

Programme Name: B.Voc Degree Programme in Retail Management and Information**Technology for Academic year 2020-21**

(Corresponding NSQF level 5, 6 and 7)

PROGRAMME STRUCTURE

Sem	Code	Subject	General/Skill	Credit	Marks
One	1.1	Marketing Management	General	4	ESA 60 ISA 40
	1.2	Principles of Management	General	4	ESA 60 ISA- 40
	1.3	Communication Skills	Skill	4	ESA 60 ISA-40
	1.4 R	Introduction to Retailing	Skill	4	ESA - 60 ISA - 40
	1.5R	Retail operations and regulations	Skill	4	ESA - 60 ISA - 40
	1.6	Project Work	Skill		ESA - 60 ISA - 40

**B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY
ISEMESTER**

COURSE CODE: (B-VOC GENERAL 1.1)

MARKETING MANAGEMENT

No. of Lecture Hrs/Weeks: 04

Total No. of Lecture Hrs:64

Exam hours: 03

IA Marks :40

Exam Marks: 60

Coarse objective: To understand the concept of marketing management. To learn about marketing process. To understand the marketing environment.

Course Specific Outcomes (CSO): The Course will provide the participants with the basic concepts of marketing. Students will demonstrate effective understanding of relevant functional area of marketing and its applications. Students will demonstrate analytical skills in marketing management.

PEDAGOGY:

Lecturing in combination with case analysis. group discussion and seminars.

Module 01: Introduction to Marketing: (16 Hours)

Meaning, Definitions, Importance, Scope, Marketing Process, Types of Market, Evolution of Marketing, Core Concepts of Marketing, Marketing Concepts, Emerging Trends in Marketing.

Module 02: Analyzing Marketing Environment and Opportunities: (14 Hours)

Environmental Factors, Indian Market and Its Environment, Segmenting. Targeting, and Positioning,
Bases for segmenting Consumer Market. Targeting strategies.

Module 03: Market offering and Strategies: (12 Hours)

Product meaning, characteristics, Product Mix, Product life cycle, Brand, Brand strategies, Pricing; meaning and types. Factors Influencing Pricing, and Pricing Strategies.

Module 04: Marketing Channels and Advertising: (12 Hours)

Meaning, Functions of Marketing Channels. Levels of Distribution Channels, Channel Management Decision, Advertising; Meaning and Definitions, Nature and Types of Advertising, Direct Marketing.

Module 05: Skill Development: (10 Hours)

Process of New Product Development, Preparing of Advertisement Copy, Preparing a chart of Distribution network of Different Products. (Activity Based).

References:

- Philip Kotler (2002) "Marketing Management". (11th Edition), Pearson Education.

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY

ISEMESTER

COURSE CODE: (B-VOC GENERAL 1.2)

PRINCIPLES OF MANAGEMENT

No. of Lecture Hrs/Weeks: 04

Exam hours: 03

Total No. of Lecture Hrs: 64

IA Marks :40

Exam Marks: 60

COURSE OBJECTIVES:

To enable the students to study the evolution of Management, to study the functions and principles of management and to learn the application of the principles in an organization. And to the students to develop cognizance of the importance of management principles.

COURSE SPECIFIC OUTCOME (CSO)

Principles and practices of management is an introductory course on management process from manager's perspective. The course seeks to help the students acquire the requisite knowledge, and abilities needed to the successfully manage the organisation.

PEDAGOGY: Lecturing in combination with case analysis, group discussion and seminars.

Module 1: INTRODUCTION TO MANAGEMENT

(14 Hours)

Introduction of Management Scope, importance and principles of management Science or Art - Manager Vs. Entrepreneur-types of managers - managerial roles and skills - Evolution and growth of management thought, Management and decision making, Management by objectives, Management by exception, Levels of management, Functional areas of management. Current trends and issues in Management.

Module 2: PLANNING

(12 Hours)

Planning general, Nature and importance of planning -planning process -Classification and methods of planning. Making planning effective, planning skills, strategic planning in the Indian industry, meaning of a Decision, types of decision, and models of decision making behaviour.

Module 3: ORGANISING AND DIRECTING

(16 Hours)

Meaning. importance principles and process of Organisation. Organisation theory, Authority, Responsibility and power, Delegation of Authority. Sources of authority, limitations of authority, organisation structure, Organisation Development, Span of management, Direction in management organisation. Foundations of individual and group behaviour- motivation- motivation theories- motivational techniques -job satisfaction -job enrichment- leadership- types and theories of leadership- communication -process of communication - barrier inCommunication- effective communication - communication and IT.

Module 4: CONTROLLING**(12 Hours)**

Controlling, Control aids or tools and technique of control. - budgetary and non-budgetary control techniques - use of computers and IT in Management control -Productivity problems and management-control and performance direct and preventive control-reporting.

Module5: SKILL DEVELOPMENT**(10 Hours)**

Case studies and skill development activities- Management activities, Group discussion - presentation- Quiz etc.

REFERENCES.

Management, text cases- V SP Rao, V Hari Krishna.

Management-SCHERMERHORN- Eighth edition- Wiley-India edition.

Principles of management - Fourth edition- PC Tripathi, P N Reddy - Mc Graw Hill.

Principles and practice of management- L M Prasad

Management concepts and practices... Dr. Manmohan Prasad- Himalaya publishing house.

principles of management- T. Ramasamy- Himalya publishing house.

Management-a Global perspective- HEINZ WEIHRICH.

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COURSE CODE: (B-VOC SKILL 1.3)

COMMUNICATION SKILLS

No. of Lecture Hrs/Weeks: 04

Exam hours: 03

Total No. of Lecture Hrs: 64

IA Marks :40

Exam Marks: 60

Course Objective: The focus intent to groom the students through the need and essentials of English communication skills with theoretical and practical experience sharing in attune with exporate expectations.

Coarse Specific Outcomes (CSO)

On completion of this course, the students will be able to: to be familiar with complete course outline/course objectives /learnings outcomes/Evaluation pattern & assignments. To distinguish among various levels of organizational communication barriers communication barriers while developing and understanding of communication as a process in an organization. To draft effective business correspondence with brevity and clarity.

PEDAGOGY:

Lecturing in combination with case analysis. group discussion and seminars.

Module-1: Introduction to Communication

(14 Hours)

Age of Globalization and the Need for Communicating in English. An Introduction Definition, Nature and Scope of Communication

Module-2: Basics of Communication

(16 Hours)

Importance and Purpose of Communication, Processof Communication, Types of communication- Verbal and Non-Verbal Communication. Purpose of Listening.

Module-3: Techniques of communication

(12 Hours)

Effective Communication, Essentials of Effective Communication, Communication techniques, Barriers to Communication

Module-4 Forms of communication**(12Hours)**

Need of Communication in Organization, Internal Operational Communication, External operational Communication. Horizontal (Lateral) Communication, Vertical (Downward) communication, Vertical (Upward) Communication, Preparing Agenda and Minutes for meetings, Writing Notices and Memos, Drafting an E-mail, Press Release, Correspondence with Govt/Authorities, Office Orders, Enquiries and Replies)

Module-5 Skill Development**(10Hours)**

Communication as skill for career building, preparing for career, Preparing a CV/Resume and Effective Profiling, Presentation skills & mock Interview and Role plays.

References Books:

1. Business Communications-Meenakshi Raman Prakash Singh-Oxford University Press
2. Communication- CS. Rayudu, Himalaya Publishing house
3. Business Compunctions-Homai Pradhan, N. S. Pradhan, Himalaya Publishing house
4. Communication skills-Dr. Nageshwar Rao, Dr Rajesndar P. Das, Himalaya Publishing house
5. Elements of Business Communications-P.R. Chandha, Sangeeta Magan
6. Business Communications, Varinder Kumar, Kalyani Publishers

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY

I SEMESTER

COURSE CODE: (B-VOC SKILL 1.4)

INTRODUCTION TO RETAIL MANAGEMENT

No. of Lecture Hrs/Weeks: 04

Exam hours: 03

Total No. of Lecture Hrs: 64

IA Marks : 40

Exam Marks: 60

Module 1

Retailing: Meaning, Nature, Classification, Growing Importance of Retailing, Factors Influencing Retailing.

Module 2

Retail Functions - Functions of Retailing. Retail as a career

Module 3

Retail strategy: Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, The changing Structure of retail, Classification of Retail Units

Module 4

Retail Formats: Corporate chains, Retailer Corporate and Voluntary system, Departmental Stores, Discount Stores, Super Markets, and Warehouse Clubs.

Module 5

Retail Models: Variety of Merchandising Mix, Retail Models and Theory of Retail Development, Business Models in Retail, Concept of Life Cycle Retail.

Books Recommended

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

B.VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY

ISEMESTER

COURSE CODE: (B-VOC SKILL 1.5)

RETAILING OPERATIONS AND REGULATIONS

No. of lecture Hrs/Weeks: 04

Exam hours: 03

Total No. of Lecture Hrs:64

IA Marks :40

Exam Marks: 60

Module 1

Introduction to Retailing: Importance of retailing in economy; Meaning and nature of retailing; Career options in retailing; Retailing in India: Growth. present size and nature; Technology induction in retailing UPC, POS ruminal. RFIO, etc. Future of retailing.

