



**Anekant Education Society's**

**Tuljaram Chaturchand College,  
Baramati**

**(Autonomous)**

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

**CBCS Syllabus**

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

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

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

**(As Per NEP 2020)**

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

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



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

## **NOTICE**

**Date: 08/07/2023**

This is to inform to all the members of Board of Studies (B. Voc Retail Management) that the meeting as per NEP-2020 is scheduled on Monday, 10<sup>th</sup> July, 2023 at 10.00 am (Online Mode). The agenda of the meeting is as follows:

### **Agenda of the Meeting**

1. Confirmation of the minutes of the previous meeting.
2. To design structure for the First year UG according to the NEP 2020.
3. To design the syllabus according to NEP 2020 for the F.Y. B.Voc Retail Management SEM-I .
4. To adopt Learning Outcomes-based Approach to Curriculum Planning and development as per NEP-2020, LOCF (UGC), NCrF and NHEQF guidelines.
5. Any other matter with the permission of the chair.

**Chairman**  
**Board of Studies**

**Principal**



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

**Board of Studies Meeting Attendance**


**Date: 10<sup>th</sup> July, 2023**

The meeting was held on Monday, 10<sup>th</sup> July, 2023 at 10.00 am online mode to design and framework the syllabus as per NEP-2020 under the Board of Studies, F.Y. B.Voc SEM-I Retail Management. The following members were present for the meeting.

Sr. No.	Name of the BoS members	Present/Absent
1	Mr. M.S. Phule	Present
2	Ms. Amruta Bapat	Present
3	Mr. Sudhir Taware	Present
4	Ms. Archana Kadam	Present
4	Dr. Kishor Lipare	Present
5	Dr. Maruti Kumbhar	Present
6	Dr. Nandkumar Kadam	Present
7	Mr. Atul Salagare	Present
8	Mr. Akshay Shah	Absent

*Prof. Mahesh S. Phule*

**Prof. Mahesh S. Phule**  
Chairman, Board of Studies,  
B.Voc Retail Management




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

**Resolutions Passed in the Board of Studies Meeting**

**Date: 10<sup>th</sup> July, 2023**

The meeting was held on Monday 10<sup>th</sup> July 2023 at 10.00 am to design and frame the syllabus as per guidelines of NEP-2020 under the Board of Studies, Retail Management. The following resolutions were passed in the meeting with the majority.

1. In the first session we discussed the marking scheme for practical and internship.
2. After the discussion it was resolved that the syllabus and the framework should be accepted after making necessary modifications in the syllabus and adding some practical oriented decisions.
3. After the discussion it was also resolved that this syllabus need some corrections in organization behavior, Marketing Management, Indian Economy.
4. After the discussion it was resolved that credits should be considered for each semester as per NEP-2020.
5. Environmental Science & English subject syllabus will be considered from respective department.
6. Students from S.Y & T. Y give positive feedback for syllabus.



**Prof. Mahesh S. Phule  
Chairman**



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

## **MINUTES OF THE MEETING**

As per the Notice no. 92, Dated 03/07/2023, issued by the college, the meeting of Board of Studies in B.Voc Retail Management was successfully held on 10<sup>th</sup> July, 2023 at 10:00 am in the Department of Retail Management, T. C. College, Baramati. The meeting took place both online and offline, adhering to the guidelines and protocols set by the college. Under the guidance of Mr. Mahesh P. Phule, Chairman of the Board of Studies in Retail Management, the meeting commenced with a warm welcome to all the esteemed members, followed by a brief introduction of the meeting's objectives.

During the meeting, fruitful discussions were held on the items mentioned in the circulated agenda. We are pleased to inform you that the following resolutions were made during the BOS meeting.

1. To confirm the minutes of the BOS meeting held on 10<sup>th</sup> July, 2023. The minutes of the previous Board of Studies meeting were approved and confirmed.
2. To consider and approve the course structure of the First Year UG Sem-I and II according to the NEP 2020.

The BOS has discussed the course structure of the FYRM. as per the NEP 2020 credit structure guidelines. Taking into consideration the valuable suggestions provided by the BOS members, necessary modifications were made to the course structure. After careful consideration and thorough discussion, the final course structure has been determined, ensuring compliance with the NEP 2020.

**Considered and approved.**

2. **To design and approve the curriculum in accordance with the NEP 2020 for FYRM (Semester-I) from the academic year 2023-2024.**

The board carefully designed and deliberated upon the curriculum of FYRM Semester-I, aligning it with the guidelines of the National Education Policy (NEP) 2020, for implementation in the academic year 2023-2024. During the discussion, certain modifications were suggested by the board members. Mr A.S. Salagare suggest the removal of the

organizational change topic from the course RTM-101-MJM: Organizational Behaviour. Additionally, Mr. A.S. Salagare requested the exclusion of the chapter on 'Approaches to the study of marketing' from the 'RTM-102-MJM: Basics of Marketing. Furthermore, both Mr A.S Salagare and Dr. M. Kumbhar suggested Change in title Factors affecting on consumer decision making process from the syllabus of the course RTM-117-OE: Marketing Management Skills and recommended incorporating repurchase concept in it.

