



Anekant Education Society's

**TULJARAM CHATURCHAND COLLEGE
OF ARTS, SCIENCE & COMMERCE, BARAMATI (PUNE)
(Autonomous)**

DEPARTMENT OF B. VOC.

BOS: RETAIL MANAGEMENT

Syllabus of TYRM-2022 Pattern

Day & Date of Meeting

Thursday, 07th March 2024

Venue

Department of B. Voc. Retail Management

Autonomous

Course Structure for B. Voc Retail Management

Semester	Paper Code	Subject Name	No. of Credits
	General Component		
I	UBRM111	Business Communication -I	4
	UBRM112	Principles of Management-I	4
	UBRM113	Managerial Economics	4
	Skill Component		
	UBRM114	Introduction to Retailing	6
	UBRM115	Retail Sales Management	6
	UBRM116	Principles of Consumer Behavior-I	6
	General Component		
II	UBRM121	Business Communication Skills-II	4
	UBRM122	Principles of Management-II	4
	UBRM123	Legal Aspects of Business	4
	Skill Component		
	UBRM124	Fundamental of Computer	6
	UBRM125	Retail Management-I	6
	UBRM126	Retail Sales Management-II	6

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

Programme Specific Outcomes (PSOs) for B.Voc. Retail Management [2020 Pattern]

- 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** : Describe the process of conceiving, producing, and selling fashion products for Instore and on-line retailing.
- PSO5** : Identify importance of delivering exceptional customer experiences.
- PSO6** : Develop managerial abilities [Marketing, HR, Finance, Inventory] necessary for Managing retail sector.
- PSO7** : Emphasize the importance of ethical & sustainable practices in retail industry

SYLLABUS (CBCS) FOR T. Y. B. Voc RETAIL MANAGEMENT (w.e.f. from June, 2024)

Academic Year 2024-2025

Third Year

Semester-V

Class : T.Y. B.Voc (RM) SEM-V

Paper Code: UBRM 351

Paper :I

Credit :4

Title of Paper: Marketing Research

No. of lectures:60

A) Learning Objectives:

1. To know the meaning of Marketing Research.
2. To understand the difference between basic and applied research.
3. To learn the various classifications of Marketing Research.
4. To study the scope of Marketing Research.
5. To learn the various methods of Marketing Research.
6. To learn to identify marketing problem(s) to assist in decision making
7. To learn to choose the methodologies to acquire evidence in an ethical manner to address the marketing problem.

B) Learning Outcomes:

CO1-Identify marketing problem(s) to assist in decision making

CO2-Choose the methodologies to acquire evidence in an ethical manner to address the marketing problem.

CO3-Retrieve primary and secondary data to solve the marketing problem

CO4-Establish the methodological quality, reliability and validity of the data collected

CO5-Integrate all types of relevant evidence towards findings solution to the marketing problem

CO6-Find solutions to the marketing problem based on the integrated relevant evidence

CO7-Produce an evidence-based marketing report to maximize likelihood of effective implementation of solutions.

Units	Title & Content	No. of Lectures
Unit- I	1. Marketing Research-Basic understanding 1.1 Meaning of Marketing Research & Marketing Research, 1.2 Role of Marketing Research in Marketing Management, 1.3 Process of Marketing Research, 1.4 Ethical Issues in Marketing Research, 1.5 Nature & contents of Ethical Issues	10

