



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

Tuesday, 10th September 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. ofCredits
	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 [2020Pattern]

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

PSO2: Knowledge of marketing strategies and concepts specific to the retail industry.

PSO3: Incorporation of internships and industry partnerships to provide students with hands-on experience and exposure to real retail environments.

PSO4: Ability to describe the process of conceiving, producing, and selling fashion products for in-store and online retailing.

PSO5: Identification of the importance of delivering exceptional customer experiences.

PSO6: Development of managerial abilities (marketing, HR, finance, inventory) necessary for managing the retail sector.

PSO7: Emphasis on the importance of ethical and sustainable practices in the retail industry.

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

Academic Year 2024-2025

Third Year

Semester-VI

Class : T.Y. B.Voc (RM)

SEM-VI

Paper Code: UBRM 361

Paper :I

Title of Paper: Marketing Management

Credit :4

No. of lectures:60

A) Learning Objectives:

1. To define key concepts and principles of marketing and marketing management, including the roles of marketing.
2. To describe the sequential steps in the marketing process.
3. To identify and describe the various stages of the product lifecycle.
4. To understand the key stages of the new product development.
5. To define and explain various competitive pricing strategies.
6. To assess the impact of these factors on pricing.
7. To understand and describe the different types of distribution channels.

B) Learning Outcomes:

CO1- Demonstrate a clear understanding of fundamental marketing concepts and principles.

CO2- Outline and explain the key steps involved in the marketing process.

CO3- Recognize and define the different stages of the product lifecycle.

CO4- Describe the major stages in the new product development process.

CO5- Define different competitive pricing strategies.

CO6- Analyze the effects of these factors on pricing strategy and overall business performance.

CO7- Explain the roles and functions of different distribution channels in the supply chain and their impact on market reach and customer service.

TOPICS/CONTENTS:-

Units	Title & Content	No. of Lectures
Unit– I	1. Introduction to Marketing Management 1.1 Introduction to Marketing and Marketing Management 1.2 Marketing Process 1.3 Marketing mix 1.4 Marketing environment 1.5 Holistic Marketing Dimensions 1.6 Market segmentation and targeting and positioning	10
Unit–II	2. Product Development 2.1 Product lifecycle 2.2 New product development 2.3 Product differentiation and positioning	15
Unit–III	Pricing Strategies 3.1 Pricing methods and models 3.2 Factors influencing pricing decisions 3.3 Competitive pricing strategies	15
Unit–IV	Distribution Channels 4.1 Types of distribution channels 4.2 Channel management and logistics 4.3 Retail and wholesale strategies	20

Reference Books:

1. Marketing Management - Philip Kotler
2. Managing Brand Equity – Aakers Devid 2nd Edition Free Press
3. Marketing Management by Kotler, Keller, Koshy, Jha, (13th Edition Pearson.)

Mapping of this course with Programme Outcomes

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

Weight: 1-Partiallyrelated

2–Moderately Related

3–Strongly related

Justification for the mapping

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

CO1: Demonstrate a clear understanding of fundamental marketing concepts and principles.

CO2: Outline and explain the key steps involved in the marketing process.

CO3: Recognize and define the different stages of the product lifecycle.

CO7: Explain the roles and functions of different distribution channels in the supply chain and their impact on market reach and customer service.

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

CO1: Demonstrate a clear understanding of fundamental marketing concepts and principles.

CO2: Outline and explain the key steps involved in the marketing process.

CO4: Describe the major stages in the new product development process.

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

CO1: Demonstrate a clear understanding of fundamental marketing concepts and principles.

CO2: Outline and explain the key steps involved in the marketing process.

CO4: Describe the major stages in the new product development process.

PSO4: Describe the process of conceiving, producing, and selling fashion products or in-store and online retailing.

CO3: Recognize and define the different stages of the product lifecycle.

CO4: Describe the major stages in the new product development process.

CO7: Explain the roles and functions of different distribution channels in the supply chain and their impact on market reach and customer service.

