

Bachelor of Vocational in Retail Management

B. Voc. (Retail Management)

Revised Scheme of Examination and Revised Curriculum for Bachelor of Vocational (Retail Management) for Session 2017-18

Year-I

Semester-I	Paper Code	Name of Paper	Mode	Category	Credit	External Marks	Internal Marks	Total
SEM 1	BVRM-101	English	Theory	Gen Ed*	5	60	40	100
SEM 1	BVRM -102	Basics of marketing	Theory	Gen Ed	5	60	40	100
SEM 1	BVRM -103	Fundamentals of Customer Services	Theory	Voc Ed	5	60	40	100
SEM 1	BVRM -104	Basics of Retailing	Theory	Voc Ed	5	60	40	100
SEM 1	BVRM -105	Project Work (Safety methods at work Place)	Practical	Voc Ed*	5	100		100
SEM 1	BVRM-106	Computer Practicals-I (MS-Office)	Practical	Voc Ed	5	100		100

Note: BVRM -105 Paper will be evaluated on the basis of Project report and Viva-voce by external examiner.

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

Student will be assesses for NSQF Level 4 by respective SSC

Semester-II	Paper Code	Name of Paper	Mode	Category	Credit	External Marks	Internal Marks	Total
SEM 2	BVRM -107	Computer Application in Retail Business	Theory	Gen Ed	5	60	40	100
SEM 2	BVRM -108	Fundamental of Accounting	Theory	Gen Ed	5	60	40	100
SEM 2	BVRM -109	Environmental Studies	Theory	Gen Ed	5	60	40	100
SEM 2	BVRM -110	Business organisation and management	Theory	Voc Ed	5	60	40	100
SEM 2	BVRM -111	Project Work (Health and Hygiene at work place)	Practical	Voc Ed	5	100		100
SEM 2	BVRM -112	Store Operations-I	Practical Training	Voc Ed	5	100		100

Note: BVRM -111 Paper will be evaluated on the basis of Project report and Viva-voce by external examiner.

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.

Student will be assesses for NSQF Level 5 by respective SSC

Year II

Semester-III	Paper Code	Name of Paper	Mode	Category	Credit	External Marks	Internal Marks	Total
SEM 3	BVRM -201	Business communication	Theory	Gen Ed	5	60	40	100
SEM 3	BVRM -202	Basic Maths and Statistics	Theory	Gen Ed	5	60	40	100
SEM 3	BVRM -203	Customer Relationship Management	Theory	Voc Ed	5	60	40	100
SEM 3	BVRM -204	Retail Management	Theory	Voc Ed	5	60	40	100
SEM 3	BVRM -205	Project Work (customer needs and satisfaction)	Practical	Voc Ed	5	100		100
SEM 3	BVRM -206	Computer Practical-II-(Ms-Powerpoint & Internet)	Practical	Gen Ed	5	100		100

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

Semester-IV	Paper Code	Name of Paper	Mode	Category	Credit	External Marks	Internal Marks	Total
SEM 4	BVRM -207	Business Economics	Theory	Gen Ed	5	60	40	100
SEM 4	BVRM -208	Human Resources Management	Theory	Gen Ed	5	60	40	100
SEM 4	BVRM -209	Supply Chain Management	Theory	Voc Ed	5	60	40	100
SEM 4	BVRM-210	Consumer Behaviour	Theory	Voc Ed	5	60	40	100
SEM 4	BVRM -211	Project Work	Practical	Voc Ed	5	100		100
SEM 4	BVRM -212	Store Operations-II (Including Warehouse)	Practical Training	Voc Ed	5	100		100

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.

Student will be assessed for NSQF Level 6 by respective SSC at the end of IInd year

Year-III

Semester-V	Paper Code	Name of Paper	Mode	Category	Credit	External Marks	Internal Marks	Total
SEM 5	BVRM-301	Personality and soft skill development	Theory	Gen Ed	5	60	40	100
SEM 5	BVRM -302	Store Layout and Design	Theory	Voc Ed	5	60	40	100
SEM 5	BVRM -303	Organisational behaviour	Theory	Gen Ed	5	60	40	100
SEM 5	BVRM -304	Elements of Salesmanship	Theory	Voc Ed	5	60	40	100
SEM 5	BVRM -305	Tally	Practical	Gen Ed	5	100		100
SEM 5	BVRM -306	Summer Training	ST Report	Voc Ed	5	100		100

Note: 1. Paper BVRM-305 Tally, 50 Marks will be for Practical File and 50 marks will be for Practical (Tally) to be conducted by External Examiner appointed by University.

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-VI	Paper Code	Name of Paper	Mode	Category	Credit	External Marks	Internal Marks	Total
SEM 6	BVRM -307	Merchandise buying and planning	Theory	Voc Ed	5	60	40	100
SEM 6	BVRM -308	Retail Operations	Theory	Voc Ed	5	60	40	100
SEM 6	BVRM -309	Entrepreneurship Development	Theory	Gen Ed	5	60	40	100
SEM 6	BVRM -310	Advertising and Brand management	Theory	Gen Ed	5	60	40	100
SEM 6	BVRM -311	Fundamentals of Visual Merchandising (VM)	Practical Training	Voc Ed	5	100		100
SEM 6	BVRM -312	Comprehensive Viva-Voce	Viva-Voce	Voc Ed	5	100		100

Note: 1. Paper BVRM-311 Fundamentals of Visual Merchandising (VM), the students shall proceed for their training of two weeks duration during the 6th 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**
Student will be assessed for NSQF Level 7 by respective SSC at the end of IIIrd year

BVRM -101: ENGLISH

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

- Objective:**
1. To make the students conversant and fluent in English
 2. RAS/ NO114 To Process credit applications for purchases
 3. RAS/ NO126 To help customers choose right products
 4. RAS/ NO130 To create a positive image of self and organisation in the customers mind
 5. RAS/ NO132 To resolve customer concerns
 6. RAS/ NO134 To improve customer relationship
 7. RAS/NO 137 To work effectively in your team
 8. RAS/NO 138 To work effectively in your organisation

UNIT I

Tenses, Auxiliaries, Subject-Verb Concord, , Conjunction, Preposition, Articles.

