

F.Y. B. Voc.
Retail Management
Semester-I
[Pattern 2019]

[Academic Year 2019-2020]

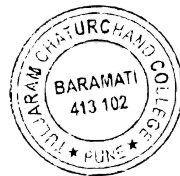
[w. e. f. June 2019]

**Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and
Commerce, Baramati**

Autonomous

Course Structure for F.Y.B.Voc Retail Management

Semester	Paper Code	Subject Name	No. of Credits
I	RM 1101	Business Communication Skills-I	4
	RM 1102	Principles of Management-I	4
	RM 1103	Managerial Economics	4
	RM 1104	Introduction to Retailing	6
	RM 1105	Retail Sales Management	6
	RM 1106	Principles of Consumer Behavior-I	6
II	RM 1201	Business Communication Skills-II	4
	RM 1202	Principles of Management-II	4
	RM 1203	Principles of Consumer Behavior-II	4
	RM 1204	Life Skills and Computer Concepts	6
	RM 1205	Retail Management-I	6
	RM 1206	Retail Sales Management-II	6



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** : 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** : Developmanagerial abilities [Marketing, HR,Finance, Inventory]necessary for Managing retail sector.
- PSO7** : Emphasize the importance of ethical & sustainable practices in retail industry.



SYLLABUS (CBCS) FOR F. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. from June, 2019)

Academic Year 2019-2020

First Year

Semester-I

Business Communication Skills- I

Class : F.Y. B.Voc (RM) SEM-I

Paper Code : RM1101

Paper : I Title of Paper: Business Communication Skills-I

Credit : 4 No. of lectures: 60 Hours

Course Objectives

1. To provide an overview of Prerequisites to Business Communication.
2. To put in use the basic mechanics of Grammar.
3. To provide an outline for effective Organizational Communication.
4. To underline the nuances of Business communication.
5. To impart the correct practices of the strategies of Effective Business writing.
6. Utilizing Technology for Communication
7. To develop Ethical Communication Practices

Course Outcomes:

CO1- Useful to make the students conversant and fluent in English

CO2-Create a positive image of self and organization in the customer's mind

CO3-Resolve customer concerns and improve customer relationship

CO4- Distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.

CO5- Draft effective business correspondence with brevity and clarity.

CO6- Familiarize students with various communication tools and platforms, including email etiquette, video conferencing, social media, and other digital communication methods used in business.

CO7-Emphasize the importance of ethical communication, including honesty, integrity, respect, and confidentiality in all business interactions.

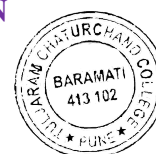
RM 1101/ BUSINESS COMMUNICATION SKILLS-I

(60 Hours)

TOPICS/ CONTENTS:-

UNIT 1: INTRODUCTION TO BUSINESS COMMUNICATION

(15)



- 1.1 Introduction, Meaning, Definition of Communication.
- 1.2 Features and Process of Communication.
- 1.3 Channels, Principles and Importance of Communication.
- 1.4 Barriers to Communication & Remedies.
- 1.5 Types of Communication & Merit and Limitations of each type.

UNIT 2: MODES OF COMMUNICATION (20)

2.1 Written Communication:

Business Letters: Meaning, Importance, Qualities and Essentials of Written Communication.

Physical Appearance and layout of business letters.

Types and Drafting of Business Letters: (Application for Job, Enquiry Letters, Sales Letters, and Complaint letters etc).

2.2 Oral Communication: (15)

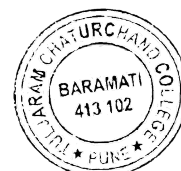
- Meaning, Nature and Scope of Oral communication.
 - Principles of Effective Oral Communication.
 - Techniques of effective speech effective presentation skills.
- Practical – Group Discussion, Recording Audio, Watch Video’s of Group Discussion

UNIT 3: NEW TECHNOLOGIES IN BUSINESS COMMUNICATION (10)

- 3.1 Internet: Email, Websites, ECS, Blogging.
- 3.2 Social Media.
- 3.3 E-mail writing, Study of websites contain

Reference Books:

1. AshaKaul (1999), “Business Communication”, Prentice Hall of India, New Delhi.
2. Chaturvedi P. D. &ChaturvediMukesh (2012), “Managerial Communication”, Pearson, Delhi.
3. Madhukar R. K. (2005), “Business Communication”, Vikas Publishing House Pvt. Ltd., New Delhi.
4. Mamoria C. B. &Gankar S. V. (2008), “Personnel Management”, Himalaya Publishing House, Mumbai.
5. NawalMallika (2012), “Business Communication”, Cengage Learning, Delhi.
6. Rajendra Pal &Korlahalli (2007), “Essentials of Business Communication”, Sultan Chand & Sons, New Delhi.
7. Sharma R. C. &Krishan Mohan, “Business Correspondence & Report Writing”, Tata McGraw Hill Publishing Co. Ltd.
8. Sinha K. K. (2003), “Business Communication”, Galgotia Publishing Company, New Delhi. 9. Sinha K. K. (2008), “Business Communication”, Galgotia Publishing Company, New Delhi. 10. VasishthNeeru& Rajput Namita (2006), “Business Communication”, KitabMahal, Allahabad.