PSO5: Identify the importance of delivering exceptional customer experiences.

CO1: Demonstrate a clear understanding of fundamental marketing concepts and principles.

CO2: Outline and explain the key steps involved in the marketing process.

CO6: Analyze the effects of these factors on pricing strategy and overall business performance.

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

CO1: Demonstrate a clear understanding of fundamental marketing concepts and principles.

CO5: Define different competitive pricing strategies.

CO6: Analyze the effects of these factors on pricing strategy and overall business performance.

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

CO1: Demonstrate a clear understanding of fundamental marketing concepts and principles.

CO6: Analyze the effects of these factors on pricing strategy and overall business performance.

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

Academic Year 2024-2025

Third Year

Semester-VI

Class :T. Y. B. Voc(RM)

SEM-VI

Paper Code: UBRM362

Paper :II

Title of Paper: Retail Financial Services

Credit :4

No. of lectures:60

Course objectives:

CO1: Demonstrate a comprehensive understanding of retail financial services, including products, regulations, market trends, and customer behavior.

CO2: Effectively communicate complex financial information and recommendations to clients, colleagues, and stakeholders in a clear and understandable manner.

CO3: Understand and adhere to regulatory frameworks and compliance requirements governing retail financial services, ensuring ethical and legal practices.

CO4: Apply effective sales and marketing strategies for retail financial products, including segmentation, targeting, positioning, and cross-selling techniques.

CO5: Develop skills in building and maintaining client relationships by understanding customer needs, providing personalized advice, and delivering excellent service.

CO6: Apply financial analysis techniques to evaluate retail financial products, including analyzing financial statements, assessing risk-return profiles, and making recommendations based on financial data.

CO7: Recognize the importance of ongoing professional development and staying updated on industry trends, regulations, and best practices in the retail financial sector.

Course outcomes:

1. Gain a comprehensive understanding of the course material.
2. Develop effective communication skills.
3. Ensure regulatory compliance.
4. Implement successful sales and marketing strategies.
5. Learn best practices in customer relationship management.
6. Acquire financial analysis skills.
7. Foster professional development.

TOPICS/CONTENTS:-

Units	Title & Content	No. of Lectures
Unit– I	1. INTRODUCTION TO FINANCIAL SERVICES 1.1 Meaning and concept of financial services 1.2 Features and functions of financial services 1.3 Classification of financial services 1.4 Financial services sector in India 1.5 Modern financial services 1.6 Challenges to Indian financial services	15
Unit–II	2. BANKING SERVICES 2.1 Meaning, Nature, and Scope of Banking Services 2.2 Role and Responsibility of Bankers 2.3 Code of Conduct of Merchant Bankers	10
Unit–III	3. MUTUAL FUNDS 3.1 Introduction 3.2 Concept of Mutual Funds 3.3 Advantages of Mutual Funds 3.4 Classification of Mutual Funds 3.5 Structure of Mutual Funds 3.6 Regulation of Mutual Funds in India 3.7 AMFI	15
Unit–IV	4. INSURANCE SERVICES 4.1 Introduction 4.2 Meaning and Importance of Insurance 4.3 Principles of Insurance 4.4 Types of Insurance: Life Insurance Policy, General Insurance 4.5 IRDA: Duties and Functions	10
Unit– V	5. CREDIT CARDS 5.1 Introduction, Concept of Credit Card, Features of Credit Card 5.2 Types of Credit Card, Advantages and Disadvantages of Credit Card	05
Unit– VI	6. LOANS 6.1 Different Types of Loans: Mudra Loan, Cash Credit, Current Account Practical (Based on the Above Units): Case Studies and Presentations	05

Books recommended

1. Financial Services –Siddaih, Person Education
2. Merchant Banking and Financial Services–Vij, M & Dhawan, TMH Publication
3. Management of Banking and Financial Services – Paul S.- Person

Mapping of this course with Programme Outcomes

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

Weight: 1-Partiallyrelated 2-ModeratelyRelated 3-Stronglyrelated

Justification for the Mapping

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

CO1: Demonstrate a comprehensive understanding of retail financial services, including products, regulations, market trends, and customer behavior.

