



Shiv Chhatrapati Shikshan Sanstha's
Rajarshi Shahu Mahavidyalaya (Autonomous),
Chandra Nagar, Latur (Maharashtra)

BACHELOR OF VOCATION PROGRAM
Retail Management and I. T.
First Year (Semester - I)

Course Syllabus
(w.e.f. June 2020)

- : Under :-
The National Skill Qualification Framework
(NSQF)

B. Voc. Degree Course
Retail Management and Information Technology
 First Year Sem. I (wef. June 2020)

Semester- I									
Pap No.	Course Title	Course Code	Hours			Cre dits	Marks		
			TL	P	Tot		CI	ESE	Tot
General Academic Component									
I	Communicative English-I	U-COE-231	60	0	60	4	40	60	100
II	Financial Accounting –I	U-FAC-232	60	0	60	4	40	60	100
III	Business Communication-I	U-BUS-233	60	0	60	4	40	60	100
Skill Development Component									
IV	Retail Business Management-I	U-RBM-234	60	0	60	4		60	100
V	Retail Business Environment - I	U-RBE-236	60	0	60	4		60	100
VI	Retail Store Operations - I	U-RSO-238	60	0	60	4		60	100
VII	Laboratory Work Retail Business Management-I	U-LAC-235	0	60	60	2	20	30	50
VIII	Laboratory Work Retail Business Environment - I	U-LAC-237	0	60	60	2	20	30	50
IX	Laboratory Work Retail Store Operations - I	U-LAC-239	0	60	60	2	20	30	50
X	Training Project	U-TRA-240	--	--	--	6	--	--	100
Total			360	18	540	36	30	450	850

Total 36 Credits = 12Credits (General Education) +24 Credits (Vocational Education)

Rajarshi Shahu Mahavidyalaya (Autonomous), Latur
Faculty of Commerce
Department of B. Voc. in Retail Management
B. Voc. I Year (Semester - I)
General Academic Components
Communicative English - I (w.e.f. June 2020)

No. of Periods per week: 04

Course Code: U-COE-231

Marks: 100

Credits: 04

Learning Objectives : To help students to develop the skill of listening, reading and speaking.

Course Outcome : Students can understand the various types of skill of listening, reading and speaking.

Unit I : Grammar

1.1 Correction of common errors

1.2 Transformation of Sentences

Unit II : Pronunciation

2.1 Stress and Intonation

2.2 Reading Comprehension

Unit III : Word Building

3.1 Vocabulary-I

3.2 Vocabulary-II

Unit IV : Types of Communication

4.1 Notices, Agendas and Minutes

4.2 Business Correspondence

Unit V : Listening Skills

5.1 Teamwork Skills

5.2 Emotional Intelligence Skills

Reference Book

1. Communication in English and Study Skills (Board of Editors)
2. Communication and Soft Skills (G. M. Sundaravalli, A.S. Kamalakar, P. KusumaHarinath)
3. Functional Grammar and Spoken and Written Communication in English (Bikram K Das)

RajarshiShahuMahavidyalaya (Autonomous), Latur
Faculty of Commerce
Department of B. Voc. in Retail Management
B. Voc. I Year (Semester - I)
General Academic Components
Financial Accounting – I (w.e.f. June 2020)

No. of periods per week: 04
Course Code: U-FAC-232

Marks - 100
Credits - 04

Learning Objectives:

To acquaint the students with generally accepted accounting principles of financial accounting and their applications in business organizations excluding corporate entities.

Course Outcomes: After completing the course, students will be able to -

1. Understand the basic accounting concepts and maintaining account records.
 2. Prepare the accounting for sole trader and partnership firms.
-

Unit-1 Financial Accounting:

- 1.1 Nature and scope, Limitations of Financial Accounting.
- 1.2 Basic Concepts and Conventions
- 1.3 Accounting Standards: Meaning, Significance, Generally Accepted Accounting Principles (GAAP).
- 1.4 Accounting Process: From recording of transactions to preparation of final accounts. Rectification of Errors, Bank Reconciliation statement.