Module 2

Types of Retailing: Stores classified by owners; Stores classified by merchandising categories; Wheel of retailing; Traditional retail formats modern retail formats in India; Store and non-store based formats; Cash and carry business Meaning, nature and scope;

Module 3

Retailing models - Franchiser franchisee, directly owned; Co-operation and Continue with other retailers; Vertical marketing systems.

Module 4

Retailing Regulations and Laws: Regulation of retail institutions in India:Shop and Establishment Act. Labour Laws Factories Act, Workmen Compensation Act;

Module 5

Management of Retailing Operations: Retailing management and "the total performance model; functions of retail management; Strategic retail management process an overview; Retail planning Retail planning importance and process; developing retailing strategies, objectives and action plans.

Beaks Recommended

1. Newman. Andrew J. and Peter Cullen, Retailing Environment and Operations, Thomson Leaning. India. 2007.
2. Larson Carl M., Robert E. Wegand and John S. Wright, Basic Retailing.practice Hall. New Jersey, 1982.
3. Davidson. William R., Alton F. Doody and Daniel J. Sweeney, Retailing Management, TheRonald Press Company, New York, 4th edition, 1975.

B.VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY

I SEMESTER

COURSE CODE: (B-VOC SKILL 1.6)

PROJECT WORK

Time Period: 4 Weeks

IA Marks: 40

Project Report Marks: 60

Course Objective:

- To have practical exposure in Retail organization.
- To understand the process of work and issues involved

Course Specific Outcomes (CSO):

- 1) Able to understand the different job profiles of Retail organization
- 2) Gaining the retail management Skills

Guide Lines:

- The student needs to select Retail organization which are approved by the Department
- He/she should work on particular project related to Retail organization and submit as a Report not less than 40 pages, A4 size (Font – Times New Roman and Font size should be 12 and spacing should be 1.5).
- The Project report should be submitted to the department. The department needs to be conducted Viva to evaluate the practical knowledge of the students.

B.VOC IN RETAIL MANAGEMENT AND INFORMATION TECHNOLOGY
II SEMESTER
COURSE CODE (B.VOC SKILL 2.1)
INFORMATION TECHNOLOGY FOR BUSINESS

No. of Lecture Hrs/Week:04
Total No. of Lecture Hours :64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course Objective:

The Information Technology (IT) program will educate students to analyze, design, integrate, and manage information systems using information technology.

Course Specific Outcomes:

1. Students will understand the impact of Information technology in the retail business
2. Function effectively as a team member or a leader to accomplish a common goal in a multidisciplinary team.
3. Engage in independent and life-long learning for continued professional development.

Module 1 (12 Hours)

Introduction to Information Technology: Information and Communication Technology (ICT) Information systems E-World- Computer Architecture: Input Hardware- Processing & Memory Hardware Storage Hardware Output Hardware Communication Hardware-

Module 2 (12 Hours)

Operating Systems: Concept of operating system WINDOWS, UNIX & LINUX - versions; Windows XP: Managing files & folders Windows Explorer - Understanding your computer customization configuring screen, mouse, Printer - System Tools- Customizing windows – Protecting computer

Module 3 (12 Hours)

Communications: Protocols in Computer communications- Wired & Wireless communication Future of communications - Satellite-Based systems - Beyond 3G to 4G-

Module 4 (12 Hours)

Network: Networks-Benefits of networks-types of networks: WANs. MANs, LANs, WLANs Types of LANs Intranet, Extranet- Virtual Networks Sharing data and hardware in a LAN environment-workgroup computing & groupware Telecommuting & Virtual offices Network Security Firewalls

Module 5 (12 Hours)

HTML & Webpage: Introduction to HTML- Essentials Static & Dynamic Web pages Structure of a Web Page-Designing web pages - HTML Tags Text Formats-working with text presenting and arranging text Paragraphs- Tables in HTML- working with Links, lists, Images, Audio & Video Forms & Frames- Website Management.

1. Designing a web page for your department
2. Designing a web page for a Retail marketing firm.
3. File Management in Windows (Operations with files & folders)

Books Recommended

1. Information Technology for Business, Antony Thomas, Pratibha Publications
2. Using Information Technology (6th Edition): Williams & Sawyer Tata McGraw Hill Company
3. Operating System Concepts (Windows XP update): AviSilberschatz, Peter Galvin & GregGagne Willey

B.VOC IN RETAIL MANAGEMENT AND INFORMATION TECHNOLOGY
II SEMESTER
COURSE CODE (B.VOC SKILL 2.2)
E-COMMERCE AND GENERAL INFORMATICS

No. of Lecture Hrs/Week:04
Total No. of Lecture Hours :64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course Objective

The objective of this course is to make the students familiar with the mechanism of conducting business transactions through electronic media

Course Specific Outcomes

1. Appreciate ethical implications of professional practice
2. Identify and apply relevant problem solving methodologies
3. Understand the basic concepts and technologies used in the field of management information systems
4. Have the knowledge of the different types of management information systems
5. Understand the processes of developing and implementing information systems
6. Be aware of the ethical, social, and security issues of information systems;

Module 1 (16 Hours)

Overview of Electronic Commerce- Introduction to E-commerce Concepts, features and functions
Operation of e-commerce Infrastructure for Ecommerce Application of E-Commerce in Direct Marketing and Selling, Value Chain Integration, Supply Chain Management, Corporate Purchasing, Financial and Information Services

Module 2 (12 Hours)

E-Commerce Models and Strategies -Types of E-commerce: B2B, B2C, C2C C2B- Business Models for E-Commerce- Brokerage Model, Aggregator Model, Info-mediary model, Community Model, Value chain model, Manufacturer model, Advertising Model, Subscription model.

Module 3 (12 Hours)

E-Commerce Strategies: Electronic Data Interchange Mobile Commerce and Web Commerce - Introduction to ERP-Components.

Module 4 (12 Hours)

Electronic Payment Systems -Overview of Electronic Payment Systems, Cybercash (Customer to Merchant Payments, Peer to Peer Payments, Security).Smart Card (Card Types, Closed or Open Security, Privacy, Card Costs, Non Card Costs), Electronic Banking, Electronic Fund Transfers.

Module 5 (12 Hours)

E-Commerce Security-Introduction to Security Passwords Viruses Firewalls - Encryption (PGP, SHTTP, SSL) - digital signature digital certificate - other security measures

Books Recommended

1. E-commerce and General Informatics, Antony Thomas, Pratibha Publications
2. E-Commerce: An Indian Perspective, P.T.Joseph, S.J., PHI.
3. Web Commerce Technology handbook: Daniel Minoli and Emma Minoli, TMH
4. Business on the net: An Introduction to the whats and hows of e-commerce: Agarwala and Lal, Macmillan India Ltd.
5. E-Commerce, the Cutting Edge of Business: Kamallesh K Bajaj and Debjani Nag, T

B.VOC IN RETAIL MANAGEMENT AND INFORMATION TECHNOLOGY
II SEMESTER
COURSE CODE (B.VOC SKILL 2.3)
BASIC BUSINESS COMMUNICATION SKILLS

No. of Lecture Hrs/Week:04
Total No. of Lecture Hours :64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course objective

This chapter helps the students understand the prerequisites and effectiveness of communication with Grammar's basic and modern business mechanics.

Course Specific outcomes

1. The knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program
2. Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
3. Identify ethical, legal, cultural, and global issues affecting business communication.
4. Utilize analytical and problem solving skills appropriate to business communication.
5. Participate in team activities that lead to the development of collaborative work skills.
6. Select appropriate organizational formats and channels used in developing and presenting business messages

Module 1 **(16 Hours)**

Communication- Communication-Defining communication, Process of communication, Communication Model, Objectives of communication, Principles of communication, Importance of Business communication, Importance of Feedback.

Module 2 **(12 Hours)**

Non-verbal communication- Body language-Kinesics, Proxemics-Para language-Channels- Barriers-Principles of effective communication. Barriers to Effective Communication and ways to overcome them, Listening: Importance of Listening, Types of Listening , Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills

Module 3 **(12 Hours)**

Job application letters- Resume-CV-Reference and recommendation letters- Employment letters - Writing the opening paragraph, Writing the closing paragraph, summarizing. Online application-Soft skill

Module 4 **(12 Hours)**

Business letters-Parts and layout of business letters-Business inquiry letters offers and quotations- Orders and execution-grievances and redressals—sales letters-Follow-up letters-Circular letters- Status enquiry-Collection letters-Preparation of partnership deed-power of attorney.

Module 5 **(12 Hours)**

Impact of IT on communication- Role of computers-Internet-E-mail-Telephone voice mail-SMS- Video conferencing- Teleconferencing.

Books Recommended

1. Antony Thomas, Business Communication and MIS, Pratibha Publications
2. Bhatia R.C, Business Communication.
3. Salini Agarwal Essential communication skill.
4. Reddy P.N, and Apopannia, Essentials of Business Communication.
5. Sharma R.C, KRISHNA Mohan, Business Communication and Report writing.
6. Leod, M.C., Management Information System.

B.VOC IN RETAIL MANAGEMENT AND INFORMATION TECHNOLOGY
II SEMESTER
COURSE CODE (B.VOC SKILL 2.4)
RETAIL INSTITUTIONAL FRAMEWORK

No. of Lecture Hrs/Week:04
Total No. of Lecture Hours :64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course objective

This chapter helps the students to know the retail institutional framework, which is essential for the marketing of various business sectors.