CO2: Effectively communicate complex financial information and recommendations to clients, colleagues, and stakeholders clearly and understandably.

CO3: Understand and adhere to regulatory frameworks and compliance requirements governing retail financial services, ensuring ethical and legal practices.

CO4: Apply effective sales and marketing strategies for retail financial products, including segmentation, targeting, positioning, and cross-selling techniques.

CO5: Develop skills in building and maintaining client relationships by understanding customer needs, providing personalized advice, and delivering excellent service.

CO6: Apply financial analysis techniques to evaluate retail financial products, including analyzing financial statements, assessing risk-return profiles, and making recommendations based on financial data.

CO7: Recognize the importance of ongoing professional development and staying updated on industry trends, regulations, and best practices in the retail financial sector.

PSO2: Marketing strategies and concepts specific to the retail industry.

CO1: Demonstrate a comprehensive understanding of retail financial services, including products, regulations, market trends, and customer behavior.

CO3: Understand and adhere to regulatory frameworks and compliance requirements governing retail financial services, ensuring ethical and legal practices.

CO4: Apply effective sales and marketing strategies for retail financial products, including segmentation, targeting, positioning, and cross-selling techniques.

CO5: Develop skills in building and maintaining client relationships by understanding customer needs, providing personalized advice, and delivering excellent service.

CO6: Apply financial analysis techniques to evaluate retail financial products, including analyzing financial statements, assessing risk-return profiles, and making recommendations based on financial data.

CO7: Recognize the importance of ongoing professional development and staying updated on industry trends, regulations, and best practices in the retail financial sector.

PSO3: Incorporate internship and industry partnerships to provide students with hands-on experience and exposure to the real retail environment.

CO1: Demonstrate a comprehensive understanding of retail financial services, including products, regulations, market trends, and customer behavior.

CO2: Effectively communicate complex financial information and recommendations to clients, colleagues, and stakeholders in a clear and understandable manner.

CO3: Understand and adhere to regulatory frameworks and compliance requirements governing retail financial services, ensuring ethical and legal practices.

CO4: Apply effective sales and marketing strategies for retail financial products, including segmentation, targeting, positioning, and cross-selling techniques.

CO5: Develop skills in building and maintaining client relationships by understanding customer needs, providing personalized advice, and delivering excellent service.

CO6: Apply financial analysis techniques to evaluate retail financial products, including analyzing financial statements, assessing risk-return profiles, and making recommendations based on financial data.

CO7: Recognize the importance of ongoing professional development, staying updated on industry trends, regulations, and best practices in the retail financial sector.

PSO4: Gain knowledge and skills to analyze financial statements.

CO6: Apply financial analysis techniques to evaluate retail financial products, including analyzing financial statements, assessing risk-return profiles, and making recommendations based on financial data.

PSO5: Identify the importance of delivering exceptional customer experiences.

CO5: Develop skills in building and maintaining client relationships by understanding customer needs, providing personalized advice, and delivering excellent service.

CO7: Recognize the importance of ongoing professional development, staying updated on industry trends, regulations, and best practices in the retail financial sector.

PSO6: Develop managerial abilities necessary for managing and motivating teams in a retail environment.

CO5: Develop skills in building and maintaining client relationships by understanding customer needs, providing personalized advice, and delivering excellent service.

CO7: Recognize the importance of ongoing professional development, staying updated on industry trends, regulations, and best practices in the retail financial sector.

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

CO7: Recognize the importance of ongoing professional development, staying updated on industry trends, regulations, and best practices in the retail financial sector.