Unit–II	2. Branches of Marketing Research 2.1 Consumer Research - Meaning & Scope, Need, Functions. 2.2 Product Research - Meaning & Scope, Importance. 2.3 Advertising Research - What to Test, When to Test. 2.4 Media Research - Functions of Media Research. 2.5 Motivational Research - Meaning uses & Limitations. 2.6 Methodologies – Case studies related to Marketing Research in India.	15
Unit–III	3. Marketing Research Proposal & Design & Scales of Measurement 3.1 Marketing Research Proposal – Meaning, Elements of Research Proposal. 3.2 Marketing Research Design – Its Meaning, Its Importance, Types of Research Design, Criteria of good Research Design. 3.3 Scales of Measurement – Meaning of Measurement in Marketing Research, criteria of sound Measurement of Marketing Research.	15
Unit–IV	4. Sampling in Marketing Research & Marketing Research Report 4.1 Meaning of sampling, steps of sampling process, Types of sampling plans, 4.2 Meaning of Marketing Research Report, writing criteria of Marketing Research Report, Performa / Format of a Market Research Report, Types of Research Report.	20

Reference Books:

1. Essentials of Marketing Research By S.A.Chunawala – Himalaya Publishing House.
2. Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)
3. Marketing Management by Kotler, Keller, Koshy, Jha, (13th Edition Pearson.)
4. Marketing Research: An Applied Orientation Malhotra Naresh K.
5. Research Methodology Methods & Techniques–C.R.Kothari
6. Marketing Research–Hair, Bush, Ortinau(2nd edition Tata McGraw Hill)
7. Marketing Research Text & Cases–(Wrenn, Stevens, Loudon Jaico publication)

Mapping of this course with Programme Outcomes

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

Weight: 1-Partially related

2-Moderately Related

3-Strongly related

Justification for the mapping

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

PSO2: Marketing strategies & concepts specific to retail industry.

CO1-Students can identify marketing problem(s) to assist in decision making to frame marketing strategies.

PSO3: Incorporate Internship & Industry Partnership to provide students with hands-on Experience & exposure to real retail environment.

PSO4: Describe the process of conceiving, producing, and selling fashion products or In store and on-line retailing.

CO1: Students can identify marketing problem(s) to assisting decision making for In store and On-line retailing.

CO6: Find solutions to the marketing problem based on the integrated relevant evidence for In store and on-line retailing.

PSO5: Identify importance of delivering exceptional customer experiences.

CO1-Students can identify marketing problem(s) to assist in decision making for delivering exceptional customer experiences.

CO6 Students can find solutions to the marketing problem based on the integrated relevant evidence for delivering exceptional customer experiences.

PSO6: Develop managerial abilities [Marketing, HR, Finance, Inventory] necessary for Managing retail sector.

CO3-Students can retrieve primary and secondary data to solve the marketing problem

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

CO2-Students can choose the methodologies to acquire evidence in an ethical manner to address marketing problem.

CO7-Students can produce an evidence-based marketing report to maximize likelihood of effective implementation of solutions

SYLLABUS (CBCS) FOR T. Y. B. Voc RETAIL MANAGEMENT (w.e.f. from June, 2024)

Academic Year 2024-2025

Third Year

Semester-V

Class : T.Y. B. B.Voc (RM) SEM-V

Paper Code: UBRM 352

Paper : V

Title of Paper: Bank Finance

Credit : 4

No. of lectures: 60

A) Learning Objectives:

1. To provide a fundamental understanding of bank finance.
2. To familiarize students with various financial products and services.
3. To enable students to perform financial analysis.
4. To understand the concept of capital structure and funding.
5. To introduce students to credit evaluation and lending practices.
6. To understand the impact of interest rates and monetary policy on bank finance.
7. To introduce students to the concept of Financial Technology (Fintech).

B) Course Outcomes:

- CO1. Gain a comprehensive understanding of banking operations.
CO2. Acquire knowledge of financial products and services.
CO3. Learn about capital adequacy and funding.
CO4. Develop credit evaluation and lending expertise.
CO5. Gain awareness of monetary policy and interest rate dynamics.
CO6. Familiarize yourself with financial technology (Fintech).
CO7. Maintain high ethical and professional standards.