Course Specific Outcomes

1. Students will be able to know the importance of retail institution.
2. Understand the role of store-based strategy mix and electronic retailing in the present business situation.
3. Students will be able to know the factors determining the success for Electronic retailing.

Module 1 (12 Hours)

Retail Institution: Meaning, Characteristics by Ownership: Independent, Chain, Franchising, Leased, Department, Vertical Marketing System, Consumer-Cooperatives,

Module 2 (12 Hours)

Store-Based Strategy-Mix Retail-I: Considerations in Planning. A Retail Strategy-Mix; Wheel of Retailing Theory, Scrambled-Merchandising, Strategies of Evolving Retail- institutions (Mergers, Diversification, Downsizing).

Module 3 (16 Hours)

Store Based Strategy-Mix Retail-II: Cost Containment Approach, Food-Oriented Retailers and Their formats; Convenience Store, Conventional Supermarkets, Food Based Superstores, Combination Store, Box / Limited Line Store, Warehouse Store, General Merchandise-Retailers, Specialty Store, Traditional Departmental Store, Full Time Discount Store, Variety Store, Off-Price- Chain, Factory-Outlet, Membership-Club, Flea-Market.

Module 4 (12 Hours)

Other Non-Traditional Retailing: Single-Channel and Multi - Channel-Retailing, Direct Marketing: Domain Key to Success, Emerging Trends; Steps in Direct Marketing Strategy; Key issues; Direct Selling; Vending Machines,

Module 5 (12 Hours)

Electronic Retailing: Meaning of Electronic retailing, Scope and Characteristics; Essentials of E-retailing, Success factors of E-retailing. Support service in E-retailing. Challenges of E-retailing.

Books Recommended

1. SwapnaPradhan, "Retailing Management- Text & Cases", Tata McGraw Hill
2. Fleming.P, "Guide To Retail Management" Jaico Publications.
3. Gopal, W, "Retail Management" ICFAI.
4. S.L.Gupta, "Retail Management"
5. Mitra, S.N., "Retail Management", Pointer Publication, Jaipur.
6. Berry Berman & J.R. Evans, "Retail Management – A Strategic approach" Prentice Hall of India, New Del

B.VOC IN RETAIL MANAGEMENT AND INFORMATION TECHNOLOGY
II SEMESTER
COURSE CODE (B.VOC SKILL 2.5)
ENVIRONMENTAL STUDIES

No. of Lecture Hrs/Week :04
Total No. of Lecture Hours:64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course objectives

This chapter is aimed at providing a comprehensive knowledge of the mechanism of the Ecological System and maintaining health and safety

Course Specific Outcomes:

1. Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.
2. Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
3. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
4. Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.
5. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.
6. Demonstrate proficiency in quantitative methods, qualitative analysis, critical thinking, and written and oral communication needed to conduct high-level work as interdisciplinary scholars and/or practitioners.

Module-1

(14 Hours)

Environmental Studies: Nature, Scope and Importance, Need for Public Awareness, Natural Resources, Renewable, and Non-Renewable Resources, Use and Over-Exploitation/Over-Utilization of Various Resources Consequences, Role of an Individual in Conservation of Natural Resources, Equitable use of Resources for Sustainable Lifestyles.

Module-2

(14 Hours)

Ecosystems: Concept, Structure, and Function of an Ecosystem, Energy Flow in the Ecosystem, Ecological Succession, Food Chains, Food Webs, and Ecological Pyramids, Types of Ecosystem: Forest Ecosystem, Grassland Ecosystem, Desert Ecosystem, Aquatic Ecosystems. Environmental Pollution: Definition, Causes, Effects and Control Measures of Different Types of Pollutions, Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Thermal Pollution, Nuclear Hazards, Solid Waste Management: Causes, Effects and Control Measures of Urban and Industrial Wastes, Role of an Individual in Prevention of Pollution.

Module-3

(12 Hours)

Social Issues and the Environment: Sustainable Development, Urban Problems Related to Energy, Water Conservation, Rain Water Harvesting, Watershed Management, Resettlement and Rehabilitation of People, Its Problems and Concerns, Climate Change, Global Warming, Acid Rain, Ozone Layer Depletion, Nuclear Accidents, and Holocaust, Wasteland Reclamation, Consumerism and Waste Products.

Module-4

(12 Hours)

Environmental legislation: Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and Control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act.

Module-5**(12 Hours)**

Human population and the environment: Population growth, variation among the nations, population explosion-family welfare programs, environment and human health, human rights, value education. Role of Information Technology in Environment and Human Health

SUGGESTED READINGS:

1. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi
2. Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers
3. Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi
4. Ubaroi, N.K., Environment Management, Excel Books, New Delhi

B.VOC IN RETAIL MANAGEMENT AND INFORMATION TECHNOLOGY
II SEMESTER
COURSE CODE (B.VOC SKILL 2.6)
PERSONALITY AND SOFT SKILLS DEVELOPMENT

No. of Lecture Hrs/Week:04
Total No. of Lecture Hours: 64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course objective:

This chapter main aim is to make students well versed with at the personality and soft skills development.

Course Specific Outcomes:

1. Develop and exhibit and accurate sense of self.
2. Develop and nurture a deep understanding of personal motivation.
3. Develop an understanding of and practice personal and professional responsibility.
4. Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.

Module-1

(12 Hours)

Introduction: Concept of Personality, Personality Consciousness, Personality Patterns, personality Pattern, Persistence and Change.

Module-2

(12 Hours)

Personality Determinants, Personality Development: Healthy Personalities, Developing Self Awareness.

Module-3

(14 Hours)

Managing Personal Stress, Solving Problems Analytically and Creatively, Grooming, Appearance, Dress Sense, Personal Hygiene, Etiquettes and Body Language, Time Management, Public Speaking.

Module-4

(12 Hours)

Interpersonal and Group Skills: Building Positive Relationship, Strategies for Gaining Power and Influence, Fostering Motivational Environment, Interviewing Skills, Conducting Meetings.

Module-5

(14 Hours)

Leadership as a process: Working in a team, management of conflict, interpersonal and interpersonal intergroup, Profiles, of great personalities, Career planning and role of career planning and role of career planning in personality development, How to face personal interview and group discussion.

SUGGESTED READINGS:

1. Hurlock, Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi
2. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India Pvt. Ltd., New Delhi
3. Wehtten, David A and Kim S Cameron, Developing Managerial Skills, Pearson Education, New Delhi
4. Organisational Behaviour : By Stephen Robbing

B.VOC IN RETAIL MANAGEMENT AND INFORMATION TECHNOLOGY
III SEMESTER
COURSE CODE (B.VOC SKILL 3.1)
FINANCIAL ACCOUNTING

No. of Lecture Hrs/Week:04
Total No. of Lecture Hours: 64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course Objective

The objective of this course is to introduce problems of financial accounting such as measuring and reporting issues related to assets and liabilities and preparing the financial statements

Course Specific Outcomes:

1. Students will be able to demonstrate knowledge of various advanced accounting issues related to Financial Accounting within a global and or ethical framework
2. Students will recognize commonly used financial statements, their components and how information from business transactions flows into these statements
3. Students will demonstrate progressive learning in the elements of managerial decision making, including planning, directing and controlling activities in a business environment.
4. Students will be able to demonstrate progressive learning of various tax issues and tax forms related to individuals.

Module 1 (14 Hours)

Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts problems- - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

Module 2 (12 Hours)

Trial balance - Errors – types of errors - Rectification of errors – problems Bank reconciliation statement – problems.

Module 3 (12 Hours)

Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

Module 4 (14 Hours)

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet

Module 5 (12 Hours)

Different forms of Business organizations – sole proprietorship, partnership, cooperatives, joint stock company (Theory)

Books Recommended

1. **Financial Accounting:** Dr. V. K. Goyal, Published by Excel Books
2. **Financial Accounting:** Grewal, Shukla, S. Chand (Sultan Chand Publications), Delhi
3. **Financial Accounting:** Jain S.P., Narang K.L., Kalyani Publishers, Delhi.

B.VOC IN RETAIL MANAGEMENT AND INFORMATION TECHNOLOGY
III SEMESTER
COURSE CODE (B.VOC SKILL 3.2)
BASICS OF MIS

No. of Lecture Hrs/Week:04
Total No. of Lecture Hours: 64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course Objective

The overall aim of this course is to provide students with an understanding of how to use and manage information system in order to revitalize business processes, improve business decision making, and gain a competitive advantage

Course Specific Outcomes:

1. Understand the role of MIS in business to achieve the competitive advantages.
2. Analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives.
3. Effectively communicate strategic alternatives to facilitate decision making.

Module 1 **(16 Hours)**

Introduction to MIS: Definition – need – benefits – functions - objectives – Characteristics limitations. Importance, MIS Categories, managers and activities in IS, types of computers used by organizations in setting up MIS, hardware support for MIS.

Module 2 **(12 Hours)**

Role of MIS: Components - decision making and MIS – approaches to MIS development

Module 3 **(12 Hours)**

Data and information – Meaning – definition – types - difference - data life cycle – data processing methods

Module 4 **(12 Hours)**

MIS for Decision making: Introduction, Transaction processing system – decision support system – executive information system.