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

AcademicYear2024-2025

Third Year

Semester-VI

Class :T. Y. B. Voc(RM)

SEM-VI

Paper Code: UBRM363

Paper :III

Title of Paper: Entrepreneurship Development

Credit :4

No. of lectures: 60

A) Learning Objectives:

1. To make students aware of Entrepreneurship Development.
2. To state the meaning of entrepreneurship.
3. To describe the importance of entrepreneurship.
4. To outline the qualities of a successful entrepreneur.
5. To state the functions of an entrepreneur.
6. To distinguish between an entrepreneur and a promoter.
7. To explain the issues and problems faced by entrepreneurs.

B) Learning Outcomes:

CO1: Entrepreneurship and innovation minors will be able to sell themselves and their ideas.

CO2: Entrepreneurship and innovation minors will develop and cultivate endurance.

CO3: Entrepreneurship and innovation minors will be able to find problems worth solving.

CO4: Entrepreneurship and innovation minors will be able to mobilize people and resources.

CO5: Create a business plan that captures various entrepreneurial motivations, entrepreneur culture, sectoral opportunities, and financing options.

CO6: Understand entrepreneurship development and government regulations (rules, conditions, etc.).

CO7: Explore theories of entrepreneurship and sectoral entrepreneurship.

Units	Title & Content	No. of Lectures
Unit-I	1. Introduction to Entrepreneurship: 1.1 Concept of Entrepreneur, Intrapreneur, and Entrepreneurship. <ul style="list-style-type: none">• Difference between Entrepreneur and Intrapreneur, Entrepreneur and Entrepreneurship. 1.2 Classification of Entrepreneurs. <ul style="list-style-type: none">• Link between Entrepreneurship and Economic Development, Skill Development, and Entrepreneurship Development. 1.3 Attributes of Successful Entrepreneurs. <ul style="list-style-type: none">• Functions of an Entrepreneur.• Factors Influencing Entrepreneurship Growth: Economic and Non-Economic Factors. 1.4 Role of the Entrepreneur in the Indian Economy. <ul style="list-style-type: none">• Developing Entrepreneurial Culture. 1.5 Entrepreneurship as a Career. <ul style="list-style-type: none">• Entrepreneurship as a Style of Management.• Emerging Models of Corporate Entrepreneurship. 1.6 Problems and Difficulties of Entrepreneurs: <ul style="list-style-type: none">• Marketing, Finance, Human Resource, Production.• Research: External Problems, Mobility of Entrepreneurs, Entrepreneurial Change.• Occupational Mobility: Factors in Mobility.	15

Unit-II	<p>2. Theories of Entrepreneurship & Sectoral Entrepreneurship:</p> <p>2.1 Innovations and Entrepreneurship Link between innovation and entrepreneurship Theories of entrepreneurship: Innovation Theory by Schumpeter & Imitation Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein</p> <p>2.2 Entrepreneurship in Agri and Rural Sector Scope, problems, and prospects</p> <p>2.3 Entrepreneurship in Manufacturing Sector Scope, problems, and prospects</p> <p>2.4 Entrepreneurship in Service Sector Scope, problems, and prospects</p> <p>2.5 Women Entrepreneurship Scope, problems, and prospects Reasons for low participation of women entrepreneurs</p> <p>2.6 Case Study: Sahyadri Farm</p>	15
Unit-III	<p>3. Entrepreneurship Development & Government:</p> <p>3.1 Role of mentors in innovation and entrepreneurship; design thinking process; role of consultancy organizations in promoting entrepreneurs.</p> <p>3.2 Role of central and state governments in promoting entrepreneurship through various incentives, subsidies, grants, etc., with special reference to export-oriented units.</p> <p>3.3 Overview of the MSME Development Act 2006, policies for MSMEs, concessions and incentives, financial support schemes, role and functions of District Industries Centres (DIC), and the objectives of Entrepreneur Development Programs (EDP) such as SISI, EDII, NIESBUD, NEDB, and EDP.</p> <p>3.4 Assistance programs for small-scale units; institutional framework; role of the SSI sector in the economy; challenges faced by SSI units—failure causes and preventive measures.</p> <p>3.5 Initiatives such as Start-up India, Make in India, and Digital India.</p> <p>3.6 Export promotion facilities for MSMEs and a global vision for entrepreneurship.</p> <p>3.7 Entrepreneurship training and development: objectives of training, program contents and methods, and various training and development institutions in India.</p> <p>3.8 Visit to District Business - Entrepreneurship & Skills Development.</p>	15
Unit-IV	<p>4. Entrepreneurship Launching:</p> <p>4.1 Creating Entrepreneurial Venture-Entrepreneurship Development Cycle.</p> <p>4.2 Developing and analysis business ideas, Elements of Business Plan & Objectives.</p> <p>4.3 Project report preparation.</p> <p>4.4 Choice and form of business organization. Ownership- Franchising, networking and alliances, Buying an existing business,</p> <p>4.5 Opportunity Analysis, Opportunities in Emerging/Transition/Decline industries, Opportunities at the bottom of the pyramid, Opportunities in social sector, Opportunities arising out of digitization, Innovator or Imitator, SWOT analysis, Internal and External Environment Analysis, Porter's five forces model</p> <p>Practical (Based on the above Units): Case Studies and Presentations.</p>	