Unit- II Consignments:

- 2.1 Features, Accounts treatment in the books of the consignor and consignee.
- 2.2 Joint Ventures: Accounting procedures: Joint Bank Account, Records maintained by co-venturer of (a) all transactions (b) only his own transactions.
- 2.3 Inland Branches: Dependent branches only
- 2.4 Ascertainment of Profit by Debtors method and Stock and Debtors method.

Unit- III Depreciation Accounting:

- 3.1 Meaning of depreciation, causes
- 3.2 Objects of providing depreciation, factors affecting depreciation
- 3.3 Accounting treatment including provision for depreciation accounting.
- 3.4 Methods of deprecation: straight line method and diminishing balance method.

Unit- IV Partnership:

- 1.1 Admission, Retirement, Dissolution of Partnership
- 1.2 Firms: Legal Position, Accounting for simple dissolution.

Reference Books:

1. Maheshwari S.N.(2015), Financial Accounting, Vikas Publication, New Delhi
2. Tulsian P.C.(2016), Financial Accounting, Tata McGraw Hill, New Delhi
3. Jain S.P. and K.L. Narang(2016), Advanced Accounting, Kalyani Publishers New Delhi

RAJARSHI SHAHU MAHAVIDYALAYA (AUTONOMOUS), LATUR
Faculty of Commerce
Department of B. Voc. in Retail Management
B. Voc. I Year (Semester - I)
General Academic Components
Business Communication-I(w.e.f. June 2020)

No. of periods per week: 04
Course Code: U-BUC-233

Marks: 100
Credits: 04

Learning objectives: After studying this course students will be in a position -

1. To understand with the basic elements of communication.
2. To know effective utilization of verbal and non-verbal communication skills which includes kinesics, paralanguage, proxemics, etc.
3. To draft notice of meeting, agenda, minutes, etc.

Course Outcomes: After completing the course, the student will be able to -

1. Understand about various forms of Business Communication.
2. Draft different types of Business Letters.
3. Draft notices, agenda, minutes, etc. relating to group communication.

Unit – I Introduction to Business Communication (13 Lectures)

- 1.1 Meaning and definition of communication
- 1.2 Business Communication – Meaning, Objectives and Significance
- 1.3 Process and Barriers of Business Communication
- 1.4 Meaning and Characteristics Effective Business Communication
- 1.5 Resume Writing– Meaning, Specimen & Types of Resume Writing

UNIT – II Forms Of Business Communication (13 Lectures)

- 2.1 Verbal Communication – Written and Oral Communication
- 2.2 Non-Verbal communication – Kinesics, Paralanguage, Proxemics
- 2.3 Types of communication – Formal and Informal Communication
- 2.4 Difference between –
 1. Written and Oral Communication
 2. Verbal and Non-verbal
 3. Formal and Informal
- 2.5 Modern Forms of Communication- Internet, E-mail, Video Conferencing, SMS & Voice mail

UNIT – III Business Correspondence (11 Lectures)

- 3.1 Introduction, Structure and Format of Business Letter
- 3.2 Enquiry Letter
- 3.3 Complaint Letter
- 3.4 Job Application
- 3.5 Sales Letter, Purchase Order Letter

UNIT – IV Group Communication (13 Lectures)

- 4.1 Meaning and Definition of Group Communication
- 4.2 Significance and Types of Group
- 4.3 Direction of Group- Downward Communication, Upward Communication, Horizontal Communication and Diagonal Communication
- 4.4 Meetings - Meaning, Types, Advantages and Disadvantages
- 4.5 Notice, Agenda and Minutes

Reference Books:

- 1) Dr. V.K. Jain & Dr. OmprakashBiyani, Business Communication, S. Chand & Company
- 2) UrmilaRai and S.M. Rai, Business Communication, Himalaya Publication House
- 3) Prof. Niraml Singh , Business Communication, Principles, methods and techniques, Deep and Deep Publication Pvt. Ltd
- 4) H.S. Patange, Business Communication , Nikita Publication, Latur

RajarshiShahuMahavidyalaya (Autonomous), Latur
Faculty of Commerce
Department of B. Voc. in Retail Management
B. Voc. I Year (Semester - I)
Skill Development Component
Retail Business Management -I
(w.e.f. June-2020)

No. of Periods per week : 04
Course Code : U-RBM-234

Marks : 101
Credits : 04

Learning objectives:

1. To familiarize students with the concept of business Management.
2. To understand the tools and techniques like Planning and organizing in business operation.
3. To equip the students with the ability to understand the Manpower management techniques.
4. To motivate the students to apply Management principles for effective business management.
5. To enrich students for application of modern Management techniques.