The board thoroughly discussed and finalized the syllabus for the following courses of FYRM Semester I.

Major mandatory subjects, namely RTM-101-MJM: Organizational Behaviour and RTM-102-MJM: Basics of Marketing; the open elective courses (OE), including RTM-116-OE: Business Communication Skills and RTM-117-OE: Marketing Management Skills; the vocational skill course (VSC), RTM-121-VSC: Indian Economy ; the skill enhancement course (SEC), ), RTM-126-SEC: Principles of Consumer Behaviour; the value education course (VEC),RTM-135-VEC Environmental Science; and the Indian Knowledge System (IKS), RTM-137-IKS: Evolution Of Retail.

Furthermore, it was decided to maintain uniformity in the number of units across all courses, with a total of three units for the 2-credit courses and five units for the 4-credit courses. Finally, it was agreed that the revised curriculum would be submitted to the academic council of the college for approval.

**Considered and approved.**

**5. To adopt Learning Outcomes-based Approach to Curriculum Planning and development as per NEP 2020, LOCF (UGC), NCrF and NHEQF guidelines from the academic year 2023-2024.**

The Board of Studies (BOS) engaged in a thorough discussion regarding the adoption of a Learning Outcomes-based Approach to Curriculum Planning and Development, in alignment with the guidelines set forth by NEP 2020, LOCF (UGC), NCrF, and NHEQF. It was acknowledged that this approach would enhance the quality and relevance of the curriculum, making it more responsive to the needs of students and the changing dynamics of the education field. After a detailed discussion, the Board of Studies unanimously resolved to adopt a Learning Outcomes-based Approach to Curriculum Planning and Development

**Considered and approved.**

**7. Any other matter with the consent of Chairperson.**

The following agenda item is taken as additional item in the BOS.

**i) To consider the feedbacks and suggestions provided by the alumni and students of UG and PG classes while designing the syllabus of FYRM.**

The Chairman initiated the discussion by highlighting the importance of incorporating feedback from both Alumni and current students in the syllabus design process. It was noted that their insights and suggestions would greatly contribute to creating a curriculum that aligns with the needs and expectations of the students. Therefore, the BOS members reviewed the feedback and suggestions given by the alumni and students and incorporated the relevant suggestions into the curriculum of FYRM.

**Considered and approved.**

The meeting of BOS concluded with the vote of thanks by Mrs. Archana Kadam.