UNIT II

Synonyms/ Antonyms, Homophones, Prefix, Suffix, One Word Substitution.

UNIT III

Translation (Hindi to English), Retranslation (English to Hindi) Curriculum Vitae, Paragraph Writing on current and business issues.

UNIT IV

Comprehension, , Dialogues Writing, Voices, Narration

SUGGESTED READINGS:

1. Communication Skills in English by D.G. Saxena & Kuntal Tamang
2. *Word Power Made Easy* by Norman Lewis
3. Remedial English *Grammar* by Frederick T. Wood
4. Intermediate Grammar Usage & Composition by Tickoo M.L.

Note: Latest and additional good books may be suggested and added from time to time.

BVRM-102 BASICS OF MARKETING

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

- Objective:**
1. To help students to understand the concept of marketing and its applications
 2. To expose the students to the latest trends in marketing.
 3. RAS/NO 135 to monitor and solve service problems
 4. RAS/NO 136 to promote continuous improvement in service
 5. RAS/NO 128 to maximise sales of goods & services
 6. RAS/NO 127 to provide specialist support to customers facilitating purchases
 7. RAS/NO 133 To organise the delivery of reliable service

Unit I

Introduction to Marketing: Meaning, Definition, Nature, Scope, Importance, difference between sales and marketing, The Holistic marketing, Target marketing.

Unit II

Marketing Environment: Components of modern marketing information system, analysing the marketing environment- Micro and Macro, Demand forecasting –need and techniques

Unit III

Consumer markets, Factors influencing consumer behaviour, buying decision process, analysing business markets- the procurement process

Unit IV

Market Segmentation: Bases for Market Segmentation, Market Targeting Strategies, designing and managing marketing channels, marketing mix

SUGGESTED READINGS:

1. Philip Kotler - Marketing Management
2. J.C. Gandhi - Marketing Management
3. William M. Pride and O.C. Ferrell – Marketing.

Note: Latest and additional good books may be suggested and added from time to time.

BVRM -103: FUNDAMENTALS OF CUSTOMER SERVICE

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: 1.To help students understand the critical need for service orientation in the current business scenario.

2. RAS/ NO126 To help customers choose right products
3. RAS/ NO130 To create a positive image of self and organisation in the customers mind
4. RAS/ NO132 To resolve customer concerns
5. RAS/ NO134 To improve customer relationship
6. RAS/NO 137 To work effectively in your team
7. RAS/NO 138 To work effectively in your organisation
8. RAS/NO 125 to demonstrate products to customers .
9. RAS/NO 135 to monitor and solve service problems
10. RAS/NO 136 to promote continuous improvement in service
11. RAS/NO 128 to maximise sales of goods & services
12. AS/NO 127 to provide specialist support to customers facilitating purchases
13. RAS/NO 133 to organise the delivery of reliable service
14. RAS/NO 129 to provide personalised sales & post- sales service support

Unit I

Focus on Customers: Understanding the Customers, Understanding Customer Service, Service Triangle, Benefits of Exceptional Customer Service, Customer Delight, First Impressions, and Perception vs. Reality.

Unit II

Scanning Environmental and Cultural Influences: Environmental and Cultural Influences on Customer Behaviour, creating, delivering and sustaining value

Unit III

Building Customer Relationship: Why do People do Business with you, Ways to Address Human Needs, Building Relationships through Valuing the Customer, Building Rapport, Emotional Bank Account, the Value Equation.

Unit IV

Empathy, Empathy vs. Sympathy, Problem Solving, Customer Interaction Cycle. Communication Styles: Three Main Styles. (Aggressive, Passive and Assertive), Disagreement Process, Selective Agreement, Benefits of Assertive Communication

SUGGESTED READINGS:

1. Peeru Mohammed: Customer Relationship Management
2. Grover S K: Marketing: A Strategic Orientation
3. P. Kotler: Marketing Management
4. R. Saxena: Marketing Management
5. Stanton: Marketing Management

Note: Latest and additional good books may be suggested and added from time to time.

BVRM-104: BASICS OF RETAILING

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objectives: 1. to get known to the students about prevailing, past and future scenario of retailing in India.

2. RAS/NO 125 to demonstrate products to customers.
3. RAS/ NO126 To help customers choose right products
4. RAS/ NO130 To create a positive image of self and organisation in the customers mind
5. RAS/ NO132 To resolve customer concerns
6. RAS/ NO134 To improve customer relationship
7. RAS/NO 137 To work effectively in your team
8. RAS/NO 138 To work effectively in your organisation
9. RAS/NO 135 to monitor and solve service problems
10. RAS/NO 136 to promote continuous improvement in service
11. RAS/NO 128 to maximise sales of goods & services
12. RAS/NO 127 to provide specialist support to customers facilitating purchases
13. RAS/NO 133 to organise the delivery of reliable service
14. RAS/NO 146 to organise the display at the store
15. RAS/NO139 to plan visual merchandising

Unit – I

Introduction – Meaning, nature, scope, importance, growth and present size. Career options in retailing, Technology induction in retailing, future of retailing in India,

Unit – II

Types of retailing: stores classified by owners, stores classified by merchandising categories. Retailing formats, cash and carry business; Retailing models- franchiser franchisee, directly owned; wheel of retailing and retailing life cycle; cooperation and conflict with other retailers.

Unit -III

Retail planning- importance and process; developing retailing strategies: objectives, action plans, pricing strategies and location strategies, visual merchandising and displays

Unit – IV

Retail Selling Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial, Handling Objections, Closing, Confirmations & Invitations. Retail Audits, Online Retailing, changing role of retailing in globalised world

SUGGESTED READINGS:

1. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi
2. Barry Berman, Joel R. Evans, Retail Management, Pearson Education
3. A. J. Lamba, The Art of Retailing, Tata McGraw Hill Publishing Co. Ltd. New Delhi

Note: Latest and additional good books may be suggested and added from time to time.