Course Outcomes:After completion of the course students will be able to-

1. Understand the concept, scope and importance of Management
2. Enables to understand E- Business and E-Commerce
3. Knows Social Responsibility and Business Ethics

Unit I Introduction to Management

- 1.1 Concept, Features, Scope and Importance of Management
- 1.2 Nature of Management and Management as Art and Science
- 1.3 Management Skills- Technical, Conceptual, Human, Top Management etc.
- 1.4 Management Functions

Unit II E- Business and E- Commerce

- 2.1 E-Business and E-Commerce
- 2.2 Scope of E-Business,
- 2.3 Benefits of E-Business
- 2.4 Problems of E-Business

Unit III Social Responsibility and Business Ethics

- 3.1 Social Responsibility of Business
- 3.2 Social responsibility towards various interest groups
- 3.3 Business ethics, need and levels
- 3.4 Corporate governance and code of corporate governance

Unit IV Decision making in business

- 4.1 Decision making and problem solving
- 4.2 Decision making process and Effective Decision
- 4.3 Approaches for Decision Making
- 4.4 Quantitative techniques of Decision Making

Reference Book:

1. Robbins, S.P., & Coulter, M.K., Management, Pearson Education Inc., New Delhi.
2. Gupta, Meenakshi, Principles of Management, Phi Learning Pvt. Ltd., New Delhi.
3. Koontz, h., Weihrich, h., & Aryasri, A.R., Essentials of Management, Tata McGraw-hill, New Delhi.
4. Prasad L. M., Principles and Practices of Management, Sultan Chand and Sons

Rajarshi Shahu Mahavidyalaya (Autonomous), Latur
Faculty of Commerce
Department of B. Voc. in Retail Management
B. Voc. I Year (Semester - I)
Skill Development Component
Retail Store Operations-I
(w. e. f. June-2020)

No. of Periods per week : 04
Course Code : U-RBE-236

Marks : 101
Credits : 04

Learning Objectives :

1. To enable the students to learn the fundamentals of retail store operations and functional areas of retail store operations.
2. To develop the practical approach of the students relating to retail store operations

Course Outcomes: After completion of the course students will be able to-

1. Understand retail store operations
 2. Know functional areas of retail store operations
-

Unit-I Retail Location Management

- 1.1 Importance of Retailing location
- 1.2 Criteria to assess right Retail location
- 1.3 Retail Location theories
- 1.4 Location strategy.
- 1.5 Steps for selecting right Retail Location
- 1.6 Levels of Location Decision
- 1.7 Other Retail Location Opportunities

Unit-II Store Planning-

- 2.1 Store design and Retailing Image mix
- 2.2 Store layout, the space mix,
- 2.3 Effective space management in retail
- 2.4 Store Floor space management.

Unit- III Fundamentals of Retail store operations-

- 3.1 Functional areas of Retail store operations
- 3.2 Store operating parameters
- 3.3 Strategic resource model
- 3.4 Designing a performance program.

Unit- IV Retail Legislations and Taxation-

- 3.1 Competition regulations
- 3.2 Product regulations
- 3.3 Legal compliances in store operations.

References Books :

1. Barry Berman and Joel R. Evans – Retailing Management – A strategic Approach , Prentice Hall of India
2. James R. Ogden Denise Ogden – Integrated Retail Management – Biztantra
3. Gibson G. Vedamani – Retail Management – Functional Principles and Practices, Jaico Publishing House
4. Swapna Pradhan – Retailing Management – Text and Cases, Tata McGrawHill

RajarshiShahuMahavidyalaya (Autonomous), Latur
Faculty of Commerce
Department of B. Voc. in Retail Management
B. Voc. I Year (Semester - I)
Skill Development Component
Retail Business Environment – I
(Computer Application)
(w.e.f. June-2020)

No. of Periods per week : 04
Course Code :U-RSO-238

Marks : 100
Credits : 04

Learning Objectives :