Mapping of this course with Programme Outcomes

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

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

Justification for the mapping

- PSO1 : Comprehensive understanding of the various aspects of retail operations.**
CO3 : Students will have get the knowledge about entrepreneurship and innovation minors will be able to mobilize people and resources to comprehensive understanding of the various aspects of the various aspects of retail operations.
CO4 : Students will understand Entrepreneurship and innovation minors will be able to mobilize people and resources to comprehensive understanding of the various aspects of the various aspects of retail operations.
CO6 : Students understand the Entrepreneurship development and Government (Rules, Conditions, etc) of the various aspects of retail operations.

- PSO2 : Marketing strategies & concepts specific to retail industry.**
CO1 : Students will get knowledge about Entrepreneurship and innovation minors will be able to sell themselves and their ideas with the help marketing strategies to developed retail industry.
CO2 : Students will learn the Entrepreneurship and innovation minors will develop and cultivate endurance to developed retail industry.
CO3 : Students will understand an Entrepreneurship and innovation minors will be able to find problems worth solving by using marketing strategies to developed retail industry.
CO4 : Students get the knowledge of an Entrepreneurship and innovation minors will be able to mobilize people and resources by using marketing strategies to developed retail industry.
CO5 : Students also able to Create a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options to developed 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.**
CO1 : Students will get knowledge about Entrepreneurship and innovation minors will be able to sell themselves and their ideas to enhance selling fashion products instore & online retailing.
CO4 : Students get the knowledge of an Entrepreneurship and innovation minors will be able to mobilize people and resources to analyze selling fashion products for instore & online retailing.
CO5 : Students also able to Create a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options to developed selling fashion products in retailing.

PSO5 : Identify importance of delivering exceptional customer experiences.

- CO3 : Students will understand an Entrepreneurship and innovation minors will be able to find problems worth solving and gain knowledge & skills to analyze financial statement.
CO6 : Student learn to understand what are the rules and conditions in Entrepreneurship development and Government and how it is helpful to analyze financial statement.

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

- CO1 : Students will get knowledge about Entrepreneurship and innovation minors will be able to sell themselves and their ideas to develop managerial abilities necessary for managing & motivating team in retail environment.
- CO2 : Students will learn the Entrepreneurship and innovation minors will develop and cultivate endurance to create managerial abilities necessary for managing & motivating team in retail environment.
- CO3 : Students will understand an Entrepreneurship and innovation minors will be able to find problems worth solving to motivating team in retail environment.
- CO4 : Students get the knowledge of an Entrepreneurship and innovation minors will be able to mobilize people and resources to motivating team in retail environment.
- CO5 : Students also able to Create a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options to develop managerial abilities necessary for managing & motivating team in retail environment.
- PSO7 : Emphasize the importance of ethical & sustainable practices in retail industry.**
- CO6 : Student learn to understand what are the rules and conditions in Entrepreneurship development and Government emphasize the importance of ethical & sustainable practices in retail industry.
- CO7 : Theories of Entrepreneurship and Sectoral Entrepreneurship emphasize the importance of ethical & sustainable practices in retail industry.