Mapping of this course with Programme Outcomes

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

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

Justification for the mapping

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

CO6- Familiarize students with various communication tools and platforms, including email etiquette, video conferencing, social media, and other digital communication methods used in business.

CO7- Students learn the importance of ethical communication, including honesty, integrity, respect, and confidentiality in all business interactions.

PO2: Marketing strategies & concepts specific to the retail industry

CO7- Students learn the importance of ethical communication, including honesty, integrity, respect, and confidentiality in all business interactions.

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

CO1- Students get exposure to corporate language.

CO2-Create a positive image of self and organization in the customer's mind

CO3-Resolve customer concerns and improve customer relationship

CO4- Distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.

CO5-Students will draft effective business correspondence with brevity and clarity.

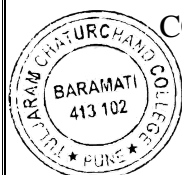
CO6- Students will Familiarize with various communication tools and platforms, including email etiquette, video conferencing, social media, and other digital communication methods used in business.

CO7- Students learn the importance of ethical communication, including honesty, integrity, respect, and confidentiality in all business interactions.

PO5: Identify the importance of delivering exceptional customer experiences

CO1- Students get exposure to corporate language.

CO2-Students will create a positive image of self and organization in the customer's mind



CO3-Students will be able to resolve customer concerns and improve customer relationship

CO4- Students will distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.

CO7- Students learn the importance of ethical communication, including honesty, integrity, respect, and confidentiality in all business interactions.

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

CO7-Emphasize the importance of ethical communication, including honesty, integrity, respect, and confidentiality in all business interactions.

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

CO1- Students get exposure to corporate language.

CO2-Students will create a positive image of self and organization in the customer's mind

CO3-Students will be able to resolve customer concerns and improve customer relationship

CO4- Students will distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.

CO6- Students will Familiarize with various communication tools and platforms, including email etiquette, video conferencing, social media, and other digital communication methods used in business.

CO7- Students learn the importance of ethical communication, including honesty, integrity, respect, and confidentiality in all business interactions.



SYLLABUS (CBCS) FOR F. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. from June, 2019)

Academic Year 2019-2020

First Year

Semester-I

Principles of Management-I

Class : F.Y. B.Voc (RM) SEM-I

Paper Code : RM1102

Paper : I

Title of Paper: Principles of Management - I

Credit : 4

No. of lectures: 60 Hours

A) Learning Objectives:

- 1) To know about basics principles of management
- 2) To understand the planning and decision-making process.
- 3) To recognize opportunities and challenges associated with strategy- making.
- 4) To identify how environments, strategy, structure, culture, tasks, people, and outputs, inform managerial decisions.
- 5) To understand and analyse how managers can formulate and implement strategies effectively.
- 6) To analysing and planning organizing leading and controlling.
- 7) To understand delegation of authority in management.

B) Course Outcomes:

CO1 - The main outcome of this course is to acquaint students of basics of Principles of Management in any organization.

CO2 -Understand the Basic management functions of Planning Organizing Leading and Controlling.

CO3 -Understand Management theories.

CO4 -Understand how Corporate Culture and Organizational design effect the management.

CO5 – Understand the challenges in Management.

CO6 - Formulate strategies for the efficient and effective management.

CO7 – Understand the concept of delegation of authority in management.

RM 1102/ PRINCIPLES OF MANAGEMENT – I

(60 Hours)

TOPICS/ CONTENTS:-

UNIT 1: BASICS OF MANAGEMENT

(15)

- 1.1 Meaning, Definition of Management: Is it Science, Art or profession?
- 1.2 Characteristics of Professional Management.
- 1.3 The need of Management Study. Process of Management, Level Of Management, Managerial Skills.
- 1.3 Challenges before management.



1.4 Brief Review of Management Thought with reference to FW Taylor & Henry Fayol, Gandhian thoughts, B.R. Ambedkar, Chanakya

UNIT 2: PLANNING AND DECISION MAKING (15)

2.1 **Planning**:-Meaning, Definition, Nature, Importance, Forms, Types Of Planning, Steps in Planning, Limitations Of Planning.

2.2 **Forecasting**-Meaning & Techniques. Decision Making- Meaning, Types Of Decisions & Steps In Decision Making.

2.3 Process of Decision making

UNIT 3: ORGANIZATION & STAFFING (15)

3.1 Meaning, Process & Principles.

3.2 Departmentalization, Organization Structure, Authority and Responsibility.

3.3 Delegation of authority, Difficulties in delegation of Authority.

3.4 Centralization verses Decentralization, Team Work.

3.5 **Staffing**-Meaning, Need & Importance of Staffing, Recruitment-Sources and Methods of Recruitment.