Units	Title & Content	No. of Lectures
Unit– I	1. INDIAN FINANCIAL SYSTEM: 1.1 Introduction, Functions of Financial System 1.2 Structure of the Indian Financial System 1.3 Financial Market-Money Market-Capital-Financial Services. 1.4 Money Cycle	10

Unit–II	2. THE BANKING SYSTEM IN INDIA: 2.1 Introduction, Definition, and Structure of the Indian Banking System 2.2 The Reserve Bank of India, Functions of RBI, types of bank, NBFs. Functions of commercial banks	15
Unit–III	3. DEVELOPING BANK: 3.1 Meaning, Concept, Features, Role of SIDBI in Development of MSMEs in India 3.2 IFCI,SFC, NIDC, and its role, NABARD, NHB Financial institution Practical (Based on the above Units): Case studies and Presentations	20
Unit–IV	4. CREDIT APPRAISAL: 4.1 Introduction, Meaning, Process of Credit Appraisal of a loan by Commercial Bank 4.2 Receipt of Application-Pre sanction visit by a bank officer and its report 4.3 Preparation of loan proposal 4.4 Approval of proposal and sanction loan, Credit Rating Agency -CRISIL,ICRA	15

Books recommended

1. “Indian Financial System and Markets” Saha S.S.
2. “Marchant Banking and Financial Services” Paul S.
3. “Financial Institutions and Markets” Bhole L.M.

Mapping of this course with Programme Outcomes

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

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

Justification for the mapping

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

CO1-Students will gain a thorough understanding of the functions, roles, and operations of banks within the broader financial system.

CO2-Understanding various financial products and services offered by banks, including loans, deposits, investment products, and ancillary services like wealth management and insurance.

CO5- Understanding the influence of monetary policies on banks, interest rate risk management, and the impact of changing interest rates on financial institutions.

PSO2 : Marketing strategies & concepts specific to retail industry.

CO3- Ability to comprehend the capital structure of banks, funding mechanisms, liquidity management, and the importance of maintaining capital adequacy ratios.

CO4- Capability to assess creditworthiness, analyse loan applications, and understand the principles behind lending decisions and risk management in loan portfolios.

PSO3: Incorporate Internship & Industry Partnership to provide students with hands-on Experience & exposure to real retail environment.

CO1-Students will gain a thorough understanding of the functions, roles, and operations of banks within the broader financial system.

CO2-Understanding various financial products and services offered by banks, including loans, deposits, investment products, and ancillary services like wealth management and insurance.

CO3- Ability to comprehend the capital structure of banks, funding mechanisms, liquidity management, and the importance of maintaining capital adequacy ratios.

CO4- Capability to assess creditworthiness, analyse loan applications, and understand the principles behind lending decisions and risk management in loan portfolios.

CO5- Understanding the influence of monetary policies on banks, interest rate risk management, and the impact of changing interest rates on financial institutions.

CO6- Understanding the role of technology in banking operations, including the use of digital platforms, artificial intelligence, block chain, and other emerging fintech innovations in the banking sector.

CO7- Emphasis on ethical conduct, integrity, compliance, and professionalism in banking practices and customer relationships.

PSO4: Gain knowledge & skills to analyze financial statement.

CO2- Understanding various financial products and services offered by banks, including loans, deposits, investment products, and ancillary services like wealth management and insurance.

CO3 Ability to comprehend the capital structure of banks, funding mechanisms, liquidity management, and the importance of maintaining capital adequacy ratios.

CO4- Capability to assess creditworthiness, analyze loan applications, and understand the principles behind lending decisions and risk management in loan portfolios.

PSO5: Identify importance of delivering exceptional customer experiences

CO1- Students will gain a thorough understanding of the functions, roles, and operations of banks within the broader financial system.

CO7- Emphasis on ethical conduct, integrity, compliance, and professionalism in banking practices and customer relationships.

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

CO7- Emphasis on ethical conduct, integrity, compliance, and professionalism in banking practices and customer relationships.

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

CO7- Emphasis on ethical conduct, integrity, compliance, and professionalism in banking practices and customer relationships.