Module 5 **(12 Hours)**

Office Information System: Introduction – office automation – office and office systems – types of office automation systems – integrated office.

Text Books:

1. Management Information Systems – W. Jawadekar-Tata McGraw Hill
2. Management Information Systems - James Laudon and Keneith Laudon – Prentice Hall of India
3. Introduction to Computer– Peter Norton – Tata McGraw Hill
4. Management Information Systems – Sadagopan – Prentice Hall of India
5. Management Information Systems – James Obrein – Tata McGraw Hill
6. Computer Concepts- P.B.Kotur – Sapan Book Hous

B.VOC IN RETAIL MANAGEMENT AND INFORMATION TECHNOLOGY
III SEMESTER
COURSE CODE (B.VOC SKILL 3.3)
RETAIL MARKETING

No. of Lecture Hrs/Week:04
Total No. of Lecture Hours: 64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course Objectives

The curriculum's main objective is to provide the learner with an overview of the retail industry, concepts and processes, and an opportunity to understand the areas of accountability for a Retail Manager. The learner will also determine a level of interest in pursuing a career in retail management.

Course Specific Outcomes

1. Students will be able to learn the significance of marketing in the retail management.
2. This chapter help the students to understand the micro and macro retail environment.
3. Students will be capable of dealing the selecting the market and understand the retail market mix planning and product mix.

Module 1 **(12 Hours)**

Introduction: Nature, scope and importance of marketing; traditional vs. modern view of marketing; Retailing viewed as a case of services marketing; Retail marketing management:An overview.

Module 2 **(12 Hours)**

Retailing Environment: Microenvironment - Customers, suppliers, competitors, and the general public; Michael Porter's five forces structural analysis of the market; Macro environment: Socio-cultural, economic, technological, legal and political environments retailing in Indian contexts.

Module 3 **(14 Hours)**

Market Selection: Concept of target marketing, Retail market segmentation - Concept,importance and bases of market segmentation; Criteria for effective segmentation; Target market selection; Positioning concept: importance and bases, Retail store positioning and management of its image.

Module 4 **(14 Hours)**

Retail Marketing Mix Planning: Concept and planning of marketing mix; Retail product decisions and planning - Product: Meaning and importance; Product classifications; Product decisions - Product quality, Packaging and labeling, Product support services; Branding - Meaning, significance, and types of branding in the context of a retail store; Major retail branding decisions; Customer services decision;

Module 5 **(12 Hours)**

Product mix: Concept and decisions; Product life-cycle; New product introduction; Innovation diffusion and adoption.

Books Recommended

Kotler, Keller, Koshi, and Jha: Marketing Management, PHI, New Delhi

B.VOC IN RETAIL MANAGEMENT AND INFORMATION TECHNOLOGY
III SEMESTER
COURSE CODE (B.VOC SKILL 3.4)
RETAIL PLANNING

No. of Lecture Hrs/Week:04
Total No. of Lecture Hours: 64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course objectives

This chapter is to make the students familiar in the fundamental understanding of strategic management of retail in India, holistic knowledge of retail operations, ability to manage the various aspects of human resources involved in retailing, proficiency in legal framework documentation involved in retailing, and comprehensive knowledge of mall management.

Course Specific Outcomes:

1. Understand how to create a shopping experience that builds customer loyalty.
2. Understand the importance of financial sector in retailing
3. Learn how to identify, hire, retain and build **retail** talent and know the legal aspects in the subject of retail store.
4. To know about the mall management concepts along with the aspects of finance and human resource in quality management.

Module 1 **(12 Hours)**

Marketing & Strategic management: Marketing: Retailing, Role, Relevance & Trends.- Retail Customer-Retail market segmentation & franchising-Relationship marketing in Retailing.-

Module 2 **(12 Hours)**

Retailing in the Financial sector - Retailing in banking and other financial services, mutual funds, and Insurance

Module 3 **(14 Hours)**

Human Resources Management in Retailing - Human Resources: Retail organization- Laws involved in HR.- Motivation-Customer psychology-Training needs for employee- recruitment Best Practices- How to Avoid Mis Hires- Coaching to fix weakness-Interviewsguide- Avoiding Legal Problems: Bulletproof Approach.

Module 4 **(14 Hours)**

Legal compliances for a Retail Store - Legal compliances: License-Contracts & Recovery-Legal Process-PF/ESIC & Exemptions-Food & Restaurants-PPF-IR – Law- Shops & establishments-IPR Patents, Copyright & Trademarks- Inclusion of Service Mark- Procedure and Duration of Registration- Customer Rights- Consumer Protection Acts- -Unfair Trade Practices- -Holding of Contests and Schemes- Correctness of Representation- The Standards of Weights and Measures Act – Procedures applicable for a Retail Store

Module 5 **(12 Hours)**

Mall Management - Mall Management:-Types of Various retail formats-Concepts in mall design-Factors influencing Malls establishments-Aspects in Finance-Aspects in security/accounting - Aspects in HR-Aspects in Quality management-Statistical methods used in measuring mall performance.

Books Recommended

1. Retailing Management Text & Cases- SwapnaPradhan- The McGraw Hill Companies
2. Retailing Management -Levy &Weitz- The McGraw Hill Companies
3. 3. Marketing Channel- Bert Rosenbloom- South-Western Thomson
4. Marketing Creating and Keeping Customers in an e-commerce world- William GZikumund& Michael d Amico- South Western –Thomson
5. Retail Management A Strategic Approach – Barry Berman & Joel R.Evans- The PrenticeHall of India, New Delhi
6. Legal Aspects of Business –AkhileshwarPathak- The McGraw Hill Companies
7. Top Grading – How Leading Companies Win by Hiring, Coaching and Keeping the BestPeople- Bradford D Smart- Viva Books P

B.VOC IN RETAIL MANAGEMENT AND INFORMATION TECHNOLOGY
III SEMESTER
COURSE CODE (B.VOC SKILL 3.5)
RETAIL AND DISTRIBUTION MANAGEMENT

No. of Lecture Hrs/Week:04
Total No. of Lecture Hours :64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course objective

This chapter helps the students to understand the impact of marketing channels, types of channels, wholesale and retail, store design, and retail communication mix

Course Specific Outcomes

1. Understand the functions of retail business and various retail formats and retail channels.
2. Understand the difference between Retail and Manufacturing Supply Chain
3. Understand, key drivers of retail supply chain and how to select a retail store location?
4. CO4 Analyze Retail Market and Financial Strategy including product pricing.

Module 1 (14 Hours)
Marketing Channels: Definition & Importance, Functions of Marketing Channels-Intensive, Selective & Exclusive distribution strategies, Decisions in Channel Management Integrated Marketing Channels

Module 2 (12 Hours)
Types of Channels: Channels for Consumer goods, Industrial goods & Services – Horizontal, Vertical, Multichannel Marketing Systems

Module 3 (14 Hours)
Wholesale and Retail: Concept, Importance, Functions-Wholesaler Marketing Decisions – Trends in Wholesaling Retailing: Concept, Importance, Functions – Indian Vs. Global Scenario Retail Location: Factors affecting location decision-Site Selection- Location-based retail Strategies

Module 4 (12 Hours)
Store Design: Interiors and Exteriors – Store layout – Types of layouts - Factors affecting store layout – Store image mix – Store Façade – The Internet Store. Store Administration: Floor space management- Managing store inventories and display

Module 5 (12 Hours)
Retail Communication Mix: Planning retail communication – Managing in-store promotions and events.

Books Recommended

1. Channel Management-Stern-El-Ansary
2. Retailing Management-SwapnaPradhan
3. Retail Management – Gibson Vedamani
4. Physical Distribution & Logistics Management-Dr. SubhashBhave
5. Channel Management & Retail Management-MeenalDhotre

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY
IV SEMESTER
COURSE CODE: (B-VOC GENERAL 3.6)
INDUSTRY TRAINING & REPORT

Internship Time Period: 4 Weeks

IA Marks: 40

Project Report Marks: 60

Course Objective:

This chapter will provide the real and practical exposure in Retail organization and make the students to understand the process of work and issues in Retail shops.

Course Specific Outcomes (CSO):

1. Able to Work in Retail organization
2. Able to understand the different job profiles of Retail organization
3. Gaining the retail management Skills

Guide Lines for Industry Training:

- The student needs to undergo one month Internship programme in selected Retail organization which are approved by the Department as an Industry Training.
- During this internship programme the student need to work in retail organization as an employee and do all work assigned to them.
- He/she should work on particular project related to Retail organization and submit as a Report not less than 40 pages, A4 size (Font – Times New Roman and Font size should be 12 and spacing should be 1.5).
- The Project report should be submitted to the organization and department. The department needs to be conducted Viva to evaluate the practical knowledge of the students.

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY
IV SEMESTER
COURSE CODE: (B-VOC GENERAL 4.1)
INFORMATION TECHNOLOGY FOR OFFICE

No. of Lecture Hrs /Weeks: 04
Total No. of Lecture Hrs: 64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course Objective:

The objective of the this section is to provided the practical knowledge of MS word, Excel and Power point (Latest Version) and to understand the desktop publishing techniques.

