Anekant Education Society's

Tuljaram Chaturchand College of Arts Commerce and Science, Baramati

(Autonomous)

Three Year B.Voc. in Retail Management

(Faculty of Vocational)

CBCS Syllabus

F.Y.B.Voc. –Retail Management Semester –II

Department of Retail Management

Tuljaram Chaturchand College of Arts, Science and Commerce,

(Autonomous) Baramati

Choice Based Credit System Syllabus (2023 Pattern)

(As Per NEP 2020)

To be implemented from Academic Year 2023-2024

Preamble

AES's TuljaramChaturchand College has made the decision to change the syllabus ofacrossvarious facultiesfrom June,2023 by incorporatingtheguidelines andprovisionsoutlined in the National Education Policy (NEP), 2020. The NEP envisions making educationmore holistic and effective and to lay emphasis on the integration of general (academic)education, vocational education and experiential learning. The NEP introduces holistic andmultidisciplinaryeducationthatwouldhelptodevelopintellectual,scientific,social,physical, emotional, ethical and moral capacities of the students. The NEP 2020 envisagesflexible curricular structures and learning based outcome approach for the development of thestudents.Byestablishinganationallyacceptedandinternationallycomparablecreditstructure and courses framework, the NEP 2020 aims to promote educational excellence,facilitate seamless academicmobility,and enhance the global competitiveness of Indianstudents.Itfostersasystemwhereeducationalachievementscanberecognizedandvaluednot only within the country but also in the international arena, expanding opportunities andopeningdoorsforstudentstopursuetheiraspirations ona globalscale.

In response to the rapid advancements in B.Voc the evolvingapproachesinvarious domains of Retail Managementrelatedsubjects,theBoard ofStudiesinB.VocatTuljaramChaturchandCollege,Baramati-Pune,hasdeveloped the curriculum for the first semester of F.Y.B.Voc (Retail Mangaement),which goesbeyondtraditionalacademicboundaries.ThesyllabusisalignedwiththeNEP2020guidelines to ensure that students receive an education that prepares them for the challengesand opportunities of the 21st century.This syllabus has been designed under the frameworkof the Choice Based Credit System (CBCS), taking into consideration the guidelines set forthby 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 and16thMay2023,andthe CircularissuedbySPPU,Pune on31stMay2023.

A degree in Retail Management subject equips students with the knowledge and skillsnecessaryfor adverse rangeoffulfillingcareerpathsCareerinRetail Managementisconsidered one of the most high-paying jobs and is full of opportunities; particularly whenIndia'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 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 2020ensures that students receive an education that is relevant, comprehensive, and prepares themtonavigatethedynamicandinterconnectedworldoftoday.Itequipsthemwiththeknowledge, skills, and competencies needed to contribute meaningfully to society and pursuetheiracademic andprofessionalgoalsinarapidlychanginggloballandscape.

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 **:** Developmanagerial abilities necessary for managing & motivating team in retail environment.

PSO7 **:** Emphasize the importance of ethical & sustainable practices in retail industry.

Anekant Education Society's

TuljaramChaturchand College of Arts, Science & Commerce,Baramati

(Autonomous)

Board of Studies (BOS) in Department of Retail Management

From 2022-23 to 2024-25

Sr.No.	Name	Designation
1.	**Mr. Mahesh Phule**	Chairman
2.	**Mr. Sudhir Taware**	Member
3.	**Mrs. ArpitaWagh**	Member
4.	**Mrs. Archana Kadam**	Member
5.	**Dr. Kishor Lipare**	Vice-Chancellor Nominee
6.	**Dr. Maruti Kumbhar**	Expert from other University
7.	**Dr. Nandkumar Kadam**	Expert from other University
8.	**Mr. Atul Salagare**	Industry Expert
9.	**Mr. Akshay Shah**	Meritorious Alumni

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

Exitoption:AwardofUGCertificateinMajorwith44creditsandanadditional4creditscoreNSQFcourse/InternshipOR ContinuewithMajorandMinor
*1Credit=15hr.

Syllabus as per NEP 2020 for F.Y.B.Voc. RTM(2023 Pattern)