**Chairman  
Board of Studies**

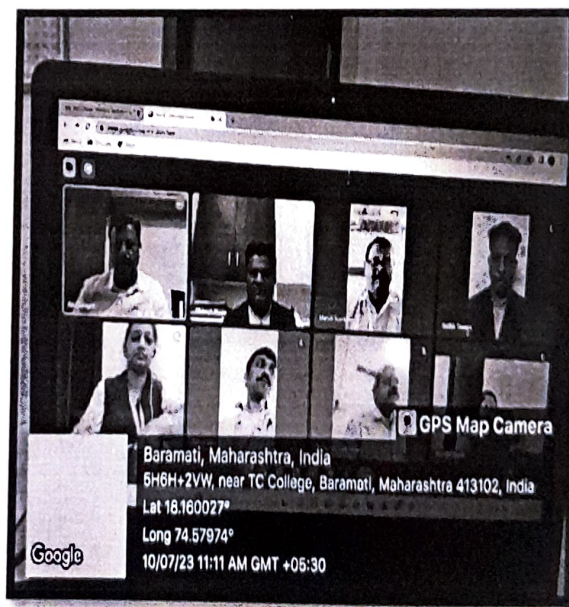
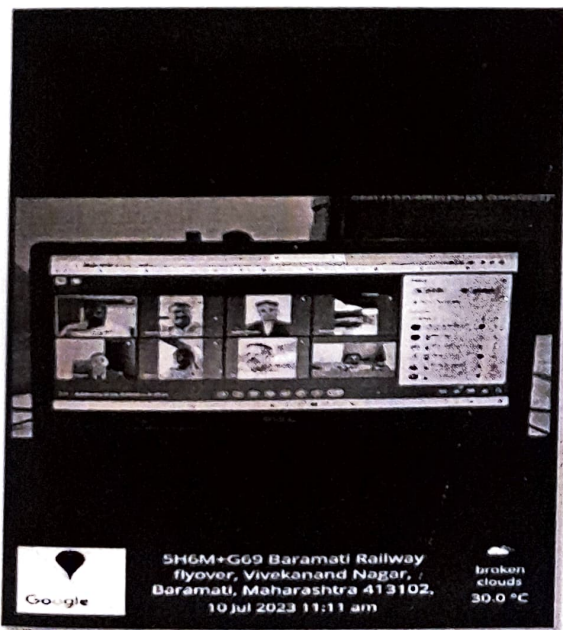
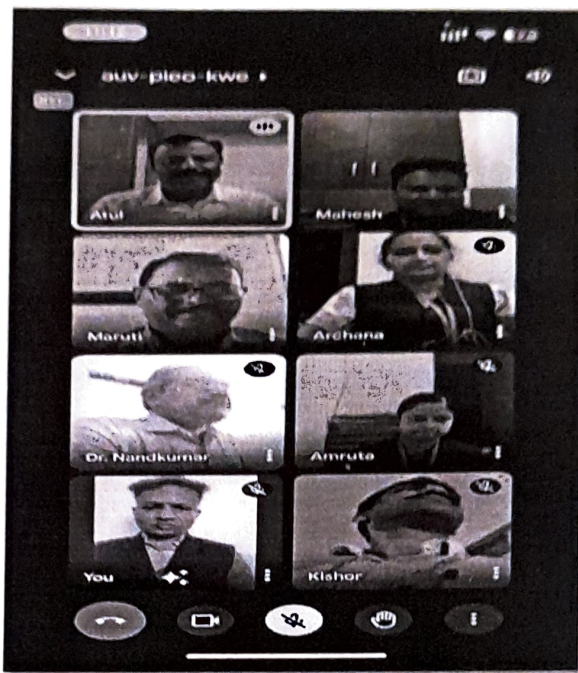
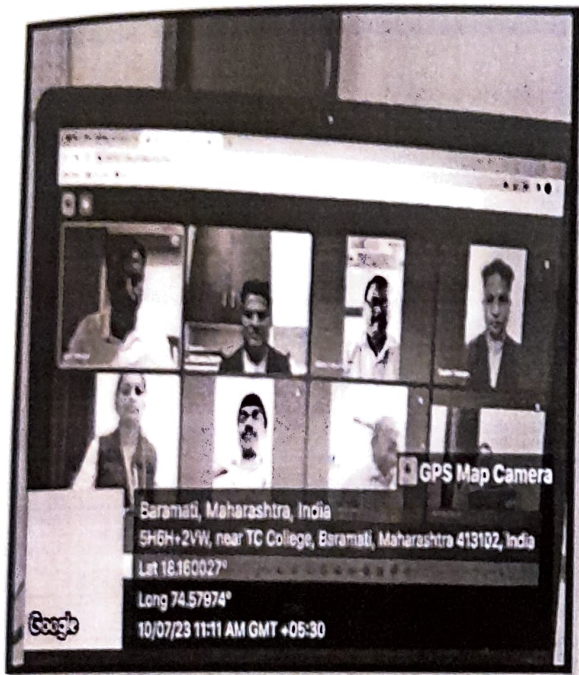


**Coordinator**  
Internal **Coordinator**  
Tuition & Guidance Cell  
Tulsiyam Chaturchand College of  
Arts, Science and Commerce,  
Baramati (Pune)-413102



**Principal**

# BoS Meeting Photos





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

### Preamble

AES's Tuljaram Chaturchand College has made the decision to change the syllabus of across various faculties from June, 2023 by incorporating the guidelines and provisions outlined in the National Education Policy (NEP), 2020. The NEP envisions making education more holistic and effective and to lay emphasis on the integration of general (academic) education, vocational education and experiential learning. The NEP introduces holistic and multidisciplinary education that would help to develop intellectual, scientific, social, physical, emotional, ethical and moral capacities of the students. The NEP 2020 envisages flexible curricular structures and learning based outcome approach for the development of the students. By establishing a nationally accepted and internationally comparable credit structure and courses framework, the NEP 2020 aims to promote educational excellence, facilitate seamless academic mobility, and enhance the global competitiveness of Indian students. It fosters a system where educational achievements can be recognized and valued not only within the country but also in the international arena, expanding opportunities and opening doors for students to pursue their aspirations on a global scale.

In response to the rapid advancements in B.Voc the evolving approaches in various domains of Retail Management related subjects, the Board of Studies in B.Voc at Tuljaram Chaturchand College, Baramati - Pune, has developed the curriculum for the first semester of F.Y.B.Voc (Retail Management), which goes beyond traditional academic boundaries. The syllabus is aligned with the NEP 2020 guidelines to ensure that students receive an education that prepares them for the challenges and opportunities of the 21st century. This syllabus has been designed under the framework of the Choice Based Credit System (CBCS), taking into consideration the guidelines set forth by the National Education Policy (NEP) 2020, LOCF (UGC), NCrF, NHEQF, Prof. R.D. Kulkarni's Report, Government of Maharashtra's General Resolution dated 20th April and 16th May 2023, and the Circular issued by SPPU, Pune on 31st May 2023.