UNIT 4: DIRECTION & COMMUNICATION (15)

4.1 **Direction**- Meaning, Elements, Principles, Techniques & importance.

4.2 **Communication**-Meaning, Types, Process of Communication & importance of effective Communication.

4.3 Barriers to Communication.

Reference Books:

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

Mapping of this course with Programme Outcomes

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



CO6				2			
CO7							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 will get basic principles of management.

CO5- Students identify the challenges in retail management.

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

CO2- Students understand concepts of basic management function of planning.

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

CO3-Students will able to understand the management theories.

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

PO4- Studetns will understand the corporate culture and organizational design.

PO5: Identify the importance of delivering exceptional customer experiences.

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

CO1-Students will have understood the strategies for the efficiencies and effective management.

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

CO7- Understand the in detail concept of delegation of authority.



SYLLABUS (CBCS) FOR F. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. from June, 2019)

Academic Year 2019-2020

First Year

Semester-I

Managerial Economics

Class : F.Y. B. Voc (RM) SEM-I

Paper Code: RM1103

Title of Paper: Managerial Economics

Credit : 4

No. of lectures: 60

(A) Learning Objectives:

1. To the purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms.
2. To the emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.
3. To develop an understanding of the applications of managerial economics.
4. To interpret regression analysis and discuss why it's employed in decision-making.
5. To discuss optimization and utility including consumer behaviour.
6. To assess the relationships between short-run and long run costs.
7. To explain uniform pricing and how it relates to price discrimination and total revenue.

(B) Learning Outcomes:

CO1- Strong conceptual knowledge of fundamentals of economics.

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

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

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

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

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

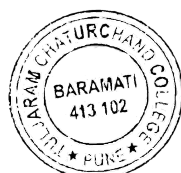
CO7- Recognize the ethical implications of managerial decisions and apply ethical principles and corporate social responsibility in decision-making.

RM 1103/ MANAGERIAL ECONOMICS

(60 Hours)

TOPICS/ CONTENTS:-

UNIT 1: INTRODUCTION



(10)

- 1.1 Meaning and Scope of managerial economics.
- 1.2 Nature and Role of managerial economics.
- 1.3 Basic concept of micro economics and macro economics.

UNIT 2: DEMAND ANALYSIS (15)

- 2.1 Meaning of demand, law of demand, demand curve.
- 2.2 Factors affecting demand, variation increase and decrease demand.
- 2.3 Elasticity of demand, individual and market demand.

UNIT 3: PRODUCTION AND COSTS (15)

- 3.1 Meaning of production, types of production.
- 3.2 Factors of production, production function.
- 3.3 Importance of production functions in managerial economics.
- 3.4 Importance of cost in managerial decision making, accounting cost, opportunity cost

UNIT 4: MARKET STRUCTURE (20)

- 4.1 Meaning of market structure, types of markets.
- 4.2 Needs for analysis market.
- 4.3 A) **Perfect competitions and monopolistic competition** – meaning, definition, assumption of perfect competition
 B) **Oligopoly and Monopolistic Competition Oligopoly** – definition and characteristics – Collusion and cartel – Non-Price competition – Price stickiness and kinked demand.
- 4.4 **Monopolistic competition**-definition and characteristics – Equilibrium-Price and output determination.

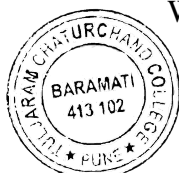
Reference Books:-

1. Managerial Economics, Dean Joel, Eastern Edition
2. Managerial Economics, Almanand, Excel Books, New Delhi
3. Managerial Economics, Hague, D., Longman, London
4. A study of Managerial Economics, Gopalakrishna, Himalaya Mumbai
5. Managerial Economics, Cauvery, R. Et al. , S. Chand, New Delhi.

Mapping of this course with Programme Outcomes

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

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



Justification for the mapping

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

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

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

PO2: Marketing strategies & concepts specific to the retail industry

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

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

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

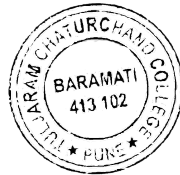
PO5: Identify the importance of delivering exceptional customer experiences

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

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

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

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



SYLLABUS (CBCS) FOR F. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. from June, 2019)

Academic Year 2019-2020

First Year

Semester-I

Introduction to Retailing

Class : F.Y. B.Voc (RM) SEM-I

Paper Code : RM1104

Paper : I

Title of Paper: Introduction to Retailing

Credit : 4

No. of lectures: 90 Hours

A) Course Objectives:

1. To know about basics of retail structure
2. To understand the retail organization in India.
3. To analyze the retail structure in India.
4. To understand retail strategy.
5. To know types of retail store.
6. To identify the relationship between consumer requirement and type of retail store.
7. To understand the career in retail industry.

B) Course Outcome:

- CO1.** Basis of retail industry.
CO2. Various retail organization.
CO3. Understand retail structure.
CO4. Retail planning & strategy.
CO5. Classification of retail store on various basis.
CO6. Relation between customer demand and retail strategy
CO7. Career opportunities in retail sector.