SYLLABUS (CBCS) FOR T. Y. B. Voc RETAIL MANAGEMENT (w.e.f. from June, 2024)

Academic Year 2024-2025

Third Year

Semester-V

Class : T.Y. B. B.Voc (RM) SEM-V

Paper Code : UBRM 353

Paper : V

Credit : 4

Title of Paper: HRM for Retail Business

No. of lectures: 60

A) Learning Objectives:

1. To understand the fundamentals of HRM.
2. To understand the effectively manage an organization's workforce to achieve its strategic goals and objectives.
3. To describe the role HRM in Organization.
4. To learn the concept of Human Resource Planning.
5. To understand the role of HRM in Retailing.
6. To understand the HRM in Changing Environment and Trends.
7. To understand the concept HRIS.

B) Course Outcome:

Student will be able to:

CO1. Concept of Human Recourse Management.

CO2. Challenges of HRM in Retailing.

CO3. Concept of Human Resource Planning.

CO4. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.

CO5. Administer and contribute to the design and evaluation of the performance management program.

CO6. Emerging trends in Human Resource Management.

CO7. Uses of Human Resource Information System.

Units	Title & Content	No. of Lectures
Unit– I	<p>1. HUMAN RESOURCE MANAGEMENT: 1.1 Meaning, Nature and Scope, HRM functions and objectives, Role of HRM, Importance of HRM. 1.2 Evolution – difference between Personnel Management and HRM 1.3 HRM in Retailing, Trends and Challenges of HRM in Retailing 1.4 HRM Models: Harvard Model 1.5 Strategic Human Resource Management: Nature and Importance of Strategic Management</p>	15
Unit–II	<p>2. HUMAN RESOURCE PLANNING : 2.1 Definition, purposes and processes of HRP. 2.2 Factors influencing the estimation of Human Resource in organization. 2.3 Advantages and Limitations/ Barriers of HRP. 2.4 Job Analysis, Job Description, Job Specification 2.5 Recruitment-Sources of Recruitment, Selection Process, Induction and Orientation. 2.6 Retention of Employees Importance of retention, strategies of retention.</p>	15
Unit–III	<p>3. TRAINING AND DEVELOPMENT: 3.1 Meaning, Definition, Objectives and Needs of Training and Development. 3.2 Process of Training and Development. 3.3 Methods of Training, Tools and Aids, Training Need Assessment, Types of training. 3.4 Difference between training and development, Evaluation of Training Effectiveness: Kirkpatrick model. 3.5 Performance Appraisal: Definition, Objective, Importance, Process and Appraisal Methods. Needs to measure performance and its purpose 3.6 Compensation Management: Concepts and Components of salary, Job Evaluation- Incentives and Benefits, Fringe Benefits. 3.7 Retirement: Superannuation, Voluntary Retirement Schemes, Golden Hand Shake, Resignation, Discharge, Dismissal, Suspension, Layoff. Grievance Procedure in Indian Industry.</p>	15
Unit–IV	<p>4. HRM in Changing Environment & Trends: 1 Career Planning- Meaning, definition, Objectives, Process, Benefits and stages of career planning and development. 4.2 Succession Planning-Transfer and Promotion. 4.2 Emerging Trends in HRM: HR Accounting, HR Audit, HR Shared Services & its - Concept, Objective, Scope & Process. 4.3 HRIS- Need, Advantages & Uses of HRIs</p>	15

Books recommended

1. AswathappaK (2007) Human Resource and Personnel Management, Tata McGraw Hill, 5th Ed.
2. Rao VSP (2009) Human Resource Management, Text and Cases, Excel Books, 2nd Ed.
3. Ivansevich(2007)- Human Resource Management, Tata McGraw Hill, 10th Ed.
4. Dessler(2009) Human Resource Management, Prentice Hall, 10th Ed.
5. Bernard(2009) Human Resource Management, Tata McGraw Hill, 4th Ed.