Sem.	Course Type	Course Code	Course Name	Theory / Practical	Credits
I	MajorMandatory	RTM-101-MJM	Organizational Behavior	Theory	2
	MajorMandatory	RTM-102-MJM	Basics of Marketing	Theory	2
	MajorMandatory	RTM-103-MJM	Introduction to Retailing	Practical	2
	OpenElective(OE)	RTM-116-OE	Business Communication Skills	Theory	2
	OpenElective(OE)	RTM-117-OE	Marketing Management Skills	Practical	2
	SkillEnhancement Course (SEC)(Any one)	RTM-126-SEC(P)	Principles of Consumer Behaviour	Practical	2
	Vocational SkillCourse(VSC)	RTM-121-VSC(T)	Indian Economy	Theory	2
	Ability EnhancementCourse(AEC)	ENG-131-AEC	FunctionalEnglish- I	Theory	2
	Value EducationCourse(VEC)	COS-135-VEC	EnvironmentalScience	Theory	2
	Indian KnowledgeSystem(IKS)	RTM-137-IKS	Evolutionof Retail	Theory	2
	Co-curricular Course(CC)	---------	Tobeselectedfromthe Basket	------	2
	Total Credits Semester-I				**22**
II	MajorMandatory	RTM-151-MJM	Principles of Management	Theory	2
	MajorMandatory	RTM-152-MJM	Marketing Management	Theory	2
	MajorMandatory	RTM-153-MJM	Digital Marketing	Practical	2
	Minor(Anyone)	RTM-161-MN	Retail Marketing	Theory	2
	OpenElective(OE)	RTM-166-OE	Leadership & Succession Planning	Theory	2
	OpenElective(OE)	RTM-167-OE	Advertising & Sales Promotion	Practical	2
	VocationalSkillCourse(VSC)	RTM-171-VSC	Fundamental of Computer	Practical	2
	Skill EnhancementCourse(SEC)	RTM-176-SEC	Managerial Economics	Theory	2
	AbilityEnhancement Course(AEC)	ENG-181-AEC	FunctionalEnglish–II	Theory	2
	Value EducationCourse(VEC)	COS-185-VEC	DigitalandTechnologicalSolutions	Theory	2
	Co-curricularCourse(CC)	------	TobeselectedfromtheBasket	------	2
	Total Credits Semester II				22
	Cumulative Credits Semester I and II				**44**

Name of the Programme : B. Voc. Retail Management
Program Code : UVRTM
Class : F.Y.B. Voc. Retail Management
Semester II
Course Type : Major (Theory)
Course Name : Principles of Management
Course Code : RTM-151-MJM (T)
No. of Lectures 30
No. of Credits 02

A) Course Objectives:

1. To know about basics principles of management

2. To understand the planning and decision making process

3. To outline the fundamental activities of managers.

4. To explain the basic concepts, principles and theories of management.

5. To examine the broad functions of management

B) Course Outcomes:

CO1 - The main outcome of this course is to acquaint students of basics of

Principles of Management in any organization.

CO2 -Understand the Basic management functions of Planning Organizing Leading

and Controlling.

CO3 -Understand management theories.

CO4 -Understand how Corporate Culture and Organizational design effect the

Management.

Units	Title & Content	No. of Lectures
Unit– I	**1. Basics of Management** Meaning, Definition of Management: Role of managers. The Management Process. Management Thought with reference to FW Taylor & Henry Fayol, Max Weber	08
Unit–II	**2. Planning and Forecasting** Planning:-Meaning, Definition Nature Importance Steps in Planning Limitations of Planning. Forecasting-Meaning & Techniques.	10
Unit–III	**3. Organization and Direction** Meaning, Types of Organization Process. Departmentalization, Organization Structure, Authority and Responsibility. Delegation of authority, Difficulties in delegation of Authority. Centralization verses Decentralization. Direction- Meaning, Elements, Principles, Techniques & importance.	12

Reference Books:

1. Stephen Robbin Et.al: Management, Pearson Publishers.
2. Principles of Management – Koontz &O'Donnel
3. The Management Process – R S Davar
4. Essentials of Management – Koontz & O' DonnelTraleiMcGrow Hill Publishing House
5. Business Administration – Mritunjoy Banerjee
6. Principles & Practice – T N Chhabra, DhanapatRai&Co.of Management.
7. Management – LM .Prasad.
8. Super Highway: Bill Gates Foundation

Mapping of this course with Programme Outcomes

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

Weight: 1-Partiallyrelated   2 – Moderately Related   3 –Strongly related

Justification for the mapping

PSO1   **: Comprehensive understanding of the various aspects of retail operations.**

CO1   : Students will have basics knowledge of Principles of Management which is applicable in retail operations.

CO4   : Students will learn corporate culture and organizational design and its effect on Management of Retail Operations.

PSO2   **: Marketing strategies & concepts specific to retail industry.**

CO2   : Students will have strong conceptual knowledge of management functions to apply in marketing strategies development.

CO4   : Students will learn corporate culture and organizational design and its effect on Retail Industry.

PSO4   **:Gain knowledge & skills to analyze financial statement.**

CO1   : Students will have basics knowledge of Principles of Management which is applicable in analyze financial statement management.

PSO5   **: Identify importance of delivering exceptional customer experiences.**

CO1   : Students will have basics knowledge of Principles of Management which is applicable in delivering exceptional customer service.

PSO6   **: Develop managerial abilities necessary for managing & motivating team in retail environment.**

CO1   : Students will have basics knowledge of Principles of Management which is applicable to develop managerial abilities for managing team in retail industry.

CO2   : Students will have strong conceptual knowledge of management functions to apply for development of managerial abilities for managing team in retail industry.

CO3   : Student will deep understanding of Management theories to develop managerial abilities for managing team in retail industry

CO4   : Students will learn corporate culture and organizational design and its implication to develop managerial abilities for managing team in retail industry.