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

Academic Year 2024-2025

Third Year

Semester-VI

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

Paper Code :UBRM364

Paper :IV

Credit :6

Title of Paper: Internship

No. of lectures: 90

A) Learning Objectives:

1. To know all details of the mall.
2. To understand management, project audit, and working in teams and organizations.
3. To determine the challenges and future potential for his/her internship organization in particular and the sector in general.
4. To construct a company profile by compiling a brief history, management structure, products/services offered, key achievements, and market performance for his/her internship organization.
5. To test theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.
6. To apply various soft skills such as time management, positive attitude, and communication skills while performing tasks assigned in the internship organization.
7. To analyze the functioning of the internship organization and recommend changes for improvement in processes.

B) Learning Outcomes:

- **CO1:** Student is able to construct a company profile by compiling a brief history, management structure, products/services offered, key achievements, and market performance for his/her internship organization.
- **CO2:** Student is able to assess the Strengths, Weaknesses, Opportunities, and Threats (SWOT) of his/her internship organization.
- **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 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 the performance of the tasks assigned in the internship organization.
- **CO6:** Student is able to analyze the functioning of the internship organization and recommend changes for improvement in processes.
- **CO7:** Student develops work habits and attitudes necessary for job success.

Units	Title & Content	No. of Lectures
Unit I	<ol style="list-style-type: none"> Students are expected to work for 30 days at 8 hours a day, totaling 240 hours in the retail industry, and prepare a report on their day-to-day learnings. This report must be submitted with the necessary authorization from their industry mentor. Students will receive a letter from the department regarding the internship once the institution is decided. They are expected to learn on the job about: <ol style="list-style-type: none"> The concept of planning and its use in business Project management and project audit Working in teams and organizations 	90

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 analyze 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 analyze 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. Dec., 2024)

Academic Year 2024-2025

Third Year

Semester-VI

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

Paper Code: UBRM365

Paper : V

Credit : 6

Title of Paper: E-Commerce & Digital Marketing

No. of lectures: 90

C) Learning Objectives:

1. To introduce the concept of e-commerce, including its definition, history, and evolution in the digital marketplace.
2. To explore various themes within e-commerce, such as market trends, business models, and technological advancements that impact online commerce.
3. To examine the practices and strategies used in online retailing to effectively market and sell products or services via digital platforms.
4. To understand the principles and strategies of B2B (business-to-business) marketing, including how to effectively engage and manage business relationships online.
5. To provide an introduction to digital marketing, covering key concepts and strategies used to promote products and services online.
6. To teach the use of social media platforms and content creation tools to build and execute marketing campaigns across various digital channels.
7. To explore the use of Google Analytics and AI tools like ChatGPT to analyze marketing performance and enhance customer interactions.

D) Learning Outcomes:

CO1-Students will articulate the definition and scope of e-commerce, including its historical development and current trends.

CO2-Students will identify and analyze key e-commerce themes and how they influence online business strategies.

CO3-Students will apply online retailing techniques to design and manage an effective e-commerce store, understanding product presentation and sales strategies.

CO4-Students will develop and implement B2B marketing strategies tailored to different industries and business needs.

CO5-Students will create and manage digital marketing campaigns using various online tools and platforms, demonstrating a clear understanding of digital marketing principles.

CO6-Students will design engaging content and manage social media campaigns using tools like Canva, effectively promoting brands across platforms.

CO7-Students will use Google Analytics to track and measure marketing performance and integrate AI tools like Chat GPT to enhance customer engagement and marketing strategies.