1. To familiarize the students with the basic aspects of Business Environment.
2. To familiarize the students with the basic aspects of Computer.
3. To develop the practical skills among the students relating to computer

Course Outcomes: After completion of the course students will be able to-

1. Understand the basic aspects of Business Environment.
 2. Understand aspects of Computer
 3. Know Input devices of computer
-

Unit I: Introduction to Business Environment

- 1.1 Concept and Characteristics of Business Environment
- 1.2 Nature and Significance of Business Environment
- 1.3 Types of Business Environment
- 1.4 Environmental Analysis–Process, Importance and Limitations of Environmental Analysis

Unit II: Economic Environment

- 2.1 Concept of Economic Environment
- 2.2 Features of Indian Economy
- 2.3 Types and Features of Economic System -Capitalistic Economy, Socialist Economy and Mixed Economy
- 2.4 Economic Policies–Recent Monetary Policy, Recent Fiscal Policy

Unit III E-Business Environment

- 3.1 Evolution of Computer and Generation
- 3.2 Components of Computer -Advantages and Disadvantages of computer
- 3.3 Classification and Types of computers
- 3.4 Application of Computer in various fields.

Unit IV Components of Computer

- 4.1 System Unit – Processor – Data Representation
- 4.2 Memory – Expansion Slots and Adaptor Cards
- 4.3 Ports and Connectors – Buses – Bays
- 4.4 Power Supply – Mobile Computers and Devices

Reference Books:

- 1)C.B. Gupta-Business Environment, Sultan Chand & Sons, New Delhi
- 2)K.Aswhappa, G.Sudarshana Reddy–Business Environment, Himalaya Publishing House, Mumbai
- 3)Jyotsana Singh, Business Environment, Centrum press, New Delhi
- 4) Raj Agrawal, Business Environment, Excel Books, New Delhi
- 5) Computer Fundamentals – Sinha and Sinha
- 6) Computer for everyone – Jogi,Jain

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Faculty of Commerce
Department of B. Voc. in Retail Management
B. Voc. I Year (Semester - I)
Skill Development Component
Laboratory Work - Retail Business Management I
(w.e.f. June-2020)

No. of Practical's per week : 04
Course Code : U-LAC-235

Marks : 50
Credits : 02

Practical's :

1. Study of traditional retailers in Laturcity
2. List out features of traditional Retailers.
3. Identification of retail malls in Laturcity
4. Listing out basic features of retailmalls
5. Visit to local traditional Retailers

Laboratory Work Evaluation

50 Marks

Internal Evaluation

20 Marks

End Sem. Practicalevaluation

30marks

- | | |
|--------------------------------------|---------|
| i) Submission of practicalrecordbook | 10marks |
| ii) Submission ofvisitreport | 10marks |
| iii) Viva-voce | 10marks |
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RajarshiShahuMahavidyalaya (Autonomous), Latur
Faculty of Commerce
Department of B. Voc. in Retail Management
B. Voc. I Year (Semester - I)
Skill Development Component
Laboratory Work - Retail Store Operations- I
(w.e.f. June-2020)

No. of Practical's per week : 04
Course Code : U-LAC-239

Marks : 50
Credits : 02

Practical

1. Study of location of retail malls in Laturcity
2. Store Planning for traditional retailing and modernretailing
3. Store Floor spacemanagement
4. Preparation of Store design andlayout
5. Mock Retail storeoperations
6. Legal compliances in retail storeoperations
7. Visit to local retail industry for observing retail storeoperations

Laboratory Work Evaluation

50 Marks

Internal Evaluation

20 Marks

End Sem. practical evaluation

30marks

i) Submission of practicalrecordbook

10marks

ii) Submission ofvisitreport

10marks

iii) Viva-voce

10marks

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B. Voc. I Year (Semester - I)
Skill Development Component
Laboratory Work - Retail Business Environment – I
(Computer Application)
(w.e.f. June-2020)

No. of Practical's per week : 04
Course Code : U-LAC-237

Marks : 50
Credits : 02

Practical's –

1. Observation of Consumption pattern of consumers in traditional and modern retailing
2. Collection market statistics of retailers in Laturcity
3. Identification of various formats of retailing
4. Observing and connecting computerperipherals
5. Observing motherboard and system set uputilities
6. Identifying use of Computers in variousfields