PSO7   **: Emphasize the importance of ethical & sustainable practices in retail industry.**

CO1   : Students will have basics knowledge of Principles of Management which is applicable to develop ethical & sustainable practices in retail industry.

CO2   : Students will have strong conceptual knowledge of management functions to apply for development of ethical & sustainable practices in retail industry.

CO4   : Students will learn corporate culture and organizational design and its implication to develop ethical & sustainable practices in retail industry.

Name of the Programme :B. Voc. Retail Management
Programme Code :UVRTM
Class :F. Y. B.Voc.(Retail Management)
Semester II
Course Type :Major (Theory)
Course Title : Marketing Management
Course Code :RTM-152- MJM (T)
No. of Lectures 30
No. of Credit 02

A) Course Objectives:

1. Tounderstandthefundamentals of Marketing Management.

2. To understand the relevance of marketing in developing
   economy.

3. To describe the role of marketing in building and managing customer relationship.

4. To learn the concept of marketing segmentation.

5. To compare the relationship between creation of demand and customer satisfaction.

6. To distinguish the relationship between marketing concept and selling concept.

7. Tounderstand the concept new product development.

B) Course Outcomes:

CO1 - Handled the customer and understand the needs and wants.

CO2 -Basics things of social responsible marketing.

CO3 -Formulate a marketing plan that will meet the needs or goals of a business.

CO4 -Brand loyalty and customer loyalty.

CO5 -Conduct market research to provide information needed to make marketing decisions.

CO6 -Develop learning and development strategies and plans to enhance professional growth in the field.

CO7 -Formulate strategies for the efficient and effective placement/ distribution of products.

Units	Title & Content	No.of Lecture
Unit1	**1. Introduction of Marketing:** Nature, scope and importance of Marketing. Marketing Mix Core Marketing concept: Production concept, Product Concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment	10
Unit2	**2. Market Segmentation:** Meaning, Definition and Importance of Market Segmentation Types of Market Segmentation Market segmentation Process	10
Unit3	**3. New Product Development:** Introduction, meaning of a new product Needs and Limitation for development of a New product Reasons for failure of a new product Stages in product development and consumer adoption process Product Life Cycle	10

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.

Mapping of this course with Programme Outcomes

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

Weight: 1-Partiallyrelated   2 – ModeratelyRelated   3 –Stronglyrelated

Justification for the mapping

PO1: Comprehensive understanding of the various aspects of the retail industry

CO1: Students will understand the how to handle customer and their needs and wants.

PO2: Marketing strategies & concepts specific to the retail industry

CO6: Students will develop learning strategies in retail industry.

PO3: Incorporate Internship & Industry Partnerships to provide students with hands-on

CO4: Students get the practical knowledge about the brand loyalty and customer loyalty.

PO4: Gain knowledge & skills to analyze financial statement

CO4: Students get the skills of how to analysis the customer loyalty.

PO5: Identify the importance of delivering exceptional customer experiences

CO4: Students get the knowledge about the customer loyalty.

PO6: Emphasize the importance of ethical & sustainable practices in the retail industry.

CO6: Students will get professional knowledge in the field of retail industry.

CO7: Students understand the managerial strategies inefficiently and effectively.

PO7: Develop managerial abilities necessary for managing & motivating teams in the retail environment.

Name of the Programme : B. Voc. (Retail Management)

Programme Code : UVRTM

Class : F. Y. B.Voc.(Retail Management)

Semester II

Course Type : Major (Practical)

Course Title : Digital Marketing

Course Code : RTM-153-MJM (P)

No. of Lectures : 60(12+48)

No. of Credit 02

A) Course Objectives:

1. To understand the basic knowledge of Digital Marketing

2. To understand the Social Media Marketing.

3. To create a digital marketing posters with help of Canva.

4. Togenerate an average report based on the Digital Marketing.

5. To understand the how to reach customers.

B) Course Outcomes:

Studentwillbeable to:

CO1 -Demonstrate the Canva application for designing posters.

CO2 -Demonstrate of Google Analytics.

CO3 -Identify and utilize various tools such as social media etc.

CO4 -Understand how to create and run digital media based campaigns

CO5 -Articulate innovative insights of digital marketing enabling a competitive edge.

CO6 -Understand the concept of digital marketing and its real-world iterations

CO7 -Explain the key digital marketing activities needed for competitive success

Units	Title & Content	No.of lectures
Unit-1	**1 Digital Marketing** Introduction of Digital Marketing, Social Media Platforms Search Engine Optimization. Google Analytics	10
Unit-2	**2 Design** Canva application (Using related various application for designing posters), Photo Shop Poster Design Search Engine Marketing	20
Unit-3	**3 Way of Digital Marketing** Facebook Marketing, Instagram Marketing YouTube Marketing E-Mail Marketing	30

Mapping of this course with Programmed Outcomes

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

Weight: 1-Partiallyrelated   2 – ModeratelyRelated   3 –Stronglyrelated

Justification for the mapping

PO1: Comprehensive understanding of the various aspects of the retail industry

CO2: Students will get a deep understanding of Google Analytics.

CO3: Students will understand how identify and utilize various tools of social media.