BVRM-105: PROJECT WORK

Max Marks: 100
Total Credits as per Qualification pack: 5

- Objectives:**
1. To learn students the practical tactics of retail business
 2. RAS/NO 114 to process credit applications for purchases
 3. RAS/NO 120 to keep store secure
 4. RAS/NO to help maintain healthy and safety
 5. RAS/NO 127 to provide specialist support to customers facilitating purchases
 6. RAS/NO 128 to maximise sales of goods & services
 7. RAS/NO 133 to organise the delivery of reliable service

Projects Based on Classification and Overview of Various Departments in Any Retail Set up, Fundamentals of Retailing Operations, Foot falls, Conversion Rate, Basket size, Calculation of sales, Margins, Break-even point of a Retail business, Pre opening set up of a retail business, Divisions of organised Retail, Negotiations.

Foot falls: Location, Advertising, Brand, past experience

Conversion Rate: Right category, Right Brand, Right Price, Right quantity

Basket size: Fill Rate, Store arrangement, Discount, Up selling, Tagging, Customer Care, Program

Pre-opening Depts.: Purchase, Inspection, Masters Preparation, Schemes, Transportation, Rejections, Accounts and Finance.

Categories/Divisions in a Retail business: Food Items, Non- Food Items, Garments

Negotiations: Margin-Mark down , Delivery Time, Payment Terms, Freight & Insurance, Rejections, Damages, Expiries, Cash Discount, Display, Advisors, Testers, Quantity Based Inventories & Schemes, preparing purchase order,

Store security, Maintaining health and safety: measures of stores safety to be adopted, techniques and methods to keep employees healthy and safety measures in store.

BVRM -106: COMPUTER PRACTICALS-I (MS Office)

Max. Marks: 100

Total Credits as per Qualification pack: 5

PRACTICAL

Objective: To enhance the knowledge about the usage of the Computer and IT in retail business

I - MS WORD

1. Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations: Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.
2. Prepare an invitation for the college function using Text Boxes and Clip Arts.
3. Design an Invoice and Account Sales by using Drawing Tool Bar, Clip Art, Word Art, Symbols, Borders and Shading.
4. Prepare a Class Time Table and perform the following operations: Inserting the Table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
5. Prepare a Shareholders meeting letter for 10 members using mail merge operation.
6. Prepare Bio-Data by using Wizard/ Templates.

II- MS-EXCEL

1.Applications of a Spreadsheet; Advantages of an Spreadsheet; Features of Excel; Rows, Columns, Cell, Menus, Creating worksheet, Formatting, Printing, establishing worksheet links, Table creating and printing graphs, Macros, Using Built-in-functions.

BVRM -107: COMPUTER APPLICATION IN RETAIL BUSINESS

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: To enhance the knowledge about the usage of the MIS in retail business

Unit I

Introduction: Managing in Information Age, Evolution of IT Management, Types of Information Systems, Internet Based Business Systems, Value Chain Reconstruction for E-Business, IT Management Challenges and Issues, Critical Success Factors for IT Managers.

Unit II

Hardware Software and Communication: Computing Hierarchy, Input – Output, Technologies, Hardware Issues, System Architecture, Operating Systems, Network Operating Systems, Grid Computing, Mobile Computing, Ubiquitous Computing, Application Programming, Managing Application Development, Data Resources, Managing Data Resources, Problem of Change and Recovery.

Unit III

IT Applications: Enterprise Resource Planning, Enterprise System, Expert System, Decision Support System, Neural Networks, Executive Information System, Customer Relationship Management System, Supply Chain Management Systems, Knowledge Management, Data Warehousing, Data Mining, Virtual Reality, E-Business and Alternatives, E-Business Expectations and Customer Satisfaction.

Unit IV

Retail Information Systems: Approaches to EPOS, Auto Identification, Data Capture and Product Marking, Payments System at POS, Smart Cards, EPOS Products and Supplier, Managing Retail through Technology, Approaches to EPOS.

SUGGESTED READINGS:

1. Garroll W. Frenzel Johne. Frenzel, Management of Information Technology, Thomson Course Technology, Boston, 2004.
2. Henry C. Lucas. Jr, Information Technology – Strategic Decision Making for Managers, John Wiley & Sons (Asia) Pvt. Ltd., Singapore, 2005.
3. Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore, 2004.
4. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi 5 Barry Merman, Joel R. Evans, Retail Management, Pearson Education.

BVRM-108 FUNDAMENTAL OF ACCOUNTING

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: 1.This paper is aimed at providing comprehensive knowledge of maintenance of accounts under different agreements.

2. RAS/NO 151 manage a budget

3. RAS/NO 148 to maintain the availability of goods for sale to customers

UNIT I

Meaning and Scope of Accounting: Nature of, Basis of Accounting, Accounting Process from Recording of Business Transaction to Preparation of Trial balance,

Unit II

Fundamentals of Book-keeping: Accounting Principles, Concepts and Conventions, Journal, Ledger, Subsidiary Books,

Apportionment of Capital and Revenue Expenditure; Significance and Methods of Inventory Valuation and inventory management, Final Accounts of Sole Trader with adjustments

UNIT III

Preparation of Bank Reconciliation Statement, Errors and their Rectification, Depreciation Accounting,

UNIT IV

Hire Purchase, instalment payment system, accounting Ratios, Budgetary Control

SUGGESTED READINGS:

1. Gupta R.L., Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
2. Grewal T.S. and M.C. Shukla, Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
3. Monga, J.R., Financial Accounting, Margin Paper Bank, New Delhi
4. Maheshwari S.N., Advanced Accounting Vol. I, Vikas Publications

Note: Latest and additional good books may be suggested and added from time to time.

BVRM -109: ENVIRONMENTAL STUDIES

External Marks: 60

Internal Marks: 40

Time: 3 Hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: 1. This paper is aimed at providing a comprehensive knowledge of mechanism of Ecological System

2. RAS/NO 122 To maintain health and safety

UNIT I

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 and Consequences, Role of an Individual in Conservation of Natural Resources, Equitable use of Resources for Sustainable Lifestyles.

UNIT II

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

UNIT III

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.

UNIT IV

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.

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

BVRM 110 BUSINESS ORGANISATION AND MANAGEMENT

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: 1.This paper will impart conceptual knowledge of different forms of Business Organizations

2. RAS/NO 147 To process the sale of products
3. RAS/NO 131 to allocate and check work in your team
4. RAS/ NO 137 To work effectively in your team
5. RAS/NO 138 to work effectively in your organization
6. RAS/NO 145 to communicate effectively with stake holders
7. RAS/NO 142 provide leadership for your team

Unit I

Basic Concepts: Business Organization and its Scope – Business, Profession, employment, Industry, Trade, Types of Trade and Aids to Trade, Types of Industries

Forms of Business Organizations: Sole Trader – Characteristics, Merits and Demerits of Sole Trader, Joint Hindu Family: Karta, Merits and Demerits.