RM 1104/ INTRODUCTION TO RETAILING

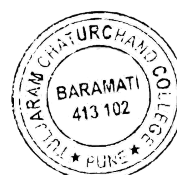
(90 Hours)

TOPICS/ CONTENTS:

UNIT 1: INTRODUCTION

(20)

- 1.1 Meaning and definition of retailing.
- 1.2 Functions of retailer, social and economic importance of retailing.
- 1.3 Wholesalers V/s retailers, global retail market.
- 1.4 Organization Structure in Retail



UNIT 2: RETAIL ORGANIZATIONS IN INDIA (15)

- 2.1 Classification on the basis on ownership, formation and classification (Sole Proprietorship, partnership, LLP, Joint Ventures, Companies)
- 2.2 Classification on the basis of Products (Departmental Stores, Speciality Store, Super Market, Hyper Markets, Convenience Store etc)
- 2.3 Classification on basis of Pricing Policies (Discount and warehouse stores)
- 2.4 Classification of basis of services offered and Organized Structures

- 2.5 Out of Stores Classifications (Websites, E-Retailing, TV Shopping, Door to Door Selling, Direct Retailing.

UNIT 3: PLANNING IN RETAILING (15)

- 3.1 Introduction, retail market strategy.
- 3.2 Retail planning process, target market.
- 3.3 Retail formats.
- 3.4 International retailing.

UNIT 4: CARRERS IN RETAIL (10)

- 4.1 Understanding requisite skill sets needed to work in retail organizations.
(Role of Sales Associate, Customer Service Representative, Team Leader, Inventory Analyst, Category Manager, Store Head, Departmental Head etc)

SKILLING/PRACTICAL COMPONENTS

UNIT 5: TIME MANAGEMENT SKILLS, NEGOTIATION SKILLS, RESUME WRITING, BASIC UNDERSTANDING OF MERCHANDISING,

SALES PoS (10)

UNIT 6: LAB WORK (20)

Reference Books:

1. Retailing Management – SwapnaPradhan;
2. Retail Marketing Management – SwapnaPradhan;
3. Retail Management – Gibson Vedamani;
4. Retail Management – Levy &Weitz;
5. Channel Management & Retail Management – MeenalDhotre

Mapping of this course outcomes with Programme outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	3	-	-	-	-
CO2	2	-	3	-	-	-	-
CO3	2	2	3	-	-	-	-
CO4	3	3	3	-	3	3	-
CO5	3	-	3	-	-	-	-
CO6	2	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 understand the basis of the retail industry.

CO2. Students will understand various retail organizations.

CO3. Students will understand retail structure.

CO4. Students will understand retail planning & strategy.

CO5. Students will understand the classification of retail stores on various basis.

CO6. Students will understand the relationship between customer demand and retail strategy

CO7. Students will understand career opportunities in the retail sector.

PSO2: Students will understand marketing strategies & concepts specific to the retail industry.

CO3. Students will understand the retail structure

CO4. Students will understand retail planning & strategy.

CO6. Students will understand the relationship between customer demand and retail strategy

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

CO1. Students will understand the basis of the retail industry.

CO2. Students will understand various retail organizations.

CO3. Students will understand retail structure.

CO4. Students will understand retail planning & strategy.

CO5. Students will understand the classification of retail stores on various basis.

CO6. Students will understand the relationship between customer demand and retail strategy

CO7. Students will understand career opportunities in the retail sector.

PSO4: Gain knowledge & skills to analyze financial statements.

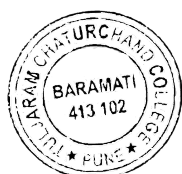
PSO5: Identify the importance of delivering exceptional customer experiences

CO6. Students will understand the relationship between customer demand and retail strategy

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

CO4. Develop managerial abilities necessary for managing & motivating teams in retail environment with retail planning & strategy.

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



SYLLABUS (CBCS) FOR F. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. from June, 2019)

Academic Year 2019-2020

First Year

Semester-I

Retail Sales Management-I

Class : F.Y. B.Voc (RM) SEM-I

Paper Code : RM1105

Paper : I

Title of Paper: Retail Sales Management-I

Credit : 6

No. of lectures: 90 Hours

A) Learning Objectives:

1. To know about retail sales management.
2. To understand the credit management & CRM.
3. To understand about various accounting methods of billing in stores.
4. To know the concept of customer service executive.
5. To understand how to create positive image between customers.
6. To optimizes internal processes such as inventory management, offline and online.
7. To improves customer experience and boosts customer satisfaction.

B) Course Outcomes:

Student will be able to:

- CO1.** Retail Sales concept, How to manage Retail Sales?
CO2. Exact size in India, Retail sector in India.
CO3. Concept of Customer Service Executive.
CO4. Do's and Don'ts in sales.
CO5. Basics of Digital Marketing and Sales.
CO6. Various accounting methods billing in stores.
CO7. Consumer Query Resolution Techniques and methods

RM 1105/ RETAIL SALES MANAGEMENT (90 Hours)

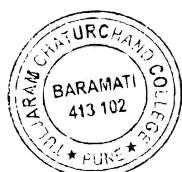
TOPICS/CONTENTS:

UNIT 1: INTRODUCTION (10)

- 1.1 Concept of Retail Sales.
- 1.2 Industry Size in India, Concept of Customer Service Executive.