A degree in Retail Management subject equips students with the knowledge and skills necessary for a diverse range of fulfilling career paths. Career in Retail Management is considered one of the most high-paying jobs and is full of opportunities; particularly when India's prowess in Retail Sector is recognized across the globe. These are the job roles in Retail Management like Retail Manager, Store Manager, Retail Buyer, Merchandiser Analyst, Supply Chain Distributer, Marketing Executive, Warehouse Manager, Brand

## Department of B.Voc Retail Management Semester-I

Manager, Customer Care Executives, Image Promoter, Merchandise Manager, Department Manager. Companies who hires Retail Management professionals- Retail Industries, Reliance Group, ITC Retail, Aditya Birla Group, Tata Groups, Lifestyle, International Spencers and more...

Overall, revising the B.Voc Retail Management syllabus in accordance with the NEP 2020 ensures that students receive an education that is relevant, comprehensive, and prepares them to navigate the dynamic and interconnected world of today. It equips them with the knowledge, skills, and competencies needed to contribute meaningfully to society and pursue their academic and professional goals in a rapidly changing global landscape.

## Programme Specific Outcomes

(PSOs)for

**B.Voc Retail Management**

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

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

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

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

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

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

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

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**Board of Studies (BOS) in B.Voc Retail Management**

**From 2022-23 to 2024-25**

<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>
1.	Mr. Mahesh Phule	Chairman
2.	Mr. Sudhir Taware	Member
3.	Mrs. Arpita Wagh	Member
4.	Mrs. Archana Kadam	Member
5.	Dr. Kishor Lipare	Member
6.	Dr. Maruti Kumbhar	Member
7.	Dr. Nandkumar Kadam	Member
8.	Mr. Atul Salagare	Member
9.	Mr. Akshay Shah	Member

**Credit Distribution Structure for F.Y. B. Voc (Retail Management)-2023-2024**

Level	SEM	Major		Minor	GE/OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr./ Sem.	Degree/ Cum. Cr.
		Mandatory	Electives							
4.5	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/ Cultural Activity/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/ Cultural Activity/Sports  Credit- 2	22	
	Cum Cr.	12	-	2	8	8	10	4	44	

**Course Structure for F.Y.B.VoC (Retail Management) (2023 Pattern)**

Sem.	Course Type	Course Code	Title of Course	Course Types	No. of Credits
I	Major Mandatory	RTM-101-MJM	Organizational Behavior	Theory	2
	Major Mandatory	RTM-102-MJM	Basics of Marketing	Theory	2
	Major Mandatory	RTM-103-MJM	Introduction to Retailing	Practical	2
	Open Elective (OE)	RTM-116-OE	Business Communication Skills	Theory	2
	Open Elective (OE)	RTM-117-OE	Marketing Management Skills	Practical	2
	Skill Enhancement Course (SEC) (Any one)	RTM-126-SEC(P)	Principles of Consumer Behaviour	Practical	2
	Vocational Skill Course (VSC)	RTM-121-VSC(T)	Indian Economy	Theory	2
	Ability Enhancement Course (AEC)	ENG-131-AEC	Functional English - I	Theory	2
	Value Education Course (VEC)	COS-135-VEC	Environmental Science	Theory	2
	Indian Knowledge System (IKS)	RTM-137-IKS	Evolution of Retail	Theory	2
Co-curricular Course (CC)	-----	To be selected from the Basket	-----	2	
<b>Total Credits I:</b>					<b>22</b>
II	Major Mandatory	RTM-151-MJM	Principles of Management	Theory	2
	Major Mandatory	RTM-152-MJM	Marketing Management	Theory	2
	Major Mandatory	RTM-153-MJM	Digital Marketing	Practical	2
	Minor (Any one)	RTM-161-MN	Retail Marketing	Theory	2
	Open Elective (OE)	RTM-166-OE	Leadership & Succession Planning	Theory	2
	Open Elective (OE)	RTM-167-OE	Advertising & Sales Promotion	Practical	2
	Vocational Skill Course (VSC)	RTM-171-VSC	Fundamental of Computer	Practical	2
	Skill Enhancement Course (SEC)	RTM-176-SEC	Managerial Economics	Theory	2
	Ability Enhancement Course (AEC)	ENG-181-AEC	Functional English - II	Theory	2
	Value Education Course (VEC)	COS-185-VEC	Digital and Technological Solutions	Theory	2
	Co-curricular Course (CC)	-----	To be selected from the Basket	-----	2
	<b>Total Credits II:</b>				
<b>Cumulative Credits Semester I and II:</b>					<b>44</b>