Unit II

Partnership: Characteristics, Merits and Demerits, Partnership Deed, Types of Partners, Rights and Duties of Partners.

Joint Stock Company: Characteristics, Merits and Demerits, Kinds of Companies, Promoters

Unit III

Incorporation of Joint Stock Company: Procedure and Incorporation of Joint Stock Company, Memorandum of Association, Articles of Association, Prospectus.

Co-Operative Societies: Characteristics, Types of Co-Operative Societies, Merits and Demerits

Unit-IV

Management: Introduction, concept, nature, process and significance, **Planning:** concept, types and process, **Organizing:** concept, nature, process and significance **Staffing:** concept, nature and scope.

SUGGESTED READINGS:

1. L.M. Prasad: Organisational Behaviour
2. Koontz& O'Donnel: Principles of Management

Note: Latest and additional good books may be suggested and added from time to time.

BVRM 111 PROJECT WORK

Max. Marks: 100

Total Credits as per Qualification pack: 5

- Objectives:**
1. Overview of Various Departments in any retail setup
 2. RAS/NO 114 to process credit applications for purchases
 3. RAS/NO 133 to organise the delivery of reliable service
 4. RAS/NO 137 to work effectively in your team

Projects to be made on detailed functioning of Purchase Dept., Warehousing / Logistics, Accounts, Schemes, IT, HR, Front Operations, Allied services like Housekeeping / Security / Assets management, Repair and Maintenance.

Purchase Department: Vendor registration Form, Various terms in details, Purchase order, Basis of Purchase order, Stock Turnover. Duly filled forms, duly filled purchase orders,

Warehousing Aspects in details: Gate Entry Formats, Goods receiving (Stamps to be made), Inspection of goods received, Inspection report format, Masters Creation, Classification / Categories / MIN and MAX, Sample masters of 10 Items, GRC Process, Sample GRC, Bar coding Process, Sample barcodes Printing , Stacking Process, Issue to Store process

Purchase Invoice Process: Sample Purchase Invoice, Vendor Payment, GRT process, Sample GRT, Physical Stock take.

BVRM -112: STORE OPERATIONS-I

Max. Marks: 100

Total Credits as per Qualification pack: 5

PRACTICAL TRAINING

This module explains the different operating processes and their significance in running retail operations smoothly. It also helps develop necessary skills for planning, monitoring and controlling merchandise in a retail store.

Area of Study

- Managing Retail Operations
- What are Store Operations
- Productivity & Operating Efficiency
- Most Common Mistakes of Retailers
- Controls Essential for successful operations
- Measuring Performance
- Stock Turn
- Franchising
- Store Appearance & House Keeping
- Functions of a Store Manager
- Promotion, Planning and Execution Retail Operations

Suggested Instructional Methodology

Store visits have to be organized to get them acquainted them with day to day operations of a store

SUGGESTED READINGS:

1. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi
2. Barry Berman, Joel R. Evans, Retail Management, Pearson Education
3. A. J. Lamba, The Art of Retailing, Tata McGraw Hill Publishing Co. Ltd. New Delhi

Note: Latest and additional good books may be suggested and added from time to time.

BVRM -201: BUSINESS COMMUNICATION

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: 1. After the Successful Completion of the Course the student must be able to Communicate Clearly in the day-to-day Business World

2. RAS/NO145 communicate effectively with stakeholders
3. RAS/NO 142 Provide leadership for your team
4. RAS/NO 143 Build and manage store team
5. RAS/NO 131 Allocate and check work in your team
6. RAS/NO 137 to work effectively in your team
7. RAS/NO 138 to work effectively in your organisation
8. RAS/NO 144 Develop individual retail service opportunity

Unit I

Business Communication: Meaning, Importance of Effective Business Communication, Modern Communication Methods, Role of Communication Skill in Business, Barriers of Communications & their Remediation.

Unit II

Communication Skills: Listening Skills, Cognitive Process of Listening, Barriers to Listening, Reading Skills, Speaking Skills, Public Speaking, Voice Modulation and Body Language.

Unit III

Trade Enquiries: Orders and their Execution, Credit and Status Enquiries, Employment letters, Writing Memo and Notice, Complaints and Adjustments, Collection Letters, Sales Letters and Circular Letters.

Unit IV

Business Reports: Purpose and Types, Framework of Business Report, Presentation of Business Report, Brouchers, Issuing Notice and Agenda of Meeting and Recording of Minutes of Meeting,

SUGGESTED READINGS:

1. Rajendra Pal Korahill, “Essentials of Business Communication”, Sultan Ch and & Sons, New Delhi, 2006.
2. Ramesh, MS, & C. C Pattanshetti, “Business Communication”, R.Chand&Co, New Delhi, 2003.
3. Rodriquez M V, “Effective Business Communication Concept” Vikas Publishing Company, 2003.

Note: Latest and additional good books may be suggested and added from time to time

BVRM -202: BASIC MATHS AND STATISTICS

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objectives: 1. After learning the contents of this paper, student should be able to perform mathematical, logical calculations required for decision making in day today retail business.

2. RAS/NO 141 Monitor and manage store performance

Unit I

Profit and Loss: Cost Price, Selling Price, Marked Price, Loss, Trade Discount and Cash Discount, Commission, Brokerage, Problems on these topics Interest: Concept of Present Value, Simple Interest, Compound Interest, Amount at the End of Period, Equated Monthly Instalment (EMI) by Reducing and Flat Interest System, Problems

Unit II

Statistics: Meaning, Evolution, Scope, Limitations and Applications, Diagrammatic and graphical presentation of data, Measures of Central Tendency and Dispersion.