PO2: Marketing strategies & concepts specific to the retail industry

CO6: Students will understand the concept of digital marketing.

PO3: Incorporate Internship & Industry Partnerships to provide students with hands-on

CO1: Students will develop their skills of designing marketing posters.

CO3: Students will apply their knowledge on social media marketing.

PO4: Gain knowledge & skills to analyze financial statement

CO2: Students will understand the Google Analytics.

PO5: Identify the importance of delivering exceptional customer experiences

CO4: Students will understand how to create and run digital marketing for attracting customers experience.

PO6: Emphasize the importance of ethical & sustainable practices in the retail industry.

CO7: Students will understand the ethics in digital marketing and get practical knowledge.

PO7: Develop managerial abilities necessary for managing & motivating teams in the retail environment.

CO5: Students will be able to innovative insights of digital marketing enabling a competitive edge.

Name of the Programme	:B.Voc. Retail Management
Program Code	:UVRTM
Class	:F.Y. B.Voc. Retail Management
Semester	II
CourseType	:Minor(Theory)
CourseName	:Retail Marketing
CourseCode	:RTM-161-MN (T)
No.ofLectures	30
No.ofCredits	02

A) Course Objectives:

1. To understand and the fundamentals of Retail Marketing and all the processes involved.
2. To develop the ability to analyse relevant cases and/or existing research studies on the matter and design from the appropriate retail strategies.
3. Todevelopyourabilitytodeliverclear,conciseandconvincingoralandwrittenbusinesspresentations.
4. To understand pricing strategies.
5. To understand evolution of retail marketing
6. To understand the store layout design.
7. To learn about service retailing.

B) Course Outcomes:

CO1- Strong conceptual knowledge of Retail Marketing

CO2- Be able to assess retail layout

CO3- Demonstrate proficiency in analyzing production and cost functions, including concepts.

CO4- Understand various pricing strategies in retail marketing.

CO5- Develop skills in service marketing

CO6- Understand the role and planning of merchandising.

CO7- Understanding Service retailing with their benefits.

Units	Title & Content	No. of lectures
Unit1	**1. Introduction** An overview of Retailing industry , Types of stores Product Retailing vs. Service Retailing, Non store Retailing – Retail strategy Achieving competitive advantage and positioning Retailing environment – Legal, Social, Economic, Technological, issues – Trends in the retailing.	10
Unit2	**2. Retail Store Location and Layout** Retail store location and layout, Country/Region analysis – Trade area analysis, Site evaluation and selection. Store design and layout, Comprehensive store planning – Exterior design and layout Interior store design and layout – Interior design elements. Visit to retail store.	10
Unit3	**3. Retail Marketing Planning** Planning merchandise needs and merchandise budgets, Methods for determining inventory evaluation, buying and vendor relations. Merchandise pricing – Price strategies – Psychological pricing – Mark-up and markdown strategies.	10

Reference Books:

1. Michael lacy, Barton AWeitz and Ajay Pandit, Retail Mangement, Tata McGraw Hill Education Pvt. Ltd., New Delhi.
2. KVC Madaan, Fundamental of retailing, Tata McGraw Hill Education Pvt. Ltd., New Delhi.
3. Swapana Pradhan, Retail Mangement, Tata McGraw Hill Education Pvt. Ltd., New Delhi.
4. K. Rama MohanaRao: Service Marketing Person, 2 Ed.New Delhi

Mapping of this course with Programme Outcomes

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

Weight: 1-Partiallyrelated   2 – ModeratelyRelated   3 –Strongly related

Justification for the mapping

PO1: Comprehensive understanding of the various aspects of the retail industry

CO1: Students will get a strong conceptual knowledge of Retail industry.

CO2: Students will understand how identify and utilize various retail layout in retail industry.

CO4: Students will get knowledge of understanding various pricing strategies in retail marketing.

CO5: Students will gets compressive understanding in skills marketing.

CO6: Students get various aspects of retail industry in role and planning of merchandising.

PO2: Marketing strategies & concepts specific to the retail industry

CO1: Students will understand the concept of marketing strategies related marketing mix.

CO4: Students will get the knowledge of various marketing pricing strategies.

CO5: Students will develop the skills in service marketing strategies.

PO3: Incorporate Internship & Industry Partnerships to provide students with hands-on

CO1: Students will develop their skills in Trade area analysis, Site evaluation and selection.

CO2: Students will apply their knowledge about Store design and layout,s Comprehensive store planning – Exterior design and layout, etc.

CO4: Students will get the knowledge of Achieving competitive advantage and positioning Retailing environment.

CO5: Students will develop their skills by using Methods for determining inventory evaluation, buying and vendor relations.

CO6: Students will get the knowledge of Planning merchandise needs and merchandise budgets.

PO4: Gain knowledge & skills to analyze financial statement

CO3: Students will understand the demonstrate proficiency in analyzing production and cost functions, including concepts.

PO5: Identify the importance of delivering exceptional customer experiences

CO4: Students will understand how to create and run digital marketing for attracting customers experience.