Mapping of this course with Programme Outcomes

Course Outcomes	Programme Outcomes(POs)						
	PO 1	PO 2	PO 3	PO4	PO5	PO6	PO 7
CO1	2	-	-	-	-	3	-
CO2	1	1	-	-	-	3	-
CO3	-	-	-	-	-	3	-
CO4	-	1	-	1	-	1	-
CO5	-	-	-	-	-	2	-
CO6	3	2	-	-	-	3	-
CO7	3	-	-	-	-	3	-

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

Justification for the mapping

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

CO1 : Students will have get the knowledge about human resource management of retail organizations those are handled retail operations.

CO2 : Students will understand various trends and challenges of HRM in retail operations

CO6 : Students understand the recent trends of retail operations in human resource management.

CO7 : Students will able to understand the use of Human Resource Information System in retail operations.

PSO2 : Marketing strategies & concepts specific to retail industry.

CO2 : Students will have strong conceptual knowledge of how to use new trends of markets and challenges to face market to developed retail industry.

CO4 : Students will learn how to Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes with the use of marketing strategies developed to retail industry.

CO6 : Students learn recent trends with use of marketing strategies & concept specific to retail industry.

PSO3 : Incorporate Internship & Industry Partnerships to provide students with hands-on experience & exposure to real retail environment.

PSO4 : Describe the process of conceiving, producing & selling fashion products for instore & online retailing.

CO4 : Students will learn how to Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes in selling fashion products for instore & online retailing.

PSO5 : Identify importance of delivering exceptional customer experiences.

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

CO1 : Student will get the knowledge of HRM to develop managerial abilities necessary for managing & motivating team in retail environment.

CO2 : Students will understand challenges of HRM in retailing to develop managerial abilities necessary for managing & motivating team in retail environment.

CO3 : Students will get the knowledge of HRP to develop managerial abilities necessary for managing & motivating team in retail environment.

CO4 : Students will learn how to Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes to motivate team in retail environment.

CO5 : Students will have basics knowledge of Administer and contribute to the design and evaluation of the performance management program to develop managerial abilities necessary for managing & motivating team in retail environment.

CO6 : Students will studied about emerging trends in HRM to develop managerial abilities necessary for managing & motivating team in retail environment.

CO7 : Students will learn how to use of HRIs to develop managerial abilities necessary for managing & motivating team in retail environment.

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

**SYLLABUS (CBCS) FOR T. Y. B. Voc RETAIL MANAGEMENT (w.e.f. from June, 2024)
Academic Year 2024-2025**

Third Year

Semester-V

Class : T.Y. B. B.Voc (RM) SEM-V

Paper Code: UBRM 354

Paper : I Title of Paper: Internship

Credit : 6 No. of lectures: 90

A) Learning Objectives:

- 1) To know about all details of mall.
- 2) To understand management, project audit and working in team and organization.
- 3) To understand SWOT analysis of various Companies/ Malls.
- 4) To determine the challenges and future potential for organization.
- 5) To able for test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.
- 6) To understand the test of theoretical learning in practical situations by accomplishing the tasks.
- 7) To learn about various soft skills such as time management, positive attitude and communication Skills, etc.

B) Course Outcomes:

CO1- Student is able to construct the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.

CO2 - For his / her organization of internship, the student is able to assess its Strengths, Weaknesses, Opportunities and Threats (SWOT).

CO3 -Student is able to determine the challenges and future potential for his / her internship organization in particular and the sector in general.

CO4 -Student is able to test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.

CO5 – Student is able to apply various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization.

CO6 -Student is able to analyze the functioning of internship organization and recommend changes for improvement in processes.

CO7 –Develop work habits and attitudes necessary for job success.

TOPICS/ CONTENTS:

1.1 The students are expected to work for 30 days*8 Hours a day= 240 hours in aggregate in 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 Planning and its use in business.
- b. Projects and its management, project audit.
- c. Working in team and organization.