Unit III

Correlation: Meaning, Types, Karl Pearson coefficient of correlation, Rank Correlation, concurrent deviation method

Linear Programming Problems: Graph of linear Equation, Graph of linear Inequality, Formulation of LPP, Solution by Graphical Method

UNIT IV

Index Number and Their uses in Business: Construction of Simple and Weighed Price, Quantity and Value Index Numbers, Test for an Ideal Index Number. Time series: components and secular trends.

SUGGESTED READINGS:

1. Gupta, S.P. & M.P. Gupta, Business Statistics
2. Gupta, C.B., An Introduction to Statistical Methods
3. Gupta, B.N., An Introduction to Modern Statistics
4. Sancheti, S.C. & V.K. Kapoor, Statistical Methods
5. Ellhans, D.N., Fundamentals of Statistics
6. Gupta, S.P., Statistical Methods
7. Sharma, J.K., Business Statistics, Pearson Education, New Delhi

Note: Latest and additional good books may be suggested and added from time to time.

BVRM -203: CUSTOMER RELATIONSHIP MANAGEMENT

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: 1.This course will enable the students to learn the basics of Customer Relationship Management.

2. Understood Relationship Marketing Learnt Sales Force Automation Learnt Database Marketing

3.RAS/NO 126,127,129,130,132,134,135,136.

UNIT I

Customer Relationship Management: Meaning, Definition and Scope, Attracting and Retaining Customers. Building Loyalty, Types of Relationship Marketing, Customer Lifecycle.

UNIT II

CRM: Overview and Evolution of the Concept, CRM and Relationship Marketing, CRM Strategy, Importance of Customer Divisibility in CRM, Customer Mental Process, Customer Satisfaction Index.

UNIT III

Building Customer Value: Satisfaction and Loyalty, Total Customer Satisfaction, Cultivating Customer Relationship, Sales Force Automation, Contact Management, CRM in India.

UNIT IV

Value Chain: Concept, Integration Business Management, Benchmarks and Metrics, Culture Change, Alignment with Customer Eco System, Vendor Selection.

SUGGESTED READINGS:

1. Relationship Marketing: S. Shajahan - Tata Mc Graw Hill,
2. CRM Paul Green Berg(1997) - Tata Mc Graw Hill,
3. Marketing Management: Philip Kotler (2002), Prentice Hall, 2013
4. Retail Management – A Strategic Approach- Barry Berman and Joel R Evans –Prentice Hall of India, Tenth Edition, 2006

Note: Latest and additional good books may be suggested and added from time to time

BVRM -204: RETAIL MANAGEMENT

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objectives: 1.This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of retail management.

2. RAS/NO 140 Establish and satisfy customer needs
3. RAS/NO 141 ,135Monitor and manage store performance
4. RAS/NO 142 Provide leadership for your team
5. RAS/NO 148 to maintain the availability of goods for sale to customers
6. RAS/NO 126 To help customers choose right products
7. RAS/NO 127 To provide specialist support to customers facilitating purchases

Unit I

Management of retailing operations, Retailing Management: Functions, strategic retail management process and total performance model, Retail Communication Mix, Promotional Strategy, Retail Human Resources Management, Customer Service, The GAPs Model and Customer Relationship Management.

Unit II

Information gathering in retailing: retail strategic planning and operation management, retail financial strategy, target market selection and retail location, store design and layout, visual merchandising and Displays

Unit III

Logistics Framework: Concept, objectives, scope, Transportation, Warehousing, Inventory Management, packaging and unitization, communication and control

Unit IV

Role of Information technology in Logistics, role of ecommerce in retailing, global retailing, legal and ethical issues in retailing, mall introduction and mall management.

SUGGESTED READINGS:

1. Levy IM. And Weitz B.A (2004), Retailing Management, 5th ed., Tata McGraw Hill.
2. Berman B. Evans J. R. (2004), Retail Management, 9th Edition, Pearson Education.
3. Bajaj C; Tuli R., Srivanstava N.V. (2005), Retail Management, Oxford University Press, Delhi.
4. Dunne P.M, Lusch R.F. and David A. (2002), Retailing, 4th ed., South-Western, Thomson Learning Inc.

Note: Latest and additional good books may be suggested and added from time to time.

BVRM-205: PROJECT WORK

Max. Marks: 100

- Objectives:**
1. Overview of Various Departments in any retail setup
 2. RAS/NO 139 to Plan visual merchandise,
 3. RAS/NO monitor and manage store performance
 4. RAS/NO 144 Develop individual retail service opportunities

Front Operations: I

Food and Non Food Sections: Store layout Planogram, Assets in any store, Team hierarchy, Roles of Various team members, Sample KRA of few members, goods receiving Process from warehouse, Reconciliation of goods electronic, Display and Visual Merchandising, Schemes and its designing , Daily Check chart, Opening and Closing process of stores, HR Functions, House Keeping Role, Security Function, Anti Pilferage systems.

BVRM -206: COMPUTER PRACTICALS-II (MS- Power point & Internet)

Max. Marks: 100

Total Credits as per Qualification pack: 5

PRACTICAL

MS-POWERPOINT & INTERNET

I-INTERNET

1. Create an e-mail id and check the mail inbox.
2. Learn how to use search engines and visit yahoo com, bing.com, hotmail.com and google.com
3. Working with E-Commerce websites, shopping cart, online shopping.
4. Visit your University and college websites and collect the relevant data
5. Web Designing: , HTML ,Basic structure of HTML document, creating HTML document, Heading Tags, formatting tags, HTML tags, working with lists, tables, hyperlinks, images.
6. Create a simple website.

II - MS POWERPOINT

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.
2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.
3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out - The presentation should work in custom mode.
4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.
5. Design presentation slides for the Seminar/Lecture Presentation using animation Effects and perform the following operations: Creation of different slides, changing background color, font color using word art.

BVRM -207: BUSINESS ECONOMICS

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective:

1. This paper is to make the student understand how the business organizations work by applying economic principles in their Business Management.
2. RAS/NO 140 Establish and satisfy customer needs
3. RAS/NO 148 To maintain the availability of goods for sale to customers
4. RAS/NO 128 to maximise sales of goods and services

Unit I

Business Economics: Meaning, Nature and Scope, Law of Demand, Exceptions to Law of Demand, Change in demand, Elasticity of Demand: Types, measurement and determinants Law of Supply, elasticity of Supply.