CO5: Students will understand how to create and run service retailing with their benefits.

PO6: Emphasize the importance of ethical & sustainable practices in the retail industry.

CO7: Students will understand the ethics in retail marketing and get practical knowledge.

PO7: Develop managerial abilities necessary for managing & motivating teams in the retail environment.

CO5: Students will be able to innovative insights of Retail marketing enabling a competitive edge.

Name of the Programme   : B. Voc. Retail Management

Program Code   : UVRTM

Class   : F.Y.B. Voc. Retail Management

Semester   II

Course Type   : OE (Theory)

Course Name   : Leadership and Succession Planning

Course Code   : RTM-166-OE [T]

No. of Lectures   30

No. of Credits   02

A) Course Objectives:

1. To know Basics of Succession Planning
2. To understand Importance of holistic succession planning process
3. To outline Prerequisites of Success Planning
4. To know obstacles to the effective succession management process
5. To avoid Mistakes in Succession Planning process
6. To Measuring the effectiveness of Success Planning intervention

B) Course Outcomes:

CO1 -Define succession planning.

CO2 -Conduct succession planning and build a succession plan.

CO3 -Perform succession planning communications.

CO4 -Manage an organizational succession plan.

CO5 -Avoid the pitfalls of succession planning and talent management.

TOPICS/CONTENTS:

Unit	Title &Content	No. Of Lectures
Unit– I	**1. Leadership and Direction** Meaning and Definition importance of leadership. Styles of Leadership Trait Approach, Contingency Approach and Contemporary Approach Direction- Meaning Elements and Principles Techniques and importance.	08
Unit–II	**2. Introduction Succession Planning-I** Introduction to Succession Planning Importance of Succession Planning The Succession Planning Process Why Succession Planning is Essential: The Case of the Runaway Talent Succession Risks (Two Case study required)	10
Unit–III	**3. Introduction Succession Planning-II** Fundamentals of Succession and Transition Planning Critical Succession Planning Creating an Effective Succession Plan Principles for Successful Succession Planning Reasons You Should Have a Succession Plan The Importance of Communication in Succession Planning (Two Case study required)	12

Reference Books:

1. Collins, Sandra K., Richard C. McKinnies, Eric Matthews, and Kevin S. Collins. "Succession Planning." *Health Care Manager* 32, no. 3 (2013): 233–38. http://dx.doi.org/10.1097/hcm.0b013e31829d7386.
2. Garman, Andrew N., and Jeremy Glawe. "Succession planning." *Consulting Psychology Journal: Practice and Research* 56, no. 2 (2004): 119–28. http://dx.doi.org/10.1037/1061-4087.56.2.119.
3. Land, Trudy. "Succession Planning." *Frontiers of Health Services Management* 36, no. 4 (2020): 1–2. http://dx.doi.org/10.1097/hap.0000000000000086.

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

Weight: 1-Partiallyrelated   2 – Moderately Related   3 –Strongly related

Justification for the Mapping

PSO1: Comprehensive understanding of the various aspects of retail operations.

CO1 : Students will develop basic knowledge about success planning which will applicable in retail industry operations.

CO2 : Student will understand various aspects of retail operations and can build succession plan.

CO3 : Students will able to do succession planning communication in retail operation.

CO4 : Students will be able manage succession plan of various aspects of retail operations.

CO5 : Students will be able to do talent management in various aspects of retail operations.

PSO2: Marketing strategies & concepts specific to retail industry.

CO1 : Students will develop basic knowledge about success planning which will applicable in development of marketing strategies of retail industry.

CO2 : Student will able to build succession plan of marketing strategies of retail industry.

CO3 : Students will able to do succession planning communication of marketing strategies of retail industry.

CO4 : Students will be able manage succession plan of marketing strategies of retail industry.

CO5 : Students will be able to do talent management in development of marketing strategies of 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

CO1 : Students will develop basic knowledge about success planning which will applicable in delivering exceptional customer experiences.

CO2 : Student will able to build succession plan for delivering exceptional customer experiences.

CO3 : Students will able to do succession planning communication for delivering exceptional customer experiences.

CO4 : Students will be able manage succession plan for delivering exceptional customer experiences.

CO5 : Students will be able to do talent management for delivering exceptional customer experiences.

PSO6: Develop managerial abilities necessary for managing & motivating team in retai environment.

CO1: Students will develop basic knowledge about success planning which will applicable in managing & motivating team in retail environment.

CO2: Student will able to build succession plan for managing & motivating team in retail environment.

CO3: Students will able to do succession planning communication for managing & motivating team in retail environment.

CO4: Students will be able manage succession plan for managing & motivating team in retail environment.

CO5: Students will be able to do talent management while managing & motivating team in retail environment.

PSO7: Emphasize the importance of ethical & sustainable practices in retail industry.