Mapping of this course with Programme Outcomes

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

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

Justification for the mapping

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

CO1- Student know about the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.

PO2: Marketing strategies & concepts specific to the retail industry.

CO4 -Student is known about the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.

PO3: Incorporate Internship & Industry Partnerships to provide students with hands-on Experience & exposure to real retail environment.

CO3 -Student is able to determine the challenges and future potential for his / her internship organization in particular and the sector in general.

CO4 -Student is able to test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.

CO5 – Student is able to apply various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization.

CO6 -Student is able to analyse the functioning of internship organization and recommend changes for improvement in processes.

PSO4: Describe the process of conceiving, producing, and selling fashion products for Instore and on-line retailing.

PO5: Identify the importance of delivering exceptional customer experiences.

CO5 – Student is able to apply various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization.

CO6 -Student is able to analyse the functioning of internship organization and recommend changes for improvement in processes.

PO6: Develop managerial abilities [Marketing, HR, Finance, Inventory] necessary for Managing retail sector.

CO2 - For his / her organization of internship, the student is able to assess its Strengths, Weaknesses, Opportunities and Threats (SWOT).

PO7: Emphasize the importance of ethical & sustainable practices in the retail industry.

SYLLABUS (CBCS) FOR T. Y. B. Voc RETAIL MANAGEMENT (w.e.f. from June, 2024)

Academic Year 2024-2025

Third Year

Semester-V

Class : T.Y. B.Voc. (RM) SEM-V

Paper Code: UBRM-355

Paper : I Title of Paper: Material & Logistics Management

Credit : 6 No. of lectures: 90

A) Learning Objectives:

- 1) To ensure all the requirements of the customers are met on time.
- 2) To understand supply chain management.
- 3) To Coordinate with third-party logistics.
- 4) To synchronise business goals with the logistics system.
- 5) To have stable integration among the vendors, service providers and transport carriers.
- 6) To ensure cost reduction and maximise return from products/services.
- 7) To devise policies and procedures for successful implementation of logistics system.

B) Course Outcomes:

CO1- This course provides an overview of how firms use distribution intermediaries to gain a competitive advantage in local and global markets through the integration of logistics management.

CO2- Provide an opportunity for comprehensive analysis and discussion of key contemporary issues and problems in logistics management.

CO3- Students detailed analysis for how to improve a quality customer service and integrated logistics.

CO4- Students understand how to establish a customer satisfaction strategy.

CO5 – Understand integrated logistics & quality customer service.

CO6 – Explain the outsourcing logistics and to elaborate the practical concepts regarding third party and fourth party logistics.

CO7 – Students have proficiency in various logistics strategies.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
Unit I	<p>Logistics:</p> <ul style="list-style-type: none"> a. Objectives, Components, Significance. b. Supply Chain Management - Objectives, Components, Significance, Trade off Customer Service & Cost c. Supply Chain Structure: Shift from enterprise to network, Structure of a SC, push based SC, Pull based SC, Tradeoff between Push & Pull, Identifying appropriate Push & Pull Strategy for SC, Commodity & cost centric SC, Agile SC 	12
Unit II	<p>Inventory Management:</p> <ul style="list-style-type: none"> a. Inventory concepts- Need, Pressures for Low Inventory, Pressures for High Inventory, Role of inventory in Operations, b. Types of inventory – seasonal, decoupling, cyclic, pipeline, Safety stock. c. Costs associated with Inventory - Carrying costs, ordering costs, shortage costs. d. Basic EOQ Model - EOQ with discounts e. Classification of material -ABC Analysis - VED, HML, FSN, GOLF, SOS f. Inventory Control systems: Continuous Review (Q) systems, Periodic Review (P) systems, ABC Classification system, Issues in the P and Q systems of inventory control 	16
Unit III	<p>Purchasing Management</p> <ul style="list-style-type: none"> a. Responsibilities of Purchase Department, Purchase Cycle b. Negotiation & Bargaining c. Vendor relations d. Purchasing Methods e. Global sourcing <p>Just-In-Time: Principles of just-in-time, Core logic of JIT, Main features for stocks, Achieving just-in-time operations, Other effects of JIT, Benefits and disadvantages of JIT, Comparison with other methods of inventory management. KANBAN as a control tool. Vendor managed inventory.</p>	16
Unit IV	<p>The Development of e-tail Logistics –</p> <ul style="list-style-type: none"> a. E-Commerce as a Channel of Retail b. The Growth of E-Commerce in India c. Retail Marketing Mix d. The Omni Channel and Multi-Chanel Dilemma <p>The Greening of Retail Logistics-</p>	16