Laboratory Work Evaluation

50 Marks

Internal Evaluation

20 Marks

End Sem. practicalevaluation

30marks

- i) Submission of practicalrecordbook
- ii) Submission ofvisitreport
- iii) Viva-voce

10marks

10marks

10marks

RAJARSHI SHAHU MAHAVIDYALAYA (AUTONOMOUS), LATUR

Department of B. Voc. in Retail Management

B. Voc. I Year (Semester - I)

Skill Development Component

Retail Training Project

(w.e.f. June 2020)

Max. Marks: 100

Course Code: U-TRA-240

Credits: 06

All the students of B. Voc. in Retail Management will submit their Training Reports (in duplicate) within a period of one month in the Department of Commerce; this period shall be counted from the last date of completion of their training. The supervisor of the Department of Commerce under whose guidance the training is carried out will grade the student's report.

Group of students will be attached with internal faculty guides, with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate (60 Marks) on the basis of the assessment report provided by the organization where the Training has been completed and his/her own assessment about the work done by the student.



Shiv Chhatrapati Shikshan Sanstha's
Rajarshi Shahu Mahavidyalaya (Autonomous),
Chandra Nagar, Latur (Maharashtra)

BACHELOR OF VOCATION PROGRAM

Retail Management and I. T.

First Year (Semester - II)

Course Syllabus

(w.e.f. June 2020)

- : Under : -

The National Skill Qualification Framework
(NSQF)

B. Voc. Degree Course
Retail Management and Information Technology

First Year Sem. II

Semester- II

Pap No.	Course Title	Course Code	Hours			Credit s	Marks		
			TL	PR	Tota		CIA	ESE	Tota
General Academic Component									
I	Communicative English-II	VRM-201	60	0	60	4	40	60	100
II	Financial Accounting –II	VRM -202	60	0	60	4	40	60	100
III	Business Communication II	VRM -203	60	0	60	4	40	60	100
Skill Development Component									
IV	Retail Business Management-II	VRM -211	60	0	60	4	40	60	100
V	Retail Business Environment-II	VRM -212	60	0	60	4	40	60	100
VI	Retail Store Operations -I	VRM -213	60	0	60	4	40	60	100
VII	Laboratory Work Retail Business Management-II	VRM -221	0	60	60	2	20	30	50
VIII	Laboratory Work Retail Business Environment-II	VRM -222	0	60	60	2	20	30	50
IX	Laboratory Work Retail Store Operations - II	VRM -223	0	60	60	2	20	30	50
X	Project Report on Industrial Visit /Study Tour	VRM -224	--	--	--	6	--	--	100
Total			360	18	540	36	30	450	850

Total 36 Credits = 12Credits (General Education) +24 Credits (Vocational Education)

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Faculty of Commerce

Department of B. Voc. in Retail Management

B. Voc. I Year (Semester - II)

General Academic Components

Communicative English – II (w.e.f. June 2020)

No. of periods per week: 04

Marks - 100

Course Code:

Credits - 04

Learning Objectives:

1. To provide knowledge about English usage and discourse styles for use in day-to-day contexts.
2. To initiate the skills of thinking, evaluating and writing.

Course Outcome: Students can understand the various skills of thinking, evaluating and writing.

Unit I : Communication Skill

- 1.1 Vocabulary Development
- 1.2 Written Communication
- 1.3 Spoken Communication

Unit II : Presentation Skill

- 2.1 Speeches
- 2.2 Presentations
- 2.3 Meetings

Unit III : Interview skill

- 3.1 Interview and Interviewing skills
- 3.2 Nonverbal Communication
- 3.3 Information Transfer

Unit IV : Editing Skill

- 4.1 Editing Skills
- 4.2 Reference Skills
- 4.3 Soft Skills

Unit V : Adaptability skills

- 5.1 Assertive Skills
- 5.2 Adaptability Skills
- 5.3 Problem-Solving Skills

Reference Books

1. Communication in English and Study Skills (Board of Editors)
2. Communication and Soft Skills (G. M. Sundaravalli, A.S. Kamalakar, P. KusumaHarinath)
3. Functional Grammar and Spoken and Written Communication in English (Bikram K Das)

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Faculty of Commerce

Department of B. Voc. in Retail Management

B. Voc. I Year (Semester - II)

General Academic Components

Financial Accounting – II (w.e.f. June 2020)

No. of periods per week: 04

Marks - 100

Course Code:

Credits - 04

Learning Objectives:

To acquaint the students with generally accepted accounting principles of financial accounting and their applications in business organizations excluding corporate entities.