UNIT 2: SALES (20)

- 2.1 Effective Sales: Sales Call, Demonstration, Customer Assistance.
- 2.2 Type of sales, Do & Don't of Sales, Concept of Good Service.
- 2.3 Consumer Psychocology, Expected Behavioral patterns, Cross Selling.
- 2.4 Basics of Digital Marketing and Sales



UNIT 3: BUSINESS AND PRODUCTIVITY TARGETS (10)

- 3.1 Maximizing Sales, Effective delivery.
- 3.2 Creating positive image, Promote continuous improvement.
- 3.3 Inventory- Concept, methods and management.

UNIT 4: CREDIT MANAGEMENT (10)

- 4.1 Processing Credit applications, Capability building for Credit management.
- 4.2 Accounting methods, Billing in stores.
- 4.3 Consumer Query Resolution Techniques and methods.

UNIT 5: CUSTOMER RELATIONSHIP MARKETING (10)

- 5.1 Introduction, meaning, relationship marketing.
- 5.2 Loyalty marketing of retailers.
- 5.3 Analyze and using customer data.

SKILLING/PRACTICAL COMPONENTS

UNIT 6: GROOMING (10)

- 6.1 Communication Skills, Presentations skills.
- 6.2 Customer Behavioral patterns.
- 6.3 Goal Setting, SWOT Analysis.

UNIT 7: ROLE PLAY/ CASE STUDY / FILED ASSIGNMENT/ OJT (10)

UNIT 8: INDUSTRIAL VISIT TO RETAIL INDUSTRY (10)

Reference Books:

1. Retail Marketing by David Gilbert-
2. Retailing – George H, Lucas Jr., Robert P. Bush, Larry G Greshan
3. The Art of Retailing by A. J. Lamba
4. Retail Management; A Strategic Approach by Barry Berman, Joel R Evans-
5. Retailing Management – SwapnaPradhan;
6. Retail Marketing Management – SwapnaPradhan;

Mapping of this course with Programme Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	-	1	2	1	-
CO2	1	1	-	-	-	1	1
CO3	1	-	-	1	3	1	-
CO4	3	2	1	1	-	-	-
CO5	2	3	1	2	1	3	-
CO6	3	-	1	-	-	3	1
CO7	1	1	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 learn how to manage Retail Sales in comprehensive understanding of the various aspects of retail operations.

CO2 : Students will learn about Exact size of retail India in comprehensive understanding of the various aspects of retail operations.

CO3 : Students will understand the concept of Customer Service Executive comprehensive understanding of the various aspects of retail operations.

CO4 : Students will get the knowledge about Do's and Don'ts in sales comprehensive understanding of the various aspects of retail operations.

CO5 : Students will understand Basics of Digital Marketing and Sales comprehensive understanding of the various aspects of retail operations.

CO6 : Students will learn the Various accounting methods billing in comprehensive understanding of the various aspects of retail operations.

CO7 : Students will get the knowledge about Consumer Query Resolution Techniques and methods comprehensive understanding of the various aspects of retail operations.

PSO2 : Marketing strategies & concepts specific to retail industry.

CO1 : Students will learn how to manage Retail Sales with the use of various marketing strategies & concepts specific to retail industry.

CO2 : Students will learn about Exact size of retail India with the use of 4 P's of marketing & concepts specific to retail industry.

CO4 : Students will get the knowledge about Do's and Don'ts in sales with the study of various marketing strategies & concepts specific to retail industry.

CO5 : Students will understand Basics of Digital Marketing and Sales in marketing of retail industry.

CO7 : Students will get the knowledge about Consumer Query Resolution Techniques and methods of marketing in retail industry.

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

CO4 : Students will get the knowledge about Do's and Don'ts in sales during internship in retail industry.

CO5 : Students will understand Basics of Digital Marketing and online Sale during internship in retail industry.

CO6 : Students will learn the Various accounting methods such as billing, transactions, in and out inventory etc. during internship in retail industry.

CO7 : Students will get the knowledge about Consumer Query Resolution Techniques and methods by handling customer face to face in retail sector.