	<ul style="list-style-type: none"> a. Scenario b. Environmental effects of retail logistics c. Choice of Transportation Mode d. Energy Efficiency of Retail Deliveries <p>Customer Value:</p> <ul style="list-style-type: none"> a. Empowered consumer, Customer focused Marketing & SC service outputs, b. Customer service- Availability, operational performance, reliability. c. Customer satisfaction - Customer expectations, enhancing customer satisfactions, limitations of customer satisfaction. d. Customer success -Achieving customer success, value added services, customer value requirement mapping, CRM. 	
		60

Practical (Based on the above Units): Case Studies and Presentations

Books recommended

1. Rushton, A., Oxley, J &Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management. Kogan Page.
2. Simchi-Levi, David, Kaminsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill.
3. Operations Management: Theory and Practice, B Mahadevan, Pearson.
4. Operations Management-Process and Value Chains, Krajewski, Ritzman, Malhotra, Pearson.
5. Inventory Control and Management, Donald Waters, Wiley Student Edition.
6. Just-in-Time Manufacturing, Korgaonker, Macmillan

Mapping of this course with Programme Outcomes

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

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

Justification for the mapping

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

CO1- Students understand an overview of how firms use distribution intermediaries to gain a competitive advantage in local and global markets through the integration of logistics management.

PO2: Marketing strategies & concepts specific to the retail industry.

PO3: Incorporate Internship & Industry Partnerships to provide students with hands-on Experience & exposure to real retail environment.

PSO4 : Describe the process of conceiving, producing, and selling fashion products for In store and on-line retailing.

PO5: Identify the importance of delivering exceptional customer experiences.

CO3 -Students understand detailed analysis for how to improve a quality customer service and integrated logistics.

CO4 -To understand how to establish a customer satisfaction strategy.

CO5 – To understand integrated logistics & quality customer service.

PO6: Develop managerial abilities [Marketing, HR, Finance, Inventory] necessary for Managing retail sector.

CO6 –Students understand outsourcing logistics and to elaborate the practical concepts regarding third party and fourth party logistics.

CO7 –Students get proficiency in various logistics strategies.

PO7: Emphasize the importance of ethical & sustainable practices in the retail industry.

CO7 –Students get ethics in proficiency in various logistics management.

SYLLABUS (CBCS) FOR T. Y. B. Voc RETAIL MANAGEMENT (w.e.f. from June, 2024)

Academic Year 2024-2025

Third Year

Semester-V

Class : T.Y. B. B.Voc (RM) SEM-V

Paper Code: UBRM 356

Paper : V

Credit : 6

Title of Paper: Retail Store Operation-III

No. of lectures: 90

A) Learning Objectives:

1. To know about the daily process and setup of retail store operations.
2. To know strategies for Sales and Revenue Generation.
3. To create good Customer Experience and Satisfaction.
4. To elaborate on Inventory Management and Control.
5. To know how to increase Store Operations Efficiency.
6. Visual Merchandising and Store Layout.
7. Technology Integration and Innovation.