Unit II

Theory of Consumer Behaviour: Utility Analysis and Indifference Curve Analysis, Derivation of demand curves,

Unit III

Theory of Cost, Type of Costs, Short and Long Run Costs, Revenue, Break- even point, Theory of Production- Returns to Factor and Returns to Scale

Unit IV

Markets: Perfect competitions, Monopoly, Monopolistic Competitions and Oligopoly: *Features* and Comparison

SUGGESTED READINGS:

1. Joel Dean: Managerial Economics
2. Sankaran : Business Economics
3. Varsheney and Maheswari: Managerial Economics
4. Seth M L Text Book of Economic Theory
5. Petersen & Lewis: Managerial Economics
6. Mote V L peul. S & Gupta G S: Managerial Economics TMH
7. H. Craig Petersen & W. Cris lewis: Managerial Economics, PHI.
8. Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Business Economics.
9. Barry Keating and J. Holton Wilson: Managerial Economics, Biztantra. 8
10. Advance Economic Theory H.L. Ahuja

Note: Latest and additional good books may be suggested and added from time to time

BVRM -208: HUMAN RESOURCE MANAGEMENT

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

- Objective:**
1. To impart conceptual knowledge of Human Resource Management
 2. RAS/NO 122 help maintain healthy and safety
 3. RAS /NO 126 to help customer choose right products.
 4. RAS/NO 129 to provide personalised sales & post- sales service support
 5. RAS/NO 135 to monitor and solve service concerns
 6. RAS/NO 137 to work effectively in your team
 7. RAS/NO 138 to work effectively in your organisation
 8. RAS/NO 131 to allocate and check work in your team
 9. RAS/NO 142 provide leadership in your team

Unit I

An Introduction to Human Resource Management

Definition, Importance Objectives, Scope & functions of Human Resource Management, Qualification and Qualities of Human Resource Manager in our Organization,

Unit II

Recruitment Selection and Training

Recruitment: Meaning, Steps in Recruitment Policy, Sources and Modes of Recruitment, Factors Affecting Recruitment; Selection: Meaning, Essentials of Selection Procedure, Training: Need, Importance, Methods of Training:

Unit III

Wage and Wage Incentives

Wages: Methods of Wage Programme: Time Wages and Piece Wages Methods, Concept of Wages: Fair, Minimum and Living Wage, Factors Determining Wage Structure of an Organization.

Unit IV

Industrial Relation : concept, Importance, objective of Industrial relations, contents and participants of Industrial relations, Essentials of good Industrial Relations Programme, Participative Management.

SUGGESTED READINGS:

1. Human Resource Management: Concepts and Issues, by T.N. Chhabra, Dhanpat Rai & Co. New Delhi.
2. Human Resource Management by R. Wayne Mondy, Pearson Publications, Delhi.
3. Human Resource Management by C.B. Gupta.

BVRM -209: SUPPLY CHAIN MANAGEMENT

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

- Objective:**
1. To create awareness about the supply chain activities taken in order to deliver the goods
 2. RAS/NO 133 to organise the delivery of reliable service
 3. RAS/NO 148 To maintain the availability of goods for sale to customers

Unit I

Supply Chain Management: Global Optimisation, Importance, Key Issues, Inventory Management, Economic Lot Size Model, Supply Contracts, Centralized vs. Decentralized System.

Unit II

Supply Chain Integrates: Push, Pull Strategies, Demand Driven Strategies, Impact on Grocery Industry, Retail Industry, and Distribution Strategies.

Unit III

Supply Chain Benchmarking- Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure

Unit IV

Recent Trends in Supply Chain Management-Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E-Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management

SUGGESTED READINGS:

1. Rushton, A., Oxley, J & Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management. Kogan Page.
2. Simchi-Levi, David, Kamisnsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill 32
3. Supply chain management , Kulkarni Sarika & Sharma Ashok
4. Supply chain management concepts and cases, Ragul V. Altekhar
5. Text book of logistics and supply chain management, Prof D.K. Agarwal

Note: Latest and additional good books may be suggested and added from time to time.

BVRM -210: CONSUMER BEHAVIOUR

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

- Objective:**
1. To impart conceptual knowledge about consumer behaviour and other related issues,
 2. RAS/ NO126 To help customers choose right products
 3. RAS/ NO130 To create a positive image of self and organisation in the customers mind
 4. RAS/ NO132 To resolve customer concerns
 5. RAS/ NO134 To improve customer relationship
 6. RAS/NO 137 To work effectively in your team
 7. RAS/NO 138 To work effectively in your organisation
 8. RAS/NO 125 to demonstrate products to customers .
 9. RAS/NO 135 to monitor and solve service problems
 10. RAS/NO 136 to promote continuous improvement in service
 11. RAS/NO 128 to maximise sales of goods & services
 12. AS/NO 127 to provide specialist support to customers facilitating purchases
 13. RAS/NO 133 to organise the delivery of reliable service
 14. RAS/NO 129 to provide personalised sales & post- sales service support
 15. RAS/NO 140 to establish and satisfy customer needs
 16. RAS/NO 150 to monitor and solve customers' service problems

Unit I

Nature and Scope of Analyzing Consumer Behaviour, Factors influencing consumer behaviour,, Building Customer Satisfaction, consumer trends for the future

Unit II

Connecting with consumers : building and delivering Customer values, Satisfaction and loyalty. Cultivating customer relationship, Customer Equity

Unit III

Organising buyer behaviour: Key psychological process, Motivation, Consumer Attitude and Attitude Change

Unit IV

Consumer Buying Decision Process - Problem Recognition, Situation Influence, Post Purchase Action.

SUGGESTED READINGS:

1. Consumer Behavior: Solomon, Michael R
2. Consumer Behavior: Evans, Martin, Jamal, Ahmad
3. Marketing Management : Philip Kotler
4. Consumer Behavior: Satish K Batra & S H H Kajmi

Note: Latest and additional good books may be suggested and added from time to time.