Name of the Programme : B. Voc. Retail Management

Programme Code : UVRTM

Class : F.Y.B.Voc. Retail Management

Semester II

Course Type : OE (Practical)

Course Title : Advertising and Sales Promotion

Course Code : RTM-167- OE (P)

No. of Lectures :60(12+48)

No. of Credit 02

A) Course Objectives:

1. Tounderstandtheconcept of Advertising.

2. To examine the origin and development of advertising.

3. To create advertising posters with help of Canva.

4. To understand the differentiate between advertising and sales promotion.

5. To understand the how to reach customers.

B) Course Outcomes:

Studentwillbeable to:

CO1. Demonstrate the canva application for designing posters.

CO2. Demonstrate of Google Analytics.

CO3. Explain use of advertising and sales promotion as a marketing tool.

CO4. Describe advertising and sales promotional appeals.

CO5. Explain appropriate selection of media.

CO6. Learning to modify for presentation skills in Product Presentation.

CO7. Discuss means of testing effectiveness of advertising and sales promotion.

Units	Title&Content	No.of lectures

Unit-1	**1. Introduction of Advertising**
	  Introduction of Advertising, Creativity of Concept Creation, Planning & Organization framework
	  Strategic Advertising Decision, Media Planning, Advertising Ethics
	  Advertising Agency Interface.
	  Difference between Advertising and Sales Promotion
		20

Unit-2	**2. Design**
	  Canva application (Using related various application for designing posters)
	  Poster Design
	  Creativity in advertising, copy decision
		25

Unit-3	**3. Sales**
	  Sales promotion activity at retail counter.
	  Strategies and Practices, After sales Services, brand equity,
	  Advertising and Sales Communication,
		15

Reference Books:

1. Advertising Management – Concepts and Cases, Manendra Mohan (Tata McGraw Hill)
2. Sales Promotion and Advertising Management (6thEd.)Himalaya Publishing House
3. Advertising Excellence by Bovee, Thill, Dovel and Wood (McGraw Hill)
4. Advertising Management – Shelekar, Victor &Nirmala Prasad (Himalaya Publishing House)
5. Foundations of Advertising – Theory & Practice – S.A. Chunawala

Mapping of this course with Programmed Outcomes

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

Weight: 1-Partiallyrelated   2 – ModeratelyRelated   3 –Stronglyrelated

Justification for the Mapping

PSO1: Comprehensive understanding of the various aspects of retail operations.
CO2: Students understanding the retail operation with the help of Google Analysis

PSO2: Marketing strategies & concepts specific to retail industry.
CO3: Students will apply knowledge for advertising and sales promotion marketing tool

PSO3: Incorporate Internship & Industry Partnership to provide students with hands-on Experience & exposure to real retail environment.
CO6: Students will understand the presentation skills of product.

PSO4: Gain knowledge & skills to analyze financial statement.
CO1: Students will get skill knowledge of canva application for designing the marketing posters.
CO2: Students will understand and analyses demonstrate of Google analytics.

PSO5: Identify importance of delivering exceptional customer experiences.
CO7: Students implement the advertising and sales promotion for customer experience.

PSO6: Develop managerial abilities necessary for managing & motivating team in retail Environment.

PSO7: Emphasize the importance of ethical & sustainable practices in retail industry.

CO4: Students will get knowledge about the retail industry when applying the advertising and sales promotions tools.

CO7: Students will understand the ethics of advertising and sales promotion.

Name of the Programme   : B. Voc. (Retail Management)

Programme Code   : UVRTM

Class   : F.Y.B.Voc.(Retail Management)

Semester   II

Course Type   : SEC Practical

Course Title   **:** Fundamental of Computers

Course Code   : RTM-171- VSC (P)

No.of Lectures   : 60(12+48)

No.ofCredit   02

A) Course Objectives:

1. Tounderstandthebasic knowledge of computer.

2. To understand the MS word.

3. To type and save the data in excel worksheet.

4. To generate an average report based on the data in excel worksheet.

5. To create a PowerPoint presentation with effects.

B) Course Outcomes:

Studentwillbeable to:

CO1 -Performing basic editing functions, formatting text, and moving objects and texts.

CO2 - Demonstrate the mechanics and uses of word.

CO3 - Demonstrating the basics mechanics and navigation of an excel spreadsheet.

CO4 -Working knowledge of organizing and displaying large amount and complex data.

CO5 -Demonstrating the basic mechanics of PowerPoint.

CO6 -learning to modify presentation themes.

CO7 -Analyzing formatting techniques and presentations styles.

Units	Title&Content	No.of lectures
Unit-1	**1. ASSIGNMENT BASED ON MS OFFICE WORD:** Text Manipulation Change the font size and type aligning and justification of text Underlining the text Indenting the text Usage of Numbering, Bullets, Footer and Headers Usages of Spell check and Find and Replace Table and Manipulations Creation, Insertion, Deletion (Columns & Rows) and usage of Auto Format. Picture Insertion and alignment. Creation of documents using templates Creation of templates. Mail Merge concepts.	10
Unit-2	Copying text and picture from Excel. **2. ASSIGNMENT BASED ON MS OFFICE EXCEL:** Type the data in excel worksheet and save it as first.xls with formula. Type the data in excel worksheet and save it as second.xls.with formula. Enter the data and save it in grade.xls Using grade.xls to perform the various formatting operations Generates an average report based on the data in excel worksheet.	20
Unit-3	**3. MS Office Power Point:** Create a PowerPoint presentation adding the guidelines for each slide Create a PowerPoint presentation using custom animation effects. Create a PowerPoint presentation Adding a piece of clip-art Create a PowerPoint presentation with Add a sound to entrance effect.	30

ReferenceBooks:

1. Absolute Beginner's Guide to Computer Basics by Michael Miller
2. Fundamental of Computers by AkashSaxena, Kratika Gupta
3. Fundamentals of Information Technology, Alexis and Mathew
4. Computers Today, Donald H. Sanders.