- PSO4 : Describe the process of conceiving, producing & selling fashion products for instore & on-line retailing.**
- CO1** : Students will learn how to manage Retail Sales with the use of various selling strategies for fashion store in an instore & on-line retailing.
- CO3** : Students will understand the concept of Customer Service Executive in selling fashion products for instore & on-line retailing.
- CO4** : Students will get the knowledge about Do's and Don'ts in sales for to extend selling fashion products for instore & on-line retailing.
- CO5** : Students will understand how to make a statement for finance department under Digital Marketing and Sales.
- PSO5 : Identify importance of delivering exceptional customer experiences.**
- CO1** : Students will learn how to manage customer directly and to identify importance of customers' needs and wants.
- CO3** : Students will understand the concept of Customer Service Executive to identify importance of delivering exceptional customer experiences.
- CO5** : Students will understand the customer expectations on the basics of Digital Marketing and Sales
- CO7** : Students will get the knowledge about Consumer Query Resolution Techniques and methods to identify importance of delivering exceptional customer experiences.
- PSO6 : Develop managerial abilities necessary for managing & motivating team in retail environment.**
- CO1** : Students will learn how to manage Retail Sales in inventory and marketing managerial abilities to managing and motivating team in retail environment
- CO3** : Students will understand the concept of Customer Service Executive to Develop managerial abilities necessary for managing & motivating team in retail environment.
- CO5** : Students will understand Basics of Digital Marketing and Sales to Develop marketing managerial abilities necessary for managing & motivating team in retail environment.
- CO6** : Students will learn the Various accounting methods to Develop financial managerial abilities necessary for managing & motivating team in retail environment.
- PSO7 : Emphasize the importance of ethical & sustainable practices in retail industry.**
- CO2** : Students will learn about Exact size of retail India to emphasize the importance of ethical & sustainable practices in retail industry.
- CO6** : Students will learn the Various accounting methods to emphasize the importance of ethical & sustainable practices in retail industry.



SYLLABUS (CBCS) FOR F. Y. B. Voc. RETAIL MANAGEMENT (w. e. f. from June, 2019)

Academic Year 2019-2020

First Year

Semester-I

Principles of Consumer Behaviour-I

Paper Code : RM1106

Paper : I

Title of Paper: Principles of Consumer Behaviour -I

Credit : 6

No. of lectures: 90 Hours

A) Learning Objectives:

- 1) To know about basics of consumer behaviour.
- 2) To understand the perception and behaviour.
- 3) To understand the behaviour of the individual consumers in the market place.
- 4) To examine the many factors that influence consumer behaviour.
- 5) To recognize the various principles of psychology, sociology, and social psychology that are (if value in explaining consumer behaviour).
- 6) To examine how organizations make purchase decisions.
- 7) To understand how organizational market behaviour differs from consumer market behaviour.

B) Course Outcomes:

- CO1- Able to understand the basic concept and models of consumer behaviour.
- CO2 – Able to analysis the effects of psychological, socio-cultural and demographic factors on the consumer decision process with their results.
- CO3 – Able to understand importance of consumer behaviour for retail sector.
- CO4 – Understand the compare the relationship between consumer behaviour and other discipline.
- CO5- Understand the importance of group effect on consumer behaviour.
- CO6- Understand the consumer purchasing decision process.
- CO7- Understand the distinguish the digital age and its effects on consumer behviaour.

RM 1106/ PRINCIPLES OF CONSUMER BEHAVIOR –I

(90 Hours)

TOPICS/CONTENTS:

UNIT 1: AN INTRODUCTION TO CONSUMER BEHAVIOUR

(20)



- 1.1 Meaning and definition.
- 1.2 Consumer research, marketing mix, social responsible marketing.
- 1.3 Technology and consumer behaviour, customer value, satisfaction and retention.
- 1.4 Process of consumer behaviour, factors affecting on consumer behaviour

UNIT 2: CONSUMER PERCEPTION (20)

- 2.1 Concepts underlying Perception.
- 2.2 External and Internal Factors.
- 2.3 The Perceptual Process.
- 2.4 Consumer Image and Marketing Implications.
- 2.5 Perceived Risk.

UNIT 3: CONSUMER LEARNING (20)

- 3.1 Meaning and definition of consumer learning.
- 3.2 Elements of Learning Process.
- 3.3 Types of Learning Process.
- 3.4 Consumer Memory Habit.
- 3.5 Brand Loyalty, Customer Loyalty.

UNIT 4: PERSONALITY AND LIFESTYLE INFLUENCE. (10)

- 4.1 Meaning of lifestyle, AIO and values framework.
- 4.2 Changing lifestyle Trends of Indian consumers.
- 4.3 Personality (Meanings and Properties.)
- 4.4 A Business Today – Synovate study. Personality influence and consumer Behaviour. Certain Inter-Related Consumption and possession personality traits. Self Concept or Self Image.

UNIT 5: ATTITUDE AND BEHAVIOUR (10)

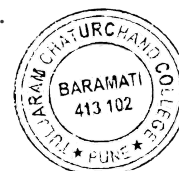
- 5.1 Attitude (Definition and characteristics)
- 5.2 Nature of Consumer Attitude
- 5.3 A Simple Model of the Relationship between Attitude and Behavior.
- 5.4 Attitude Measurement, Attitude Change.
- 5.5 Factors involved in Attitude Formation or Development.
- 5.6 Strategies for Attitude Reinforcement and Change.

UNIT 6: MOTIVATION. (10)

- 6.1 Difference between Motives, Motivating and Motivation.
- 6.2 Needs of Goals.
- 6.3 The Dynamic characteristics of Motivation.
- 6.4 Theory of Needs (Maslow).
- 6.5 Motivational Research.