Course Outcomes: After completing the course, students will be able to -

1. Understand the basic accounting concepts and maintaining account records.
 2. Prepare the accounting for sole trader and partnership firms.
-

Unit I: Single Entry Introduction:

- 1.1 Critical Appraisal,
- 1.2 Differentiation between single entry and Double entry system
- 1.3 Conversion of Single entry to double entry.

Unit II: Partnership firms (Amalgamation and Dissolution)

- 2.1 Amalgamation-Meaning and types
- 2.2 Accounting entries for amalgamation of partnership firm with another partnership firm.
- 2.3 Dissolution: Piece Meal Distribution, Garner Vs Murray rule.

Unit III: Royalty Accounts Royalty Accounts:

- 1.1 Definition of Royalty
- 1.2 Minimum rent, short workings
- 1.3 Atrikes and lock-outs
- 1.4 Accounting for royalty (excluding sub-lease).

Unit IV: Hire Purchase and Installment Payment:

- 1.1 Meaning of hire-purchase contract
- 1.2 Legal provision regarding hire-purchase contract accounting treatment.
- 1.3 Meaning of installment purchase accounting treatment.

Reference Books:

1. Mukherjee & Hanif (2012); Financial Accounting: Tata McGraw Hill, New Delhi
2. Sehgal, Ashok & Sehgal, Deepak (2011): Financial Accounting; Taxman, New Delhi.
3. Dam, B.B., & Gautam, H.C. (2012): Financial Accounting, Capital Publishing House, Guwahati.
4. Anthony, R.N. and Reece, J.S. (2011): Accounting Principles; Richard Irwin Inc.
5. Gupta, R.L and Radhaswamy, M (2008): Financial Accounting; Sultan Chand and Sons, New Delhi.

RAJARSHI SHAHU MAHAVIDYALAYA (AUTONOMOUS), LATUR

Faculty of Commerce

Department of B. Voc. in Retail Management

B. Voc. I Year (Semester - II)

General Academic Components

Business Communication II (w.e.f. June 2020)

No. of periods per week: 04

Course Code: U-BUC-169

Marks: 100

Credits: 04

Learning objectives:

1. To understand with the basic elements of group.
2. **To know importance of Business Correspondence**
3. **To know use of English in retail marketing**

Course Outcomes: After completing the course, the student will be able to -

1. Understand about effectiveness of group discussion.
 2. Draft different types of Business Letters.
 3. Know use of English in retail marketing.
-

Unit1: GroupDiscussion

- 1.1 Preparing for a Group Discussion Initiating a Discussion
- 1.2 Eliciting Opinions, Views, etc. Expressing Agreement/ Disagreement
- 1.3 Making Suggestions; Accepting and Declining Suggestions Summing up.

Unit 2 : Business Correspondence

- 2.1 Writing Memos, e-mails, complaints, inquiries, etc.
- 2.2 Inviting Quotations
- 2.3 Placing Orders, Tenders, etc.

Unit 3:English for Negotiation

- 3.1 Business Negotiations
- 3.2 Agenda for Negotiation Stages of Negotiation

Unit 4 :English for Marketing

- 4.1 Describing/ Explaining a Product
- 4.2 Service Promotion of a Product
- 4.3 Dealing/ bargaining with Customers
- 4.4 Marketing a Product/ Service: Using Pamphlets, Hoardings, Advertisement, Public Function/ Festival

ReferenceBooks:

1. Herekar, Praksh. Business Communication. Pune: Mehta Publications, 2007.
2. Herekar, Praksh. Principals of Business Communication. Pune: Mehta Publications, 2003.
3. Kumar, Varinder. Business Communication. New Delhi: Kalyani Publishers, 2000.