Mapping of this course with Programmed Outcomes

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

Weight: 1-Partiallyrelated   2 – ModeratelyRelated   3 –Stronglyrelated

Justification for the mapping

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.

CO2: Students will get hand on training of Microsoft Word.

PSO4: Gain knowledge & skills to analyze financial statement.

CO3: Students will get skill knowledge of excel spreadsheets.

CO4: Students will understand and analyses of excel of complex data.

PSO5: Identify importance of delivering exceptional customer experiences.

CO3: Students will get understand the customer experience details with the help of excel spreadsheets.

PSO6: Develop managerial abilities necessary for managing & motivating team in retail Environment.

CO5: Students will get knowledge about managerial skills with the help of Microsoft PowerPoint.

PSO7: Emphasize the importance of ethical & sustainable practices in retail industry.

CO7: Students will understand the analyzing techniques of power point presentation styles.

Name of the Programme	: B.Voc. Retail Management
Program Code	: UVRTM
Class	: F.Y. B. Voc. Retail Management
Semester	II
Course Type	: SEC (Theory)
Course Name	: Managerial Economics
Course Code	: RTM-176-SEC
No. of Lectures	30
No. of Credits	02

A) Course Objectives:

1. To learn fundamental understanding of the concept of retail banking.
2. To learn about market analysis.
3. To understand cost analysis.
4. To understand pricing strategies.
5. To understand forecasting & demand analysis.
6. To understand the role of government in regulating businesses.
7. To learn about Ethical Considerationsin Indian Economy

B) Course Outcomes:

CO1- Strong conceptual knowledge of fundamentals of economics.

CO2- Be able to assess market structures & understand the impact of these structures on pricing andoutput decisions.

CO3-Demonstrate proficiency in analyzing production and cost functions, including concepts.

CO4-Understand various pricing strategies & the factors influencing pricing decisions.

CO5-Develop skills in forecasting demand and analyzing consumer behavior.

CO6-Understand the role of government regulations & policies in the business environment.

CO7-Recognize the ethical implications of managerial decisions and apply ethical principles and corporate social responsibility in decision-making.

TOPICS/CONTENTS:

Units	Title&Content	No.of lectures
Unit1	**1. Introductionto Managerial Economics:** Definition and scope of managerial economics Role of economic analysis in decision-making Opportunity cost and rational decision-making	05
Unit2	**2. Supply, Demand** **Supply & Demand analysis:** Law of demand & supply, Elasticity of demand & supply, Applications of supply & demand in business decisions, in difference curve.	10
Unit3	**3. Market structure & pricing decision** **Market Structure** Perfect competition 3.1.2. Monopoly 3.1.3 Oligopoly & Monopolistic competition, Duopoly **Pricing Decision** Pricing under different market structures Price discrimination Price elasticity and revenue optimization	15

Reference Books:

4. "Managerial Economics" by Paul Keat and Philip K. Young
5. Managerial Economics" by S.A Siddhiqui
6. Managerial Economics" by Yogesh Maheshwari
7. Managerial Economics & business strategy by Michael Baye & Jeff Prince

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct

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

Justification for the mapping

PO1: Comprehensive understanding of the various aspects of the retail industry

CO1: Students will have strong conceptual knowledge of the fundamentals of economics.

CO2: Students will develop a deep understanding of market structures & understand the impact of these structures on pricing and output decisions.

PO2: Marketing strategies & concepts specific to the retail industry

CO3: Students will apply their knowledge of analyzing production and cost functions to understand various retailing strategies.

PO3: Incorporate Internship & Industry Partnerships to provide students with hands-on

PO4: Gain knowledge & skills to analyze financial statement

CO4: Students will be able to understand various pricing strategies & the factors influencing pricing decisions.

PO5: Identify the importance of delivering exceptional customer experiences

CO5: Students will be able to develop skills in forecasting demand and analyzing consumer behavior.

PO6: Emphasize the importance of ethical & sustainable practices in the retail industry.

CO7: Students will recognize the ethical implications of managerial decisions and apply ethical principles and corporate social responsibility in decision-making.