Reference Books:

1. Consumer Behaviour, Schiffman, L.G. and KanukL.L., Prentice Hall, India.
2. Consumer Behaviour, Concepts and Applications, Loudon, D.L. and Bitta, A.J.D, Tata McGraw Hill.
3. Consumer Behaviourssr and Marketing Startegy, Peter, J.P. and Olson, J.C., ,Schiffman, L.G. and KanukL.L., Prentice Hall, India.



Mapping of this course with Programme Outcomes

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

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 will able to understand the basic concept of consumer behaviour.

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

CO3- Students understand importance of consumer behaviour in retail sector.

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

PO4 :Describe the process of conceiving, producing, and selling fashion products for Instore and on-line retailing.

CO4- Understand the relationship between consumer behaviour.

PO5: Identify the importance of delivering exceptional customer experiences.

CO4- Comparison between consumer behaviour and other discipline.

CO5- Student knows about the group effect on consumer behaviour.

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

CO7-Students will have understood the digital age and its effects on consumer behaviour.

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

CO2- Understand the effects of psychological, socio-cultural factors on consumer decision process.



**Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati**

Autonomous

**Short Term Certificate Courses
Department of B.Voc Retail Management**

Sr. No.	Certificate Course	No. of Credits	Course Fee (Rs.)	Course Coordinator
1	Marketing Management Skills	2	2000	Prof. Mahesh S. Phule tccphule@gmail.com
2	Business Development Skills	2	2000	Prof. Mahesh S. Phule tccphule@gmail.com
3	Advertising and Sales Promotion	2	2000	Prof. Mahesh S. Phule tccphule@gmail.com

Course Title: 1) Certificate Course in Marketing Management Skills

[A] Learning Objectives:

- Obtain, understand and apply information from the liberal arts, sciences, business and discipline-specific courses to organized issues and situations.
- Explain how ethical, legal, political, regulatory, social, global, environmental and technological issues influence business decisions.
- Identify the roles of advertising, sales promotion, public relations, personal selling, and direct marketing in the promotion mix; compare and contrast integrated marketing communications with a non-integrated approach to the promotional mix.
- Communicate effectively the alternatives considered, a recommended solution, and an implementation strategy in oral, written and electronic form.
- Demonstrate knowledge and skills to meet career needs.

[B] Learning Outcome:

CO1-This course is aimed at providing comprehensive knowledge of Marketing Management

CO2-Apply Holistic Marketing Dimensions for marketing Management.

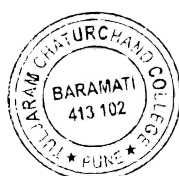
CO3-Formulate segmentation strategies for targeting and positioning brand.

CO4-Develop strategies for building strong brands.

CO5-Apply product lifecycle knowledge for retail business decision.

CO6-Develop product services, warranty, guarantee, pricing, labeling, packing etc. strategies in retail business.

CO7-Develop rural marketing strategies in response to the rural market expansion.



Syllabus

Sr. No.	Chapter	Topics	Lectures
1	Marketing Philosophies and Ethics	Differentiate between sales and market orientation, and discuss the concepts of ethical behavior and corporate social responsibility.	2 hrs
2	Competitive Advantage	Highlight types of competitive advantage and target market strategies. Review SWOT analysis and the marketing mix.	3 hrs
3	The Marketing Environment	Assess the external influences and effects of social factors on marketing. Investigate marketing's political and legal environment and the essentials of foreign competition.	3 hrs
4	International Marketplace	Identify ways to enter a foreign market, and discuss the importance of global marketing. Summarize the impact of culture and demographics on international external marketing.	2 hrs
5	Marketing Strategy	Learn to define "marketing." We will explore consumer needs and see how marketing plays a role in value creation through researching and satisfying of these customer needs and 4 P's of Marketing	3 Hrs
6	Consumer Decision Making	Explain why consumer behavior is important to marketers, and identify some influences on behavior. Outline the steps in the consumer decision-making process.	2 hrs
7	Branding	Effective branding strategy allows companies to distinguish themselves from their competitors in the market. In this module, we will learn how to build a strong brand, explore how brand equity affects profitability, and understand how strong brands can leverage their equity to create successful extensions.	2 hrs
8	Business Marketing and Marketing Research	Differentiate between consumer marketing and business marketing, review the purpose of marketing research and compare new buy, modified re-buy and straight re-buy.	2 hrs
9	Segmentation and Product Marketing	Evaluate different types of market segmentation and learn the steps to segment business markets. Depict strategies for product development and business growth.	2 hrs
10	Managing a Product and Retailing	Explore the different types of new products and outline methods for creating a marketing mix. Review the ways retail segments are used to reach target markets.	2 hrs