211- PROJECT WORK

Max. Marks: 100

Total Credits as per Qualification pack: 5

Overview of Various Departments in any retail setup – Repeat

Front Operations: II

Garments / Foot wears / Sports Wear Section: Store layout Planogram, Assets in any store, Team hierarchy, Roles of Various team members Sample KRA of few members, Purchases from Fairs/Ready stock, Goods receiving Process from warehouse ,Reconciliation of goods electronic ,Display and Visual Merchandising, Schemes and its designing ,Daily Check chart ,Opening and Closing processes of Stores, HR Functions ,House Keeping Role, Security Function, Anti Pilferage systems

BVRM -212: STORE OPERATIONS-II

Max. Marks: 100

Total Credits as per Qualification pack: 5

PRACTICAL TRAINING

This module explains the different operating processes and their significance in running retail operations smoothly. It also helps develop necessary skills for planning, monitoring and controlling merchandise in a retail store.

Area of Study

- Managing Retail Operations
- What are Store Operations
- Productivity & Operating Efficiency
- Most Common Mistakes of Retailers
- Controls Essential for successful operations
- Measuring Performance
- Stock Turn
- Franchising
- Store Appearance & House Keeping
- Functions of a Store Manager
- Promotion, Planning and Execution Retail Operations

Suggested Instructional Methodology

Store visits have to be organized to get them acquainted them with day to day operations of a store

SUGGESTED READINGS:

4. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi
5. Barry Berman, Joel R. Evans, Retail Management, Pearson Education
6. A. J. Lamba, The Art of Retailing, Tata McGraw Hill Publishing Co. Ltd. New Delhi

Note: Latest and additional good books may be suggested and added from time to time.

BVRM-301: PERSONALITY AND SOFT SKILLS DEVELOPMENT

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

- Objective:**
1. After completion of the course students will be familiar with different aspects of personality and role of soft skills in personality development.
 2. RAS/ NO126 To help customers choose right products
 3. RAS/ NO130 To create a positive image of self and organisation in the customers mind
 4. RAS/ NO132 To resolve customer concerns
 5. RAS/ NO134 To improve customer relationship
 6. RAS/NO 137 To work effectively in your team
 7. RAS/NO 138 To work effectively in your organisation
 8. RAS/NO 125 to demonstrate products to customers .
 9. RAS/NO 135 to monitor and solve service problems
 10. RAS/NO 127 to provide specialist support to customers facilitating purchases
 11. RAS/NO 133 to organise the delivery of reliable service
 12. RAS/NO 129 to provide personalised sales & post- sales service support
 13. RAS/NO 140 to establish and satisfy customer needs
 14. RAS/NO 144 To develop individual retail service opportunities
 15. RAS/NO 145 communicate effectively with stake holders

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

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

Note: Latest and additional good books may be suggested and added from time to time.

BVRM -302: STORE LAYOUT & DESIGN

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: 1. This paper is aimed at providing comprehensive knowledge of Store Location, layout and operations and NOS/ NO 120,127,146,141,143

Unit I

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.

Unit II

Nature and Objective of Store Layout: Allocation of floor space, Classification of store offering, Traffic flow pattern of store, Space need, Interior display.

Unit III

Store design Objective and Types of Store Format, Impact on Consumer Behaviour, Impulsive Buying, Out – store and In-Store Tactics, Store Security.

Unit IV

Planning and Controlling of Inventory. Retail Logistics. Place-Supply Chain Management. The Supply Channel. Store Maintenance, Energy Management and Renovation.

SUGGESTED READINGS:

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 Gnganguru

Note: Latest and additional good books may be suggested and added from time to time.

BVRM-303: E-COMMERCE

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: This paper will make students understand the concepts and Application of E-Commerce

UNIT I

Introduction: Meaning, Nature, Concepts, Advantages and Reasons for Transacting Online, Categories of E-commerce, Planning and launching Online Business,

UNIT II

Technology for Online Business: Internet, IT Infrastructure, Mechanism of Making Payment Through Internet, Electronic Payment Systems, Payment Gateways,

UNIT III

Applications in E-commerce: E-commerce Applications in Manufacturing, Wholesale, Retail and Service Sector

Tools for Promoting Website, Laws Relating to Online Transactions

UNIT IV

Virtual Existence: Concepts, Working, Advantages and Pitfalls of Virtual Organizations, Security in E-commerce, Digital Signatures, Network Security, Data Encryption.

SUGGESTED READINGS:

1. Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi
2. Kienam, Managing Your E-Commerce business, Prentice Hall of India, N. Delhi.
3. Kosiur, Understanding E-Commerce, Prentice Hall of India, N. Delhi.
4. Kalakota, Whinston, Frontiers of Electronic Commerce, Addison Wesley.

Note: Latest and additional good books may be suggested and added from time to time.

BVRM -304: ELEMENTS OF SALESMANSHIP

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: To impart conceptual knowledge of salesmanship and understanding consumer behaviour and RAS/NO 125,126,127, 128,129,146, 140, 147, 148, 142, 143,

Unit I

Introduction: Concept of Salesmanship, Types of Selling, Changing Roles and Functions of a Salesman, Importance of Personal Selling in the Context of Competitive Environment.

Unit II

Salesman Career: Career Counselling & Guidance, Types of Salesman, Duties, Responsibilities, Opportunities and Growth in the Sales Field, Qualities, Rewards in Selling: Financial and Non-Financial (Incentives), Methods of Training Salesmen.

Unit III

Buyer Behaviour: Introduction, Classification of Buyer, Buying Motives- Rational and Emotional, Factors Influencing Purchase of a Product, Shopping Behaviour, Methods of Identifying Customer Perceptions, Finding out Customer's Needs, Problems and Potentialities.

Unit IV

Sales Presentation: Introduction, Planning Sales Presentation, Objectives of Sales Planning, Sales Talk, Supporting Evidence etc. Steps involved in product presentation and demonstration

SUGGESTED READINGS:

1. *Little Red Book of Selling* by Jeffrey Gitomer's
2. *Secrets of Closing the Sale*, Zig Ziglar
3. *How to Sell Anything to Anybody*, Joe Girard
4. *How to Master the Art of Selling*, Tom Hopkins
5. *Coaching Salespeople into Sales Champions*, Keith Rosen's

Note: Latest and additional good books may be suggested and added from time to time.