Course Specific Outcomes (CSO):

- 1) Able to make word document reports with proper alignment and formatting
- 2) Able to make payrolls in Excel, usage of Mathematical calculations and Statistical tools
- 3) Usage of Mail merging feature of word
- 4) Able to make Power point presentation using animations and videos.
- 5) Able to prepare brochures, flyers and newsletters using PageMaker application.

Module 1:

(14 Hours)

Word Processing package: Microsoft Office – Latest version: Introduction, Features- Word User Interface Elements, Creating new Documents, Basic Editing, Saving a Document, Printing a Document, Print Preview, Page Orientation- Viewing Documents, Setting tabs-Page Margins, Indents, Ruler, Formatting Techniques, Font Formatting, Paragraph Formatting, Page Setup, Headers & Footers, Bullets and Numbered List, Borders and Shading, Find and Replace, Page Break & Page Numbers, Mail Merging-Spelling and Grammar Checking, Thesaurus, Automating Documents, Tables and Formatting Tables.

Module 2:

(14 Hours)

Spreadsheet Package: Microsoft-Excel (Latest version) Introduction, Excel User Interface, Working with cell and cell addresses, Selecting a Range, Moving, Cutting, Copying & Paste, Inserting and Deleting cells, Freezing cells, Adding, Deleting and Copying Worksheet within a workbook, Renaming a Worksheet. Cell Formatting Options, Formatting fonts, Aligning, Wrapping and Rotating text, Using Borders, Boxes and Colors, Centering a heading, Changing row/column height / width, Formatting a Worksheet Automatically, Insert Comments, Clear contents in a cell. Using print Preview, Margin and Orientation, Centering a Worksheet, Using header and footer, Inserting page breaks.

Module 3:

(12 Hours)

Advanced Features of Excel: All Functions in excel, Using Logical Functions, Statistical functions, Mathematical etc. Elements of Excel Charts, Categories, Create a Chart, Choosing Chart type, Edit chart axis - Titles, Labels, Data series and legend, adding a text box, rotate text in a chart, saving a chart.

Module 4:

(12 Hours)

Presentation Package: Microsoft-PowerPoint (Latest Version) Advantages of Presentation, Screen layout, creating presentation of slides by inserting sounds & videos, formatting slides, slide layout views in presentation, slide transition Custom animation, Managing slide shows - using pen Setting slide intervals.

Module 5:

(12 Hours)

PageMaker: Introduction to desktop publishing, PageMaker, tools and palettes, working with objects, type styling options, working with text, formatting options, leading, margins, indents, paragraph formatting

Books Recommended:

1. Information Technology for Office, Antony Thomas, Pratibha Publications
2. Ms-Office 2019: Gini Courter & Annette Marquis BPB Publications

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY
IV SEMESTER
COURSE CODE: (B-VOC GENERAL 4.2)
RETAIL STORES & OPERATIONS MANAGEMENT

No. of Lecture Hrs /Weeks: 04
Total No. of Lecture Hrs: 64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course Objective:

This chapter objective is to understand the structure of Retail stores and the operation management of retail stores. There is also need to study the features of good retail store design.

Course Specific Outcomes (CSO):

1. Able set up Retail stores and manage the same
2. Able to understand the importance of visual Merchandising in retail store management
3. Implementations of good logistic systems

Module 1

(14 Hours)

Setting up Retail Organization - Size and space allocation, location strategy, factors Affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design.

Module 2

(14 Hours)

Store Layout and Space planning - Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.

Module 3

(12 Hours)

Store Management- Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers.

Module 4

(12 Hours)

Store Record and Accounting System - Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments.

Module 5

(12 Hours)

Logistic and Information system - Improved product availability, improved assortments, Strategies, Quick Response System.

Books Recommended:

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

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY

IV SEMESTER

COURSE CODE: (B-VOC GENERAL 4.3)

RETAIL SHOPPER BEHAVIOR

No. of Lecture Hrs /Weeks: 04

Total No. of Lecture Hrs: 64

Exam Hours: 03

IA Marks: 40

Exam Marks: 60

Course Objective:

The main objective of this chapter is to understand the types of shoppers and their behavior and to understand the influence of social- cultural factors on shopper behavior and to study the Shopper attitudes and personal factors of retail Shoppers.

Course Specific Outcomes (CSO):

1. Able to understand the dynamic nature of shopper behavior
2. Able to analyze the socio-cultural factors, attitudes and personality of shoppers in decision making process

Module 1

(14 Hours)

Introduction to Shopper Behavior: Importance of understanding shopper behavior, Nature and types of shoppers, Buying participants and their roles, Changing dynamics of shopping opportunities and ever – changing Indian consumer.

Module 2

(14 Hours)

Shopper Decision Making Process: Need/problem recognition, Information search, Outlet Selection and purchase, Alternative evaluation in shopping, Shopping behavior – Post purchase behavior, Factors influencing shopper behavior, an overview, Shopper behavior in Indian environment.

Module 3

(12 Hours)

Influence of Socio-Cultural Factors: Sub-Culture and shopper behavior, Cross – Culture on shopper behavior, Influence of social class on shopper behavior, Types of groups and influence of groups opinion leadership, word of mouth communication.

Module 4

(12 Hours)

Influence of Personal Factors on Shopper Behavior: Demographics influences, Family Life Cycle, Shopper needs and motivations – Importance, meaning and types, resolution of need conflict.

Module 5

(12 Hours)

Shopper Attitudes: Meaning and elements, Attitude development process, Attitude Measurement learning – Meaning and importance, learning process and theories, Shopper's personality and lifestyle influences.

Books Recommended

1. Simon, Paco Underhill and Schuster Paco Underhill, *Why we buy - the Science of Shopping*, Paco Underhill, Rockefeller Center, New York, 2000.
2. Newman, Andrew J. and Peter Cullen, *Retailing Environment and Operations*, Thomson
4. Schiffman, L.G., and L.L, Kanuk, *Consumer Behavior*, Pearson Education, Delhi, India, 2003.
5. Zeithaml, Valarie A. & Mary Jo-Bitner, *Services Marketing-Integrating Customer Focus Across the Firm*, Tata McGraw Hill, 2005.
6. ICFAI, Retailing Sector, ICFAI Press, Hyderabad, Andhra Pradesh, Gao, Yuan, *Web Systems Design and, Online Consumer Behavior*, Idea Group Publishing, 2005.
7. Newman, Andrew J, and Peter Cullen, *Retailing Environment and Operations*, Thomson Learning, India, 2007.

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY
IV SEMESTER
COURSE CODE: (B-VOC GENERAL 4.4)
MALL MANAGEMENT

No. of Lecture Hrs /Weeks: 04
Total No. of Lecture Hrs: 64

Exam Hours: 03
IA Marks 40
Exam Marks: 60

Course Objective:

This chapter objective is to understand the concept, design, and features of Mall and to understand the types of Retail Formats and lastly to study the mall operations and management.

Course Specific Outcomes (CSO):

1. Able to operate different retail formats and manage them.
2. Able to understand the process of legal compliances of Mall (Tenant and leasing process)
3. Implementations of good launching and campaigning strategies of malls.

Module 1

(14 Hours)

Introduction: Concept of shopping mall, Growth of malls in India, Mall positioning Strategies, strategic marketing plans for malls - shopping Centre launches and campaigns, mall marketing role in growing the sales of the retailers.

Module 2

(14 Hours)

Mall Management: Concepts in mall design, Factors influencing malls' establishment, main design features of malls and the effect that differing layouts have on customer behavior and retailer sales, mall amenities, facilities and function. key differences between retail and commercial property and the unique management practices, finance, skills, duties and responsibilities of key human resources of malls, Public Safety and Risk Management, Recovery management, Legal compliances and issues, measuring mall performance.

Module 3

(12 Hours)

Mall Operations: Store allocation -layout and design of the mall , Leasing negotiations, Maintenance and repairs, Security and safety procedures and regulations, Operational activities, Footfalls measurement, Common area management.

Module 4

(12 Hours)

Tenant Management: Selection of anchor tenant, Tenant mix modelling strategies, Mall resource allocation, Owner-tenant relationship. Variety of lease and rent formats and discuss the key processes and basics of lease negotiation.

Module 5

(12 Hours)

Types of retail formats: Department Stores, Supermarkets, Multiplexes – Chain stores, Food courts, branded stores, Specialty stores, Hypermarkets, Discount houses.

Books Recommended:

1. SwapnaPradhan, "Retailing Management- Text & Cases", Tata McGraw Hill
2. Fleming,P, "Guide To Retail Management" Jaico Publications.
3. Gopal, W, "Retail Management" ICFAI.
4. S.L.Gupta, "Retail Management"
5. Mitra, S.N., "Retail Management", Pointer Publication, Jaipur.
6. Berry Berman & J.R. Evans, "Retail Management – A Strategic approach" Prentice Hall of India, New Delhi.

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY
IV SEMESTER
COURSE CODE: (B-VOC GENERAL 4.5)
SERVICE MARKETING

No. of Lecture Hrs /Weeks: 04
Total No. of Lecture Hrs: 64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course Objective:

The main objective of this chapter is to build an understanding and appreciation of the marketing challenges for service businesses and their similarity and differences from goods/manufacturing businesses and to understand the “Gaps Model of Service Quality”. To Develop essential knowledge on the components of the “services marketing mix” (four P’s and three additional P’s) and relate them to managing service quality. To understand the process and develop skills to evaluate the customer experience and service quality of an organization and develop solutions designed to build competitive advantage and to understand the role of technology in marketing of services.

