

Scheme of Instruction For B.Voc. (Retail Management and Information Technology)

					Skill Component			General Education Component			
NSQF/NV EQF Level	Certifica tion	Year	Semesters	Paper No.	Title	Theory Hours	Total Credits	Paper No.	Title	Theory Hours	Total Credits
LEVEL V	Diploma	Year 1	Sem 1	1.3	Communication Skills	64	4	1.1	Marketing Management	64	4
				1.4R	Introduction to Retailing	64	4	1.2	Principles of Management	64	4
				1.5R	Retail Operations and Regulations	64	4	1.6	Dissertation	64	4
							12			12	
			Sem 2	2.1	Information Technology for Business	64	4	2.2	E – Commerce and General Informatics	64	4
				2.3	Basic Business Communication Skills	64	4	2.4	Retail Institutional Framework	64	4
				2.6	Personality & Soft Skill Development	64	4	2.5	Environmental Studies	64	4
				12			12				
LEVEL VI	Advanced Diploma	Year 2	Sem 3	3.1	Financial Accounting	64	4	3.4	Retail Planning	64	4
				3.2	Basics of MIS	64	4	3.5	Retail Distribution Management	64	4
				3.3	Retail Marketing	64	4	3.6	Industry Training & Report	64	4
							12			12	
			Sem 4	4.1	Information Technology for Office	64	4	4.2	Retail Stores & Operations Management	64	4
				4.3	Retail Shoppers Behavior	64	4	4.4	Mall Management	64	4
				4.5	Service Marketing	64	4	4.6	Fundamentals of Visual Merchandising	64	4
				12			12				
LEVEL VII	B.Voc Degree	Year 3	Sem 5	5.2	Conference and Event Management	64	4	5.1	Store Keeping and Warehousing	64	4
				5.4	Retail Sales Technique & Promotions	64	4	5.3	Merchandise Management	64	4
				5.6	Retail Sales & Promotions Technique Report	64	4	5.5	Retail Environment	64	4
							12			12	
			Sem 6	6.4R	International Retailing	64	4	6.1R	Computerised Accounting	64	4
				6.5R	E - Commerce	64	4	6.2R	Retail Targets & Locations	64	4
				6.6R	Store Layout and Design	64	4	6.3R	Retail Advertising & Sales Promotion	64	4
	Total			12		Total		12			