BVRM-305: TALLY

Max. Marks: 100

Total Credits as per Qualification pack: 5

1. Create a new company, group, voucher and ledger and record minimum 10 transactions and display the relevant results.
2. Prepare trial balance, Profit and Loss A/c and Balance Sheet (with minimum of any five adjustments).
3. Prepare inventory statement using (Calculate inventory by using all methods)
 - a) FIFO
 - b) LIFO
 - c) Simple Average Method
 - d) Weighted Average Method
 - e) Base Stock Method
 - f) Standard Price Method

BVRM -306: SUMMER TRAINING

Max. Marks: 100

Total Credits as per Qualification pack: 5

BVRM -307: MERCHANDISE PLANNING & BUYING

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objectives: RAS/NO 139, 140,126, 127, 133, 135,146, 147, 150

Unit I

Merchandise Management: Objective, Presentation and Demonstrating Merchandise; Strategies for Creating Good looking Retail Stores Displays, Retail Plano Gram.

Unit II

Visual Merchandise: Objective and Principle of successful visual Merchandise. Signage: Types and Character, Visual Display,

Unit III

Management of Service and Quality in Merchandise Planning, Devising Merchandise Plan: Innovativeness, Assortment, Category Management.

Unit IV

; Role of Information Technology in Point-of-Sale System; Electronic Fund Transfer at POS; Data Ware House and Data Mining, General Merchandise Planning Software.

SUGGESTED READINGS:

1. Retail Management: Pateric M Dulle & Robert F Lusch
2. Retail Management: Gaurav Ghosal
3. Data Driven Marketing: Mark Jeffrey
4. Reflection in Retailing: Stanley Marcus
5. Retail Merchandising: Risch E. H.
6. Merchandise Buying : M Smith Bohlinger

Note: Latest and additional good books may be suggested and added from time to time.

BVRM -308: RETAIL OPERATIONS

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objectives: 1. to get the student acquainted with the knowledge of retail operations performed in a retail organisation and RAS/NO 14

Unit I

Retails Operation: Elements and Components, Store Administration and Management of Store Floor. Management of the Premises, Opening and Closing Activity of Store, Skills and Responsibility of Retails Store Manager.

Unit II

Method and Approaches to Retail Operations: Retail Location: Strategies and Decisions, Retail Branding.

Unit III

Retail Marketing Mix: Role of Personal Selling in Retail processes. Retail Promotion: Role and Objective.

Unit IV

Supply Chain Management: Objectives, Integration of Supply Chain Strategies; Bottlenecks and Remedies, Supply Chain Performance.

SUGGESTED READINGS:

1. Supply Chain Management for Retail : Rajesh Ray
2. Logistic and Retail Management : John Fervieleighs
3. Retail management- A Strategies approach : Barry Berman and Joen R Evan
4. Marketing at Retail : Robert Lilejenwale and Barba

Note: Latest and additional good books may be suggested and added from time to time.

BVRM -309: ENTREPRENEURSHIP DEVELOPMENT

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: To make the students to prepare business plans

Unit I

Entrepreneurship: Introduction to Entrepreneur, Entrepreneurship and Enterprise, Importance and Relevance of the Entrepreneur, Factors Influencing Entrepreneurship, Pros and Cons of being an Entrepreneur, Women Entrepreneurs, Problems and Promotion, Types of Entrepreneurs, Competency Requirement for Entrepreneurs.

Unit II

Entrepreneurship theories: Theories of entrepreneurship, entrepreneurial Development Programmes, EDP objectives

Unit III

Preparing the Business Plan (BP): Introduction, meaning, objectives and significance of a business plan, components of BP, contents of BP, Feasibility study and Common Pitfalls to be avoided in Preparation of a BP, legal formalities and documentation.

Unit IV

Small Scale Industries: Meaning, definition, nature, scope, Importance, of Small Scale Industries/ Tiny Industries/Ancillary Industries/ Cottage Industries, Product Range, Capital Investment, Ownership Patterns, Problems Faced by SSI's and the Steps Taken to Solve the Problems, Policies Governing SSI's; Sources of finance, nature, scope, role in economic development.

SUGGESTED READINGS:

1. Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition.
2. Udai Pareek and T.V. Rao, Developing Entrepreneurship
3. S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems
4. Srivastava, A Practical Guide to Industrial Entrepreneurs
5. Government of India, Report of the committee on Development of small and medium entrepreneurs, 1975

Note: Latest and additional good books may be suggested and added from time to time

BVRM-310: ADVERTISING AND BRAND MANAGEMENT

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objectives: 1. To make the students understand the importance of advertising and medias' role in advertising and Brand management.

2. RAS/NO 140 establish and satisfy customer needs

3. RAS/NO 147 to process the sale of products

Unit I

Introduction to Advertisement: Concept and Definition of Advertisement, Social, Economic and Legal Implications of Advertisements, Setting Advertisement Objectives, Advertisement Agencies, Selection and Remuneration, Advertisement Campaign.

Unit II

Advertisement Media: Media Plan, Type and Choice Criteria, Reach and Frequency of Advertisements, Cost of Advertisements Related to Sales, Media Strategy and Scheduling.

Unit III

Design and Execution of Advertisements: Message Development, Different Types of Advertisements, Layout, Design Appeal, Copy Structure, Advertisement Production, Print, Radio, T.V. and Web Advertisements, Media Research, Testing Validity and Reliability of Ads, Measuring Impact of Advertisements

Unit IV

Brand Management: Meaning, definition, scope, building, measuring, managing Brand Equity, Brand positioning: developing and communicating a positioning strategy

SUGGESTED READINGS:

1. Kenneth Clow, Donald Back, "Integrated Advertisements, Promotion and Marketing Communication", Prentice Hall of India, New Delhi, 2003.
2. S.H.H.Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.
3. George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 1998.
4. Julian Cummings, "Sales Promotion", Kogan Page, London 1998.
5. E.Betch and Michael, Advertising and Promotion, MC. Graw Hill.

BVRM -311: FUNDAMENTALS OF VISUAL MERCHANDISING (VM)

Max. Marks: 100

Total Credits as per Qualification pack: 5

Practical Training

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

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

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,

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

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

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.

SUGGESTED READINGS:

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

Note: Latest and additional good books may be suggested and added from time to time.

BVRM -312: COMPREHENSIVE VIVA-VOCE

Max. Marks: 100

Total Credits as per Qualification pack: 5