TOPICS/CONTENTS:

Practical	Content	No. of Lectures
Practical-1	E-Commerce 1.1 E-Commerce: Introduction, Meaning 1.2 Understanding E-Commerce Theme, 1.3 Online Retailing, 1.4 B2B Marketing	(20)
Practical-2	Digital Marketing 2.1 Digital Marketing: Introduction of Digital Marketing, 2.2 Social Media Platform Introduction, 2.3 Search Engine Optimization 2.4 Google Analytics	(20)
Practical-3	Design 3.1 Canva Design, 3.2 Landing Page, 3.3 Poster Design, 3.4 Search Engine Marketing 3.5 Chat GPT & AI	(20)
Practical-4	Way of Digital Marketing 4.1 Facebook Marketing, (Lead generation) 4.2 Instagram Marketing, (Lead generation) 4.3 YouTube Marketing, (Lead generation) 4.4 E-Mail Marketing(Lead generation)	(20)

Mapping of this course with Programme Outcomes

Course Outcomes	Programme Outcomes(POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	-	-	-	-	-	-
CO2	2	1	-	-	-	-	-
CO3	1	-	-	1	-	-	-
CO4	-	2	-	-	-	1	-
CO5	-	1	-	-	-	1	-
CO6	-	1	-	-	1	-	-
CO7	-	-	-	-	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 articulate the definition and scope of e-commerce, including its historical development and current trends.

CO2: Students will identify and analyze key e-commerce themes and how they influence online business strategies.

CO3: Students will apply online retailing techniques to design and manage an effective e-commerce store, understanding product presentation and sales strategies.

PSO2 : Marketing strategies & concepts specific to retail industry.

CO2: Students will identify and analyze key e-commerce themes and how they influence online business strategies.

CO4: Students will develop and implement B2B marketing strategies tailored to different industries and business needs.

CO5: Students will create and manage digital marketing campaigns using various online tools and platforms, demonstrating a clear understanding of digital marketing principles.

CO6: Students will design engaging content and manage social media campaigns using tools like Canva, effectively promoting brands across platforms.

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.

CO3: Students will apply online retailing techniques to design and manage an effective e-commerce store, understanding product presentation and sales strategies.

PSO5 : Identify importance of delivering exceptional customer experiences.

CO6: Students will design engaging content and manage social media campaigns using tools like Canva, effectively promoting brands across platforms.

CO7: Students will use Google Analytics to track and measure marketing performance and integrate AI tools like ChatGPT to enhance customer engagement and marketing strategies.

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

CO4: Students will develop and implement B2B marketing strategies tailored to different industries and business needs.

CO5: Students will create and manage digital marketing campaigns using various online tools and platforms, demonstrating a clear understanding of digital marketing principles.

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

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

Academic Year 2024-2025

Third Year

Semester-VI

Retail Store Operations- IV

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

Paper Code : UBRM366

Paper :VI

Title of Paper: Retail Store Operation-IV

Credit :6

No.oflectures:90

A) Learning Objectives:

1. To equip students with an understanding of basic operating processes and their significance in running retail operations smoothly.
2. To understand the critical need for service orientation in the current business scenario.
3. To provide practical experience and exposure to students.
4. To describe the distribution centers in retail.
5. To help students understand various aspects of retail store operations.
6. To inculcate students' knowledge of customer handling in stores.

B) Learning Outcomes:

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

CO2: Describe the distribution centers in retail.

CO3: This course will help students understand various aspects of retail store operations.

CO4: Students will gain knowledge of customer handling in stores.

CO5: Explain store security and techniques of store security.

CO6: This course will familiarize students with retail operations performed in a retail organization.

CO7: Students will acquire knowledge of store audits.