11	Services Marketing, Marketing Channels & Supply Chain Management	Differentiate between goods and services and scrutinize the functions of marketing channels and channel intermediaries.	3 hrs
12	Promotion, Advertising and Public Relations	Understand why companies use public relations, advertising's effects on consumers and the purpose of trade and consumer sales promotions.	3 hrs
13	Selling and Pricing Strategy	Explore different pricing strategies and the steps in the selling process. Examine the factors that help determine price.	3 hrs

Mode of Evaluation:

- i) Objective type question – 20 Marks
- ii) Project Report on Marketing Skill – 20 Marks
- iii) Presentation – 10 Marks



Course Title: 2) Certificate Course in Business Development Skills

[A] Learning Objectives:

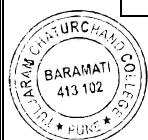
- Develop and implement a business plan
- Learn how processes/materials flow through a supply chain
- Develop market research and business development skills
- Known as an innovative player in your market
- Leading provider of customer service within your area
- Retain more existing customers
- Increase customer base
- Desired sales or profit levels
- Rates of growth
- Increased turnover

[B] Learning Outcome:

- Apply problem solving and decision making frameworks that propose defensible solutions to organizational opportunities, challenges, change and risk.
- Build effective internal and external relationships using influencing, communication and consultative skills.
- Use creative, critical and reflective thinking to address organizational opportunities and challenges.

Syllabus

Sr. No.	Chapter	Topics	Lectures
1	Introduction	Business strategy terminology, Basic assumptions for marketing, Creating buy-in by using an effective presentation	2 hrs
2	Identifying the business needs	Sources of information and information gathering, Business intelligence	2 hrs
3	Organizational Strategy	A program for change in the organizational structure and the work processes. The program will boost operational and management efficiency, increase cooperation between organizational units and includes the introduction of benchmarks and	2 hrs



		monitoring tools, which ensure that goals are achieved.	
4	Business Strategy	This process begins with the analysis of the company's position relative to the competition and the services it provides. The process includes characterization of the trends in the business environment with changes in consumer trends, the environment, the competition and technological developments.	2 hrs
5	SWOT Analysis of Business	Strength, weakness, opportunities, threads	2 hrs
6	Analyzing a business problem	Framing the problem, Gathering researched information, the correlations between the information gathered, the problem and the research process	2 hrs
7	Marketing Strategy	Learn to define "marketing." We will explore consumer needs and see how marketing plays a role in value creation through researching and satisfying of these customer needs.	2 Hrs
8	Process management	Customer management and factors within the organization, Team management, Personal management	2 hrs
9	Presenting the solution for implementation	Creating impact, Selling the solution, Structure and order for the presentation of the solution	2 hrs
10	Leadership	Vision, motivation and transparency	2 hrs
11	Business Marketing and Marketing Research	Differentiate between consumer marketing and business marketing, review the purpose of marketing research and compare new buy, modified re-buy and straight re-buy.	3 hrs
12	Product Marketing	Evaluate different types of market segmentation and learn the steps to segment business markets. Depict strategies for product development and business growth.	2 hrs



13	Services Marketing, Marketing Channels & Supply Chain Management	Differentiate between goods and services and scrutinize the functions of marketing channels and channel intermediaries.	3 hrs
14	Public Relations	Need of public relations,	2 hrs
15	Implementation and assimilation	Reactions to the process, Significance for the organization, operations and changes to the organizational culture, Completing the process	2 hrs

Mode of Evaluation:

- i) Objective type question – 20 Marks
- ii) Project Report on Business development – 20 Marks
- iii) Presentation – 10 Marks



Course Title: 3) Certificate Course in Advertising and Sales Promotion

[A] Learning Objectives:

- Understand the concept of advertising. Learn the meaning and definition of advertising
- Examine the origin and development of advertising
- To examine the various objectives of sales promotion
- Differentiate between advertising and sales promotion

[B] Learning Outcome:

CO1. Develop strategies for the advertising and sales promotion.

CO2. Demonstrate of Google Analytics.

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

CO4. Describe advertising and sales promotional appeals.

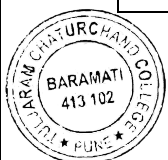
CO5. Explain appropriate selection of media.

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

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

Syllabus

Sr. No.	Chapter	Topics	Lectures
1	Advertising	Introduction, advertising planning and organization framework, advertising agency interface, Strategic advertising decision, media planning	06 hrs
2	Creativity in Advertising	Copy decision, creativity in advertising, copy testing	04 hrs
3	The Marketing Environment	Assess the external influences and effects of social factors on marketing. Investigate marketing's political and legal environment and the essentials of foreign competition.	06 hrs
4	Media	Media decision, internet as an advertising medium	04 hrs
5	Measuring Advertising	Measuring advertising effectiveness, advertising in international market place, advertising and principles of integrated marketing communication and image building	06 Hrs



6	Sales	Sales promotion, strategies and practices, brand equity, linking advertising and sales promotion.	06 hrs
---	-------	---	--------

Mode of Evaluation:

- i) Objective type question – 20 Marks
- ii) Project Report on Advertising and Sales Promotion – 20 Marks
- iii) Presentation --10 Marks