PO7: Develop managerial abilities necessary for managing & motivating teams in retail environment

Name of the Programme	:B.Voc. Retail Management
Program Code	:UVRTM
Class	:F.Y. B. Voc. Retail Management
Semester	II
Course Type	: Ability Enhancement Course AEC (Theory)
Course Name	: Functional English-II
Course Code	: ENG-181-AEC (T)
No. of Lectures	30
No. of Credits	02

A) Course Objectives:

1. To introduce students to functionality of English language through strong prosearticles.
2. To introduce students to functionality of English language through good poetry.
3. To help students to functionality of English grammar through extensive grammar.
4. To help students understand functionality of English composition through practiceexercises in paragraph writing.
5. To help students understand functionality of English comprehension throughpractice exercises in Newspaper Advertisement.
6. To help students enrich their vocabulary through world class English literature.
7. To make students think creatively and critically.

B) Course Outcomes:

CO1 - The students understand functionality of English language through strong prosearticles.
CO2 - The students understand functionality of English language through good poetry.
CO3 - The students comprehend functionality of English grammar through extensivegrammar.
CO4 - The learners understand functionality of English composition through practiceexercises in paragraph writing.
CO5 - The learners understand functionality of English comprehension through practiceexercises in Newspaper Advertisement.
CO6 - The students are enriched in their vocabulary through world class English literature.
CO7 - The students think creatively and critically.

TOPICS/CONTENTS:

Units	Title &Content	No. of lectures
Unit1	**1. Prose:** The Child (Prem Chand) Love Across the Salt Desert (K N Daruwala)	10
Unit2	**2. Poetry:** Still I Rise (Maya Angelou) Success is Counted Sweetest (Emily Dickinson	06
Unit3	**3. Grammar:** Active Passive Synthesis Identification of Noun, Verb, Adjective and Adverb	08
Unit4	**4. Composition and Vocabulary:** Letter Writing Email Writing Idioms and Phrasal verbs	06

Reference Books:

1. *Horizons, A Textbook for College Students* (MacMillan Publishers India Private Ltd)
2. *English Grammar in Use* (Cambridge)

Name of the Programme	: B. Voc. Retail Management
Program Code	: UVRTM
Class	: F.Y. B. Voc. Retail Management
Semester	II
Course Type	: Value Education Course (VEC) (Theory)
Course Name	: Digital & Technological Solution(T)
Course Code	: COS-185-VEC
No. of Lectures	30
No. of Credits	02

A) Course Objectives:

1. To gain. /'familiarity with digital paradigms
2. To sensitize about role & significance of digital technology.
3. To provide know how of communications & networks
4. To bring awareness about the e-governance and Digital India initiatives
5. To provide a. flavour of emerging technologies - Cloud, Big Data, AI 3D printing

B) Course Outcomes:

CO1. Knowledge about digital paradigm.

CO2. Realisation of importance of digital technology, digital financial tools, e-commerce.

CO3. Know-how of communication and networks.

CO4. Familiarity with the e-governance and Digital India initiatives

CO5. An understanding of use & applications of digital technology.

CO6. Basic knowledge of all machine learning and big data.

CO7. Knowledge about social networking.

TOPICS/CONTENTS:

Units	Title &Content	No. of lectures
Unit - I	**Introduction & Evolution of Digital Systems**: Role & Significance of Digital Technology. Information & Communication Technology & Tools. Computer System & it's working, Software and its types. **Operating Systems:** Types and Functions. Problem Solving: Algorithms and Flowcharts. Communication Systems: Principles, Model & Transmission Media.	8
Unit - II	**Computer Networks & internet:** Concepts & Applicators, WWW, Web Browsers, Search Engines, Messaging, Email, Social Networking. **Computer Based information System:** Significance & Types. E-commerce & Digital Marketing: Basic Concepts, Benefits & Challenges.	7
Unit –III	**Digital India & e-Governance:** initiatives, infrastructure, Services and Empowerment. **Digital Financial Tools:** Unified Payment interface, Aadhar Enabled Payment System, USSD, Credit/Debit Cards, e-Wallet's internet Banking, NEFT/RTGS and IMPS, Online Bill Payments and pos.	8
Unit-IV	**Cyber Security:** Threats, Significance, Challenges, Precautions, Safety Measures, & Tools **Emerging Technologies & their applications:** Overview of Cloud Computing, Big Data, internet of Things, Virtual Reality, Blockchain, Robotics, Artificial intelligence, 3-D Printing. Future of Digital Technologies.	7

Reference Books:

Fundamentals of Computers by E Balagurusamy- Tata Mc GrawHill

2. Data Communications and Networking by Behrouz A. Forouzan - McGraw Hill

3. "Cloud Computing- Principals and Paradigms" by Buvya, Broberg, and Gosciniski- Wiley

4. "E commerce" by Laudon.

5. "Artificial lntelligence- A Modern Approach by Russel and Norving" - Pearson Education.

6. "lnternet of Things" by Samuel Greengard - MIT press

7. "lntroduction to Computers by Peter Norton" - Tata McGraw Hill

8. "E-Commerce Concepts, Models, Strategies"- C.S.V. Murthy

9. "Basics of Artificial lntelligence and Machine Learning" by Dheeraj Mehrotra - Notion press.

10. "Big Data for dummies" by Hurwith, Nugent,Halper, Kaufman, Wiley & Sons - Wile