Course Specific Outcomes (CSO):

1. Able apply in professional career the Gaps Model of Service Quality
2. Able to design good service marketing mix to manage the service quality
3. Implementations of Technology is service marketing
4. Able to understand the process and develop the required skills to elevate the customer experience and service quality.
5. Students will be able to provide the appropriate solutions which is designed to build the competitive advantage through the available technology.

Module 1

(12 Hours)

Introduction to Service Marketing and Gaps Model of Service - Meaning, Definition, Characteristics, Components, Classification of Service Marketing, Factors Leading to a Service Economy. Services Marketing Mix and Gaps Model Introduction, 7Ps of service marketing, service gaps framework, perceived service quality, models of service marketing.

Module 2

(14 Hours)

Service Consumer Behaviour - Understanding the Service Customer as a Decision Maker, Customer purchase is Associated with Risk, How Service Customers Evaluate the Service, The Service Consumer Decision Process, and The Decision Making Process in the Service Sector, Components of Customer Expectations, Service Satisfaction, Service Quality Dimensions.

Module 3

(14 Hours)

The Service Delivery Process and Integrated service Marketing - Managing Service Encounters, Common Encounter Situations, and Managing Service Encounters for Satisfactory Outcomes, Service Failure, Service Recovery, Process of Service Recovery, Customer Retention and Benefits. Introduction, meaning and Importance, Features of Integrated Service Marketing, Integrated Marketing Communication for Service, Reasons for growing importance of integrated marketing communication, Integrated Service Marketing Mix.

Module 4

(12 Hours)

Strategic Issues in Service Marketing - Market Segmentation in the Marketing of Services, Target Marketing, Positioning of Services-How to create a positioning Strategy, Developing and maintaining Demand and Capacity.

Module 5

(12 Hours)

Challenges of Service Marketing and Relationship Marketing - Marketing Planning for Services, Developing and Managing the Customer Service Function, Developing and Maintaining Quality of Services,. The levels of Customer Relationships, Dimensions of a Relationship, Goal of relationship marketing.

Books Recommended:

- 1) Services Marketing: People, Technology, Strategy (Eighth Edition) 8th Edition by Jochen Wirtz (Author), Christopher Lovelock (Author)
- 2) Services Marketing - 7th edition by Valarie A. Zeithaml, Mary Jo Bitner and Dwayne Gremler
- 3) Customer Service: Skills for Success (Looseleaf) - 6th edition by Robert Lucas
- 4) Services Marketing by C Bhattacharya
- 5) Services Marketing the Indian Perspective by Ravi Shanker

B.VOC IN RETAIL MANAGEMENT AND INFORMATION TECHNOLOGY
III SEMESTER
COURSE CODE (B.VOC GENERAL 4.6)
FUNDAMENTALS OF VISUAL MERCHANDISING (VM)

No. of Lecture Hrs/Week:04
Total No. of Lecture Hours :64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course objective

This module aims at learning basic visual merchandising concepts and theories essential in the store image, its merchandise, and displays.

Course Specific outcomes

1. Students will be able to visual displays in the retail organizations.
2. Students will be able to prepare a check chart in visual merchandising for the purpose of loyal consumers
3. Students will be able to understand the merchandising plans and prepare a retail business plan.
4. Students will be able to plan for the stores in merchandising
5. Practical application of VM Techniques in Business

Module-1 (14 Hours)

Introduction to VM: Pre- opening Operations: Preparation of check chart, Point of sale mechanism, Customer service, Value addition and Loyalty Programmes, Personality development and grooming of employees, Pre Opening Operations and check chart, Personal grooming of staff members, POS, Management information System , Free Items / Schemes , Customer care and Loyalty programs.

Module-2 (14 Hours)

Visual Merchandising: Devising a merchandising plan, Factors in VM, Visual merchandising in online retail formats, Preparation of a Retail business plan, Global practices in Retail formats

Module-3 (12 Hours)

Devising merchandise plan: Innovation, Assortment, Category management, Out store-In store tactics, Security, Renovation planning, Store planning and layout

Module-4 (12 Hours)

Visual merchandising details: Props and Signage, Visual display and design, Mannequins, Tools and materials of trade, Fixtures and lighting.

Module-5 (12 Hours)

Preparation of a retail business plan: Business plan formats, financial assistance, Steps involved in starting a business venture, Licensing and registration process

Projects will be given to students related to Extensive practical sessions, Visit to various stores and projects, putting up displays etc.

Books Recommended:

1. Dravid Gilbert, Retailing Marketing, Prentice Hall - Pearson Education
2. George H, Lucas Jr, Robert P. Bush, Larry G. Gresham, Retailing, All India Publishers and Distributors, Chennai
3. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY

IV SEMESTER

COURSE CODE: (B-VOC GENERAL 5.1)

STORE KEEPING AND WAREHOUSING

No. of Lecture Hrs /Weeks: 04

Total No. of Lecture Hrs: 64

Exam Hours: 03

IA Marks: 40

Exam Marks: 60

Course Objective:

To Understand the Inventory management in Warehousing and to recognize the risk management in retail warehousing.

Course Specific Outcomes (CSO):

1. Able to learn store management in retail organization.
2. To have knowledge regarding differ types of insurance available in retail organization to minimize the losses.

Module 1

(12 Hours)

Warehousing Management: Objectives of Store, Location and Layout, Prevention, Management of Receipts, Issue Control and Stores Documentation.

Module 2

(14 Hours)

Disposal of Obsolete and Scrap items: Management of SOS – Store Operating Software, Categorization of Obsolete/Surplus, Reasons for Obsolescence, Control of Obsolescence, Control of Scrap, Responsibility for Disposal, Disposal Methods.

Module 3

(14 Hours)

Insurance: Risk Management - Buyer's Interest , Types of Insurance in retailing - Marine Insurance, Inland Transit Insurance, Stores Insurance, Contractors All Risk Insurance, Miscellaneous Insurance , Claims Procedure and Loss Minimization.

Module 4

(12 Hours)

Spare Parts Management: Salient Features of Spares, Inventory Control of Spares, Categorization of Spares, Provisioning of Spares, Pricing of Spares, Relevance of Maintenance – Maintenance Costs.

Module 5

(12 Hours)

Retail Warehousing: Importance and features of Retail Warehousing. Issues in Retail Warehousing and management of Warehousing.

Books Recommended:

- 1) P. Gopalakrishnan – Purchasing and Materials management – Tata McGraw Hill – 23rd Edition – 2008
- 2) Warehousing Management by Gwynne Richards
- 3) Warehouse Management & Inventory Control 2nd Edition by P.M. Price & N.J. Harrison

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY
IV SEMESTER
COURSE CODE: (B-VOC GENERAL 5.2)
CONFERENCE AND EVENT MANAGEMENT

No. of Lecture Hrs /Weeks: 04
Total No. of Lecture Hrs: 64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course Objective:

This chapter main aim is to cognize the event management industry and to understand the planning, organizing and marketing activities of event management.

Course Specific Outcomes (CSO):

1. Able to organize the Event management programme.
2. Implementation of different event marketing and promotional strategies.

Module 1

(14 Hours)

Event Management: Introduction, The Emergence of Events Industry, types Of Events, Definitions of Event management, Importance of Event Management.

Module 2

(14 Hours)

Event Design: Event Design and Concept, Role of Event Management Companies, the Scope of Event Management.

Module 3

(12 Hours)

Event Marketing: Introduction, Event Promotion, Promotional Strategies, and five P's of Event Marketing, Product, promotion, price, public relations, and place. Internal versus External Event, marketing, Event Sponsorship, Internet Event Marketing.

Module 4

(12 Hours)

Event Planning: Introduction, key Steps for Planning an Event, Out Sourcing, Let Us Sum Up: Lesson end Activity, Keywords and Questions for Discussion.

Module 5

(12 Hours)

Event Promotion: Introduction, Promoting an Event, Identifying Promotional Measures, Tools of Promotion, the Promotion Schedule, Promotional Factors.

Books Recommended:

- 1) Event Management and Marketing by Anukrati Sharma and Shruthi Arora
- 2) Event Planning and Management by Sandeep Sharma
- 3) Event Management by A Wiley Brand

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY

IV SEMESTER

COURSE CODE: (B-VOC GENERAL 5.3)

MERCHANDISE MANAGEMENT

No. of Lecture Hrs /Weeks: 04

Total No. of Lecture Hrs: 64

Exam Hours: 03

IA Marks: 40

Exam Marks: 60

Course Objective:

This subject objective is to understand the concept of merchandising and to understand the merchandising mix and visual merchandising strategies in the present retail marketing management.

Course Specific Outcomes (CSO):

1. Able to plan different Merchandise Mix for retail products.
2. Able to learn different types of Visual display of merchandise.
3. To build strong network of suppliers.

Module 1

(12 Hours)

Merchandising: Meaning – concept – factors affecting merchandising function, Merchandise manager functions.

