

# Bachelor of Vocational in Retail Management

## B. Voc. (Retail Management)

### Scheme of Examination and Curriculum for Bachelor of Vocational (Retail Management)

#### Year-I

Semester	Paper Code	Name of Paper	Mode	Category	External Marks	Internal Marks	Total
SEM 1	BVRM-101	English	Theory	Gen Ed*	80	20	100
SEM 1	BVRM -102	Business Mathematics	Theory	Gen Ed	80	20	100
SEM 1	BVRM -103	Business Organisation	Theory	Voc Ed	80	20	100
SEM 1	BVRM -104	Retail Management	Theory	Voc Ed	80	20	100
SEM 1	BVRM -105	Environmental Studies	Theory	Gen Ed	80	20	100
<b>SEM 1</b>	<b>BVRM -106</b>	<b>Computer Practicals-I (MS-Office)</b>	<b>Practical</b>	<b>Voc Ed*</b>	<b>100</b>		<b>100</b>

**Note:** Paper BVRM -106 Computer Practicals-I, 50 Marks will be for Computer Practical File and 50 marks will be for Practical (Ms-Office) to be conducted by External Examiner appointed by University.

Semester	Paper Code	Name of Paper	Mode	Category	External Marks	Internal Marks	Total
SEM 2	BVRM -107	Computer Application in Retail Business	Theory	Voc Ed	80	20	100
SEM 2	BVRM -108	Financial Accounting	Theory	Gen Ed	80	20	100
SEM 2	BVRM -109	Business Statistics	Theory	Voc Ed	80	20	100
SEM 2	BVRM -110	Retail Logistics Management	Theory	Voc Ed	80	20	100
SEM 2	BVRM -111	Fundamentals of Customer Services	Theory	Gen Ed	80	20	100
<b>SEM 2</b>	<b>BVRM -112</b>	<b>Store Operations-I</b>	<b>Practical Training</b>	<b>Voc Ed</b>	<b>100</b>		<b>100</b>

**Note:** Paper BVRM -112 Store Operations-I, the students shall proceed for their store operations training of two weeks duration during the semester. The students are required to prepare a Training Report which shall be evaluated by External Examiner at the time of viva-voce.

## Year II

Semester	Paper Code	Name of Paper	Mode	Category	External Marks	Internal Marks	Total
SEM 3	BVRM -201	Business Communication	Theory	Gen Ed	80	20	100
SEM 3	BVRM -202	Principles of Accounting	Theory	Gen Ed	80	20	100
SEM 3	BVRM -203	Advertisement Sales and Promotion	Theory	Voc Ed	80	20	100
SEM 3	BVRM -204	E-Commerce	Theory	Voc Ed	80	20	100
SEM 3	BVRM -205	Entrepreneurship Development	Theory	Voc Ed	80	20	100
<b>SEM 3</b>	<b>BVRM -206</b>	<b>Computer Practicals-II(Tally &amp; Internet)</b>	<b>Practical</b>	<b>Voc Ed</b>	<b>100</b>		<b>100</b>

**Note:** Paper BVRM -206 Computer Practicals-II, 50 Marks will be for Computer Practical File and 50 marks will be for Practical (Tally & Internet) to be conducted by External Examiner appointed by University.

Semester	Paper Code	Name of Paper	Mode	Category	External Marks	Internal Marks	Total
SEM 4	BVRM -207	Business Economics	Theory	Gen Ed	80	20	100
SEM 4	BVRM -208	Human Resources Management	Theory	Gen Ed	80	20	100
SEM 4	BVRM -209	Supply Chain Management	Theory	Voc Ed	80	20	100
SEM 4	BVRM -210	Consumer Behaviour	Theory	Voc Ed	80	20	100
SEM 4	BVRM -211	Merchandise Planning and Buying	Theory	Voc Ed	80	20	100
<b>SEM 4</b>	<b>BVRM -212</b>	<b>Store Operations-II ( Including Warehouse )</b>	<b>Practical Training</b>	<b>Voc Ed</b>	<b>100</b>		<b>100</b>

**Note:** Paper BVRM-212 Store Operations-II, the students shall proceed for their store operations training of two weeks duration during the semester. The students are required to prepare a Training Report which shall be evaluated by External Examiner at the time of viva-voce.

### Year-III

Semester	Paper Code	Name of Paper	Mode	Category	External Marks	Internal Marks	Total
SEM 5	BVRM -301	Personality and Soft Skills Developments	Theory	Gen Ed	80	20	100
SEM 5	BVRM -302	Store Layout and Design	Theory	Voc Ed	80	20	100
SEM 5	BVRM -303	Taxation Law and Practices in Business	Theory	Gen Ed	80	20	100
SEM 5	BVRM -304	Elements of Salesmanship	Theory	Voc Ed	80	20	100
SEM 5	<b>BVRM -305</b>	<b>Fundamentals of Visual Merchandising (VM)-I</b>	<b>Practical Training</b>	<b>Voc Ed</b>	<b>100</b>		<b>100</b>
SEM 5	<b>BVRM -306</b>	<b>Summer Training</b>	<b>ST Report</b>	<b>Voc Ed</b>	<b>100</b>		<b>100</b>

Note: 1. Paper BVRM-305 Fundamentals of Visual Merchandising (VM)-I, the students shall proceed for their training of two weeks duration during the semester. The students are required to prepare a Training Report which shall be evaluated by External Examiner at the time of viva-voce.

2. Paper BVRM -306 Summer Training, the students shall proceed for their summer training of four weeks duration immediately after the completion of IV Semester examinations. The summer training reports prepared after the completion of the training shall be assessed in the V Semester during viva-voce to be conducted by the External Examiner.

Semester	Paper Code	Name of Paper	Mode	Category	External Marks	Internal Marks	Total
SEM 6	BVRM -307	Database Management System	Theory	Gen Ed	80	20	100
SEM 6	BVRM -308	Retail Operations	Theory	Voc Ed	80	20	100
SEM 6	BVRM -309	Marketing Management	Theory	Voc Ed	80	20	100
SEM 6	BVRM -310	Customer Relationship Management	Theory	Gen Ed	80	20	100
SEM 6	<b>BVRM -311</b>	<b>Fundamentals of Visual Merchandising (VM)-II</b>	<b>Practical Training</b>	<b>Voc Ed</b>	<b>100</b>		<b>100</b>
SEM 6	<b>BVRM -312</b>	<b>Comprehensive Viva-Voce</b>	<b>Viva-Voce</b>	<b>Voc Ed</b>	<b>100</b>		<b>100</b>

Note: 1. Paper BVRM-311 Fundamentals of Visual Merchandising (VM)-II, the students shall proceed for their training of two weeks duration during the semester. The students are required to prepare a Training Report which shall be evaluated by External Examiner at the time of viva-voce.

2. Paper BVRM-312 Comprehensive Viva-Voce will be conducted by External Examiner to be appointed by the University.

**\*Gen Ed: General Education; Voc Ed: Vocational Education**