TOPICS/CONTENTS:-

Units	Topics/Contents	No. of Lectures
Unit 1	<p>1. Distribution Centres in Retail</p> <p>1.1 Introduction, Objectives, Concept of Distribution Centre, Some important terminologies related to distribution centre, Activities of Distribution Centres, Target System, Retail Distribution Centre Operations, Duties of Distribution Centre Head, Security Tag Handling</p> <p>1.2 Opening and Closing of Store Introduction, Objectives, Opening and Closing a Store, Store Opening Process, Store Closing Process, Store Key Management, Checklist for Store Opening and Closing.</p>	(15)
Unit 2	<p>2. CUSTOMERS INSTORES</p> <p>2.1 Customer Experience in Retail Introduction, Objectives, Concept of Customer, Role of Customers and Customer Touch Points, Customer Buying Behavior, Entry Process for Customers in a Retail Store, Baggage Counter, Buying Method and Job Responsibility, Cash Management and Customer Checkout, Gift Vouchers, Return Policy and Procedure, Garments Alteration, Maintenance of Alteration Counters, Customer Complaints and Suggestions, Managing Free Gifts</p> <p>2.2 Employees in Retail Stores Introduction, Objectives, Employees and Shift Timings, Employee Entry and Attendance Recording System, Scheduling Breaks, Entry Recording System for Outsiders, Grooming Standards for Store Employees, Store Disciplinary Policy for Employees, Morning Briefing for Sales Employees</p>	(15)
Unit 3	<p>3. STORESECURITY</p> <p>3.1 Introduction Objectives, Security Process in Different Situations, Handling Legal Aspects, Handling Counterfeit Currencies, Handling Tag Beeps</p> <p>3.2 Pilferage and Shoplifting Introduction, Objectives, Pilferage Handling, Concept of Shoplifting Methods of Shoplifting, Anti-Shoplifting Techniques, Other Measures to Prevent Shoplifting, Points to be Considered While Displaying Merchandise</p>	(15)
Unit 4	<p>4. STOREAUDIT</p> <p>4.1 Introduction Objectives, Concept of Store Audit, Importance of Store Audit, Parameters for Store Audit,</p> <p>4.2 Storefront Appearance, In-Store Presentation, Customer Service, Storage, Housekeeping</p> <p>Practical (Based on the Above Units):</p> <ul style="list-style-type: none"> • Case Studies and Presentations 	(15)

Books Recommended

1. Swapana Pradhan - Retailing Management
2. Dravid Gilbert - Retail Marketing
3. George H. Lucas Jr., Robert P. Bush, Larry G. Gresham - 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	1	-	3	-	-	-	-
CO3	3	-	3	-	-	-	-
CO4	1	1	3	1	3	-	-
CO5	3	2	1	-	-	-	1
CO6	-	-	3	-	-	3	-
CO7	2	-	1	-	-	-	3

Weight: 1-Partiallyrelated 2 –Moderately Related 3–Stronglyrelated

Justification for the mapping

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

CO1: Students can describe the distribution centers in retail.

CO2: Students can understand various aspects of retail store operations.

CO3: Students will inculcate knowledge of customer handling in stores.

CO4: Students can understand store security and techniques of store security.

CO5: Students will gain knowledge of store audits.

PSO2: Marketing strategies and concepts specific to the retail industry.

CO1: Students will inculcate knowledge of customer handling in stores.

CO2: Students can understand store security and techniques of store security.

PSO3: Incorporate internship and industry partnership to provide students with hands-on experience and exposure to real retail environments.

CO1: Students will acquire practical experience and exposure.

CO2: Students can describe the distribution centers in retail.

CO3: Students can understand various aspects of retail store operations.

CO4: Students will inculcate knowledge of customer handling in stores.

CO5: Students can understand store security and techniques of store security.

CO6: Students can get acquainted with the knowledge of retail operations performed in a retail organization.

CO7: Students will gain knowledge of store audits.

PSO4: Describe the process of conceiving, producing, and selling fashion products for in-store and online retailing.

CO1: Students will inculcate knowledge of customer handling in stores.

PSO5: Identify the importance of delivering exceptional customer experiences.

CO1: Students will inculcate knowledge of customer handling in stores.

PSO6: Develop managerial abilities (marketing, HR, finance, inventory) necessary for managing the retail sector.

CO1: Students can get acquainted with the knowledge of retail operations performed in a retail organization.

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

CO1: Students can understand store security and techniques of store security.

CO2: Students will gain knowledge of store audits.