Module 2

(12 Hours)

Merchandise Mix: Components of merchandise management and merchandise strategies.

Module 3

(12 Hours)

Merchandise Planning: Steps involved, merchandise control, assortment planning, merchandising stages

Module 4

(14 Hours)

Merchandise buying: Types and sources of supply, identifying and contracting, evaluating sources, branding strategies, category management.

Module 5

(14 Hours)

Visual Merchandising: Types of display, display planning, methods of display, Window display and interior display, space management and planning lay out.

Books Recommended:

1. Chetan Bajaj and Ramjet – Retail Management – Oxford University Press, Second Edition,
2. Gillespie Hecht and Lebowitz – Retail Business Management, McGraw Hill Book Company, Third Edition, 2002
3. James R Ogden, Denise T. Ogden – Integrated Retail Management, Wiley Pvt Ltd, 2005
4. Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY
IV SEMESTER
COURSE CODE: (B-VOC GENERAL 5.4)
RETAIL SALES TECHNIQUE & PROMOTIONS

No. of Lecture Hrs /Weeks: 04
Total No. of Lecture Hrs: 64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course Objective:

This course objective is to understand the retail marketing strategies and to understand the retail promotional strategies in the retail management

Course Specific Outcomes (CSO):

- 1) Able to plan the campaign activities for Retail Shops
- 2) To design different offers – Promotional activities to Retail Shops.

Module 1

(14 Hours)

Advertising Communications and Promotions: Effective Advertising, Understanding, When, How, and Why Advertising Works- Marketing Objectives and Positioning- Target Audience Selection and Action Objectives- Communication Objectives- The Creative Strategy and Tactics- Media Strategy: Tracking and Evaluation- Setting the Campaign Budget- Sales Promotions.

Module 2

(14 Hours)

Promotion Impact: On the Marketing Mix, On the Customer, Promotions and Integrated Marketing, Creating a Customer Relations, Characteristics of an Integrated Programme, Strategic Considerations, Promotions role, Overcoming barriers in Integrated Marketing.

Module 3

(12 Hours)

Sales promotion Technique: Off the Self Offers- Joint Promotions- Price Promotions- Premium Promotions- Prize Promotions- How Promotion Affects Sales-Switching, Acceleration, and Deceleration- How Promotion Affects Sales- Acceleration, Repeat Purchasing, Consumption- Trade Dealing.

Module 4

(12 Hours)

Retailer Promotions: Consumer Promotions (Coupons, Rebates, and Loyalty Programs), Consumer Promotions (Loyalty Programs, Online, and Special Event Promotions), Calculating Promotion Profitability, Trade Deals, Retailer Promotions, Coupons, Rebates- Measuring Promotion Effectiveness.

Module 5

(12 Hours)

Sales Promotion Strategy: Meaning, Importance and types of sales promotion strategies.

Books Recommended:

1. Robert C. Blatt erg& Scott A. Nelson -Sales Promotion: Concepts, Methods, and Strategies -Prentice-Hall
2. Schulz, William A Robinson & Lisa A Peterson -Sales Promotion Essentials: The 10 Basic Sales Promotion Techniques
3. Julian Cummins & Ruddy Mullin- Sales Promotions How to create, Implement and Integrate Campaigns that really work- Kogan Page
4. Kazmi&Sathish K Batra Advertising & Sales Promotions- Excel Books
5. George e Belch & Michael A Belch- Advertising & Sales Promotions an Integrated Marketing Communications Perspective- Tata McGraw Hill

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY
IV SEMESTER
COURSE CODE: (B-VOC GENERAL 5.5)
RETAIL ENVIRONMENT

No. of Lecture Hrs /Weeks: 04
Total No. of Lecture Hrs: 64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course Objective:

This course objective is to understand the trend of Indian retailing industry and to understand the Global retail markets

Course Specific Outcomes (CSO):

1. Able to identify the scope and opportunities available in Indian & Global retailing industry.
2. To understand the challenges and issues of Indian and Global Retail Markets.

Module 1 **(12 Hours)**

Retail: Meaning of retail, Functions and special characteristics of a Retailer, Reasons for studying Retailing, Marketing-Retailer Equation.

Module 2 **(12 Hours)**

Retail Marketing: Marketing concepts applied to retailing and Trends in Retailing.

Module 3 **(12 Hours)**

Strategic Planning in Retailing: Situation Analysis, Objectives, Need for identifying, Consumer needs, Overall strategy, feedback and control, consumer decision and making process.

Module 4 **(14 Hours)**

Retail in India: Evolution and Size of retail in India, Drivers of retail change in India, Foreign Direct Investment in retail, Challenges to retail developments in India.

Module 5 **(14 Hours)**

Global retail markets: Strategic planning process for global retailing, Challenges facing, Global retailers Challenges and Threats in global retailing, Factors affecting the success of a global retailing strategy.

Books Recommended:

1. SwapnaPradhan –Retailing Management – Text and Cases, Tata McGraw Hill – 2nd Edition, 2004
2. Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.
3. James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005
4. Gibson G Vedamani – Retail Management – Functional Principles and Prectice, Jaico Publishing House, Second edition, 2004.

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY
IV SEMESTER
COURSE CODE: (B-VOC GENERAL 5.6)
RETAIL SALES & PROMTIONS TECHNIQUE REPORT

Internship Time Period: 4 Weeks

IA Marks: 40

Project Report Marks: 60

Course Objective:

This chapter objective is to have practical exposure in Retail organization and to understand the process of work and issues in Retail shops.

Course Specific Outcomes (CSO):

1. Able to Work in Retail organization
2. Able to understand the different job profiles of Retail organization
3. Gaining the retail management Skills

Guide Lines for Industry Training:

- The student needs to undergo one month Internship programme in selected Retail organization which are approved by the Department as an Industry Training.
- During this internship programme the student need to work in retail organization as an employee and do all work assigned to them.
- He/she should work on particular project related to Retail organization and submit as a Report not less than 40 pages, A4 size (Font – Times New Roman and Font size should be 12 and spacing should be 1.5).
- The Project report should be submitted to the organization and department. The department needs to be conducted Viva to evaluate the practical knowledge of the students.

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY
VI SEMESTER
COURSE CODE: (B-VOC GENERAL 6.1)
COMPUTERISED ACCOUNTING

No. of Lecture Hrs/Weeks: 04
Total No. of Lecture Hrs: 64

Exam hours: 03
IA Marks: 40
Exam Marks: 60

Course objective: To understand the concept of computerized accounting. To learn about Tally applications. To understand usage vouchers and accounts with inventory.

Course Specific Outcomes (CSO):

1. The course will provide the students with the basic concepts of tally.
2. The students will be able to demonstrate effective functioning of tally and its applications.
3. The students will be able to operate the tally software.

Module 1: Introduction to computerised accounting (12 hours)

Computerized accounting Vs. Manual accounting –merits of computerized accounting – Tally 9 – Features of Tally – screen components – Creation of company – selecting a company – altering/modifying company creation details – Deleting a company – F 11 Features – F 12 configuration.

Module 2: Accounts and Vouchers (14 Hours)

Account groups – pre- defined groups – creating single & multiple groups – creating of primary account groups – creating ledger account in single & multiple – displaying, altering and deleting account group and ledgers – Accounting vouchers- entering transactions in accounting vouchers – bill wise details – altering and deleting a voucher entry – creating new voucher types – modifying an existing voucher – duplicating a voucher – optional voucher – post-dated vouchers – reverse journal – bank reconciliation statement – creating budget – generating reports – configuring reports.

Module 3: Final Accounts (10 Hours)

Balance sheet – profit and loss account – trial balance – daybooks – account books – statement of accounts – ratio analysis – cash flow – fund flow – list of accounts – exception reports.

Module 4: Accounts with inventory (16 Hours)

Enabling F11 and F12 – stock category – stock group – single/multiple creation of stock category and stock group – creation of units of measurement – creating single/multiple stock items – creating go downs – displaying, altering and deleting stock groups, units, items and go downs – cost categories – cost centers – creating cost categories and cost centers – displaying, altering and deleting cost categories and cost centers – purchase/ sales orders – Inventory vouchers – using inventory vouchers – using accounting vouchers with inventory details(invoice mode) – Tally Security – Tally vault – Tally audit – advanced security control – back – up and restore – inventory reports – stock summary – inventory books – statement of inventory.

Module 5: Accounting with Tax (12 Hours)

F11 & F12 setting for taxation – TDS – ledgers related to TDS – creating TDS voucher types – TDS reports – TCS – service tax – GST– GST terminologies – computing GST- ledgers and vouchers pertaining to GST – GST reports – GST forms – interstate trade and CST.

References:

1. Computerised Accounting, Tomy KK, Prakash Publications
2. Tally for everyone – Roopa, Act Publishing Chennai
3. Implementing Tally 9 A Comprehensive Guide to Tally 9 A.K. Nadhani&K.K.Nadhani – BPB Publications.

B.VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY
VI SEMESTER
COURSE CODE: (B.VOC SKILL 6.2R)
RETAIL TARGETS & LOCATIONS

No. of Lecturing Hrs/Weeks: 04
Total No. of Lecture Hrs: 64

Exam Hours: 03
IA Marks: 40
Exam Marks: 60

Course Objective: To understand the concept of retail targets & locations. To understand the consumer decision making process and learn about the store location and site selection.