B) Learning Outcomes:

CO1-This course provides practical experience and exposure to students.

CO2-This course will make students understand various aspects of retail store operation.

CO3-This course get the student acquainted with the knowledge of retail operations performed in a retail organization.

CO4- Describe the steps o setting up retail organization.

CO5-Students will inculcate store layout and space planning knowledge.

CO6-Explains store management and role and responsibilities of store manager.

CO7-Students will get knowledge of logistics management and information system.

Units	Title & Content	No. of Lectures
Unit– I	1. SETTING UP TRTAIL ORGANIZATION: 1.1 Size and space allocation, location strategy, factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design. 1.2 Functioning of a Retail Store - Introduction, Objectives, Everyday Operations of a Retail Store, Visual Merchandising, Visual merchandising norms, Visual merchandising in India, Operating system of visual merchandising, Role and responsibilities of a visual	15

	<p>merchandiser</p> <p>1.3 Role of Signage in the Store Supply Chain Structure: Shift from enterprise to network, Structure of a SC, push based SC, Pull based SC, Trade-off between Push & Pull, Identifying appropriate Push & Pull Strategy for SC, Commodity & cost centric SC, Agile</p>	
Unit-II	<p>2. STORE LAYOUT AND SPACE PLANNING:</p> <p>2.1 Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.</p> <p>2.2 Practical, diagram, visiting and observing various malls) general store</p> <p>2.3 Store Finance and Control: Introduction, Objectives, Measures of Financial Performance of Retail Stores, Income statement or profit and loss statement, Balance sheet, Measures of Performance Evaluation, Ratio analysis, Other measures of performance: assortment of products,</p> <p>2.4 Measuring retail store and space performance, Measuring employee productivity, Strategic Profit Model, Budgeting, Dump and Shrink: Calculation and Control, Gift Voucher's Management and Release</p>	15
Unit-III	<p>3. STORE MANAGEMENT:</p> <p>3.1 Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers</p> <p>3.2 Store Record and Accounting System - Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments.</p>	15
Unit-IV	<p>4. LOGISTICS AND INFORMATION SYSTEM:</p> <p>4.1 Improved product availability, Improved assortments,</p> <p>4.2 Strategies, Quick Response System. (application base studies, digital stock,)</p>	15

Books recommended

1. SwapanaPradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing

3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

Mapping of this course with Programme Outcomes

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

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

Justification for the mapping

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

CO2-Students can understand various aspects of retail store operation.

CO3-Student will acquainted with the knowledge of retail operations performed in a retail organization.

CO4- Students can describe the steps of setting up retail organization.

CO5-Students will inculcate store layout and space planning knowledge.

CO7-Students will get knowledge of logistics management and information system.

PSO2: Marketing strategies & concepts specific to retail industry.

CO2-Students can understand various aspects of retail store operation.

PSO3: Incorporate Internship & Industry Partnership to provide students with hands-on Experience &exposure to real retail environment.

CO1-This course provides practical experience and exposure to students.

CO2-Students can understand various aspects of retail store operation.

CO3-Student will acquaint with the knowledge of retail operations performed in a retail organization.

CO4- Students can describe the steps of setting up retail organization.

CO5-Students will inculcate store layout and space planning knowledge.

CO6-Student can acquaint knowledge of store management and role and responsibilities of Store manager.

CO7-Students will get knowledge of logistics management and information system.

PSO4: Describe the process of conceiving, producing, and selling fashion products for In store and on-line retailing.

CO2-Students can understand various aspects of retail store operation.

PSO5: Identify importance of delivering exceptional customer experiences.

CO2-Students can understand various aspects of retail store operation.

PSO6: Develop managerial abilities [Marketing, HR, Finance, Inventory] necessary for Managing retail sector.

CO6- Student can acquaint knowledge of store management and role and responsibilities of Store manager.

CO7-Students will get knowledge of logistics management and information system.

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