: DEVELOPING INDIVIDUAL SERVICE OPPORTUNITIES

(20)

- 4.1 Identification of new clients, building strong relationships with new clients.
- 4.2 Importance of customer profiling, techniques of approaching potential clients.
- 4.3 Methods of recording client data and its importance.
- 4.4 Parameters to measure customer service levels, monitoring and measurement of performance with respect to client development.
- 4.5 Concept of Customer Loyalty and its benefits to organizations, Loyalty Schemes-Methods and benefits.
- 4.6 Concept of Client Confidentiality, Data Protection Laws of Customers, Innovations in Customer Experiences.

5: INVENTORY MANAGEMENT

(20)

- 5.1 To learn about inventory management, various displays record and make report and also make report of Budget.
- 5.2 Visits various malls or shops and collect data of inventory management.

Reference Books:

1. Robert Jacobs, "Operations and Supply Chain management, McGrawHill
2. Max Muller, "Essentials of Inventory Management"
3. Steve Chapman et al, "Introduction to materials management"
4. Khan and Jain, "Financial Management"
5. Michael Levy & Barton Weitz, "Retailing Management", TMGH, 5th Edition
6. Gini Graham & Scott, "Building a winning sales team"
7. Anderson, Hair and Bush, "Professional Sales Management"
8. Gerald A. Michaelson, "Strategies for Selling"

Store Layout and Design

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

Paper Code: UBRM236

Paper : I Title of Paper: Store Layout and Design

Credit : 6 No. of lectures: 90 Hours

A Learning Objectives:

- 1) To know about basics of store layout.
- 2) To understand the concept of retail space management.
- 3) To elaborate about store interior and exterior.

B Learning Outcomes:

- 1) Students will learn how to create the attractive store layout to attract the customers.
- 2) students will learn how to create the attractive store interior and exterior..

UBRM236/STORE LAYOUT AND DESIGNS (90 Hours)

TOPICS/CONTENTS:

PRACTICAL 1: STORE LAYOUT (15)

- 1.1 Introduction about store layout
- 1.2 Three main formats – a) Grid layout, b) Loop layout, c) Free layout
- 1.3 Brand display – Space for store
- 1.4 Report on formats of Local stores.

PRACTICAL 2: STORE DESIGN (15)

- 2.1 Introduction about store design
- 2.2 Meaning, store design inner and outline store design.
- 2.3 Report on store design inner and outline store design of Local stores.

PRACTICAL 3: RETAIL SPACE MANAGEMENT (20)

- 3.1 Space management
- 3.2 Optimum space use
- 3.3 Retail floor space
- 3.4 Report on space management of Local stores

PRACTICAL 4: STORE MANAGEMENT (20)

- 4.1 Cleanliness, atmosphere, staff arrangement
- 4.2 Sufficient supply of stock
- 4.3 Premises management
- 4.4 Displays arrangement etc.,
- 4.5 SKU-Stock keeping Unit
- 4.6 Report on Cleanliness, atmosphere, staff arrangement of Local Store

PRACTICAL5:**(20)**

- 5.1 Visit various malls and shops.
- 5.2 Understand the store layout and design, internal store management, space management etc.
- 5.3 Make a report on store layout and design.

Reference Books:

1. Robert Jacobs, "Operations and Supply Chain management, McGrawHill
2. Max Muller, "Essentials of Inventory Management"
3. Steve Chapman et al, "Introduction to materials management"
4. Khan and Jain, "Financial Management"
5. Michael Levy & Barton Weitz, "Retailing Management", TMGH, 5th Edition
6. Gini Graham & Scott, "Building a winning sales team"
7. Anderson, Hair and Bush, "Professional Sales Management"
8. Gerald A. Michaelson, "Strategies for Selling"