Course Specific Outcomes (CSO):

1. The course will provide the students with the basic concept of retail targets and locations.
2. The students will be able to demonstrate effective understanding of relevant functional areas of retail locations.
3. The students will be able to understand consumer decision process and their attitude and behaviors towards shopping.

Module 1: Identifying and Understanding Customers (14 Hours)

Demographics and Lifestyles of customers / consumers with Retailing, Implications, Consumer Needs and Desires, Shopping Attitude and Behaviors', Consumers Patronage.

Module 2: Consumer Decision Process (12 Hours)

Decision Process and Types of Consumer Decision Making; Impulse Purchases; Customer Loyalty. Environmental Factors Affecting Consumers.

Module 3: Information Flow (12 Hours)

Meaning, Information gathering and processing, Retail Information System (RIS): Constructing and using the RIS, Good insights for Retailers for RIS, Impact of Negative Customer Service.

Module 4: Choosing a Store Location (14 Hours)

Importance, Trading – Area Analysis, benefits, Geographic information system, size and shape of trading areas for new stores, Reilly's Law of Retail Gravitation, Trading Area Research; Characteristics of Trading Areas, its population, The Nature of competition and the Level of Saturation.

Module 5: Site- Selection (12 Hours)

Types of Location; Central, Secondary and Neighborhood Business Districts, String; The planned regional community neighborhood shopping centers, The choice and evaluation of general location; Pedestrian Traffic, Parking and Transportation Facilities, Store composition, Terms of Occupancy.

References:

1. S.L.Gupta, "Retail Management"
2. Mitra.S.N., " Retail Management", Pointer Publication, Jaipur
3. SwapnaPradhan, " Retailing Management- Text & Cases", Tata McGraw Hill
4. Gopal. W., "Retail Management" ICFAI.

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY
VI SEMESTER
COURSE CODE: (B-VOC SKILL 6.3R)
RETAIL ADVERTISING & SALES PROMOTION

No. of Lecture Hrs/Weeks: 04
Total No. of Lecture Hrs: 64

Exam hours: 03
IA Marks: 40
Exam Marks: 60

Course objective: To understand the concept of retail advertising & sales promotion. To learn about the copy writing and sales promotion. To understand the trade promotion.

Course Specific Outcomes (CSO):

1. The course will provide the students with the basic concepts of retail advertising and sales promotion.
2. The students will be able to demonstrate effective understanding of sales promotion and trade promotion.
3. The students will be able to understand the copy writing, ethical and legal aspects of retail advertising.

Module 1: Introduction

(14 Hours)

Meaning, Nature and purpose of advertising; advertising in the context of retailing; Integrated marketing communication (IMC), Advertising management process - An overview; Setting of retail advertising objectives and budgets. Media Decisions; Media Planning – Media mix decision; Popular media vehicles used in retail sector; Media timing and scheduling.

Module 2: Copy writing

(12 Hours)

Different types of appeals; copy layout; Evaluation of retail advertising effectiveness. Advertising Agencies; Features, Functions and types; Selection of advertising agency - ethical and legal aspects of retail advertising.

Module 3: Introduction to sales promotion

(14 Hours)

Meaning, Nature and role of promotion; Major objectives and limitations of sales promotion; Major types of sales promotion tools and techniques – Manufacturer vs. Retail store sales promotion, Consumer vs. sales promotion. Retail store sales promotion: objectives.

Module 4: Trade Promotion

(12 Hours)

Meaning and objectives; Major trade promotion schemes – Merchandise allowances, sales contests, point-of-purchase display assistance, trade discount, co-operative advertising.

Module 5: Sales Promotion Planning and Control

(12 Hours)

Establishing objective for sales promotion and selecting consumers for sales promotion; Developing, pre-testing, implementing, controlling and evaluating the sales promotion program.

References:

1. Belch, George E and Michael A. Belch, Advertising and promotion: An integrated Marketing communications Perspective, 6th edition, Tata McGraw Hill Co., 2003.
2. Clow, Kenneth E., Integrated Advertising, Promotion and marketing communications, Pearson Education, 2007.
3. Batra, Rajeev, Jhon G. Myers and David A. Aakers, Advertising Management, 5th edition, Prentice Hall of India, New Delhi, 2003
4. Newman, Andrew J. and Peter Cullen, Retailing Environment and operations, Thomson Learning, India, 2007.

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY

VI SEMESTER

COURSE CODE: (B-VOC SKILL 6.4R)

INTERNATIONAL RETAILING

No. of Lecture Hrs/Weeks: 04

Total No. of Lecture Hrs: 64

Exam hours: 03

IA Marks: 40

Exam Marks: 60

Course objective: To understand the concept of International retailing. To learn about international marketing. To understand how to compete in foreign market

Course Specific Outcomes (CSO):

1. The course will provide the students with the basic concepts of international retailing.
2. The students will be able to demonstrate the effective retail structure.
3. The students will be able to understand the competition in the foreign markets and presence of India in international market.

Module 1: International Marketing

(14 Hours)

Concept, Importance, International Marketing Research and Informational System, Market Analysis and Foreign Market Entry Strategies, Future of International Marketing

Module 2

(10 Hours)

India's Presence in International Marketing

Module 3: Internationalization of Retailing

(12 Hours)

Evolution of International Retailing, Motives of International Retailing, International Retail Environment – Socio-cultural, Economic, Political, Legal, Technological

Module 4: Selecting of Retail Market

(16 Hours)

Study and analysis of retail in Global setting, Methods of International Retailing, Forms of entry-Joint Ventures, Franchising, Acquisition

Module 5: Competing in Foreign Market

(12 Hours)

Multi-country competition and Global Competition, Competitive Advantages in Foreign Market, Cross Market subsidization, Retail Structure, Global Structure.

References:

1. Dravid Gilbert – Retail Marketing
2. SwapanaPradhan – Retailing Management
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan – Retailing
4. A.J.Lamba- The art of Retailing
5. Barry Berman, Joel R Evans – Retail Management; A strategic Approach

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY
VI SEMESTER
COURSE CODE: (B-VOC SKILL 6.5R)
E-COMMERCE

No. of Lecture Hrs/Weeks: 04
Total No. of Lecture Hrs: 64

Exam hours: 03
IA Marks: 40
Exam Marks: 60

Course objective: To understand the concept of e-commerce. To learn about the issues and security in e-commerce. To understand e-retailing.

Course Specific Outcomes (CSO):

1. The course will provide the students with the basic concepts of e-commerce.
2. The students will be able to demonstrate the effective e-commerce structure.
3. The students will be able to understand and operate security applications.
4. The students will be able to understand the different issues involved in e-commerce.

Module 1: E-commerce and its Technological Aspects (14 Hours)

Overview of developments in Information Technology and Defining E-Commerce: The scope of E-commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Commerce, Produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.

Module 2: Consumer Oriented E Commerce (12 Hours)

E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce

Module 3: Electronic Data Interchange (14 Hours)

Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards on the Internet.

Module 4: Security in E Commerce (12 Hours)

Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server.

Module 5: Issues in E Commerce (12 Hours)

Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.

References:

1. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.
3. Efraim Turban, Jae Lee, David King, H.Michael Chung, "Electronic Commerce–A ManagerialPerspective", Addison-Wesley.
4. Elias M Award, "Electronic Commerce from Vision to Fulfilment", 3rd Edition, PHI, Judy Strauss, Adel El-Ansary, Raymond Frost, "E-Marketing", 3RDEdition, Pearson Education.

B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY
VI SEMESTER
COURSE CODE: (B-VOC SKILL 6.6R)
STORE LAYOUT AND DESIGN

No. of Lecture Hrs/Weeks: 04
Total No. of Lecture Hrs: 64

Exam hours: 03
IA Marks: 40
Exam Marks: 60

Course objective: This course is aimed at providing comprehensive knowledge of Store Location, layout and operations and NOS

Course Specific Outcomes (CSO):

1. The course will provide the students with the concepts of store nature, layout and store design.
2. The students will be able to demonstrate the store administration and its responsibilities.
3. The students will be able to understand the inventory planning, controlling and store maintenance.

Module 1: (14 Hours)
Store Location: Nature and significance of retail location, types and factors affecting store location, location and sight evaluation, trading area analysis, recent trends in location of store.

Module 2: (14 Hours)
Nature and Objective of Store Layout: Allocation of floor space, Classification of store offering, Traffic flow pattern of store, Space need, Interior display.

Module 3: (12 Hours)
Store design Objective and Types of Store Format, Impact on Consumer Behaviour, Impulsive Buying, out – store and In-Store Tactics, Store Security.

Module 4: (12 Hours)
Planning and Controlling of Inventory, Retail Logistics, Place-Supply Chain Management, the Supply Channel. Store Maintenance, Energy Management and Renovation.

Module 5: (12 Hours)
Store administration: introduction, objectives, responsibilities of store administrator, role of housekeeping staff in a store, guideline for housekeeping, checklist for maintenance, sale of scrap, licence renewal.

References:

1. The Retail Revival- Reimagining Business: Dougs Stephens
2. Retail Analytics : The Secret Weapon by Enmets Cox
3. Emerging Trends in Retail Management : N Panchanatham & R Gna