Rajarshi Shahu Mahavidyalaya (Autonomous), Latur
Faculty of Commerce
Department of B. Voc. in Retail Management
B. Voc. I Year (Semester - II)
Skill Development Component
Retail Business Management-II
(w.e.f. June-2020)

No. of Periods per week : 04
Course Code :

Marks : 101
Credits : 04

Learning objectives:

1. To enable the students to learn the basic functions of management.
2. To develop skills of students in relation with application of functions of management.

Course Outcomes: After completion of the course students will be able to-

1. Understand the functions of Management
2. Enables to understand Motivation and controlling in business.

Unit I Motivating:

- 1.1 Meaning – Definitions - Characteristics of Motivation
- 1.2 Means of Effective Motivation – Financial and Non-financial
- 1.3 Theories of Motivation – Abraham Maslow's Need Hierarchy Theory
- 1.4 Herzberg's Two Factor Theory

Unit II Leadership and Communication:

- 2.1 Meaning and Concept and Functions of a leader
- 2.2 Traits in Leadership and Leadership Styles
- 2.3 Meaning of communication
- 2.4 Process of communication and Barriers in communication

Unit III Controlling and Co-ordination

- 3.1 Meaning and significance of controlling
- 3.2 Control Process and Techniques of Control
- 3.3 Meaning and Need of coordination
- 3.4 Techniques of Co-ordination

Unit IV Management of Change

- 4.1 meaning of management of change
- 4.2 Need for change and Process of Planned Change
- 4.3 Resistance to change
- 4.4 Emerging Horizons of Management in changing environment

Reference Books :

1. Robbins, S.P., & Coulter, M.K., Management, Pearson Education Inc., New Delhi.
2. Gupta, Meenakshi, Principles of Management, Phi Learning Pvt. Ltd., New Delhi.
3. Koontz, h., Weihrich, h., & Aryasri, A.R., Essentials of Management, Tata McGraw-hill, New Delhi.
4. Prasad L. M., Principles and Practices of Management, Sultan Chand and Sons

Rajarshi Shahu Mahavidyalaya (Autonomous), Latur
Faculty of Commerce

Department of B. Voc. in Retail Management

B. Voc. I Year (Semester - II)

Skill Development Component

Retail Store Operations II

(w. e. f. June-2020)

No. of Periods per week : 04

Course Code :

Marks : 100

Credits : 04

Learning objectives:

- 1.To enable the students to learn the personnel and customer service management in retailing.
- 2.To make the students to understand the health and safety risks in retailing and their prevention

Course Outcomes: After completion of the course students will be able to-

1. Understand the concept of retail economics, retail strategies
2. Knows retail environment

Unit I Personnel Management in Retail

1.1 Personnel Management in Retail

1.2 Human resource issues and concerns in retailing

Unit II Customer service management

2.1 Definition and scope of Customer service management

2.2 Characteristics of Customer service management

2.3 Services of Customer service management quality dimensions

Unit III Health and Safety in retail store

3.1 Health and safety risks in retail stores

3.2 Prevention of health and safety risks

3.3 Scope for keeping the store clean and hygienic

3.4 Importance of keeping the store clean and hygienic

3.5 Focus areas for keeping the store clean and hygienic

3.6 Methods and practices for keeping the store clean and hygienic

Unit-IV Future Trends in Retailing

4.1 Trends in Retailing

4.2 Best Practices in Retailing

4.3 Five Pillars of Retailing

4.4 Six Phases of changing Customer

4.5 Retailers Response to Change Customer.

Reference Books:

1. Barry Berman and Joel R. Evans – Retailing Management – A strategic Approach , Prentice Hall of India
2. James R. Ogden Denise Ogden – Integrated Retail Management – Biztantra
3. Gibson G. Vedamani – Retail Management – Functional Principles and Practical's, Jaico Publishing House

Rajarshi Shahu Mahavidyalaya (Autonomous), Latur
Faculty of Commerce
Department of B. Voc. in Retail Management
B. Voc. I Year (Semester - II)
Skill Development Component
Retail Business Environment-II (w.e.f. June-2020)
(Computer Applications)

No. of Periods per week : 04
Course Code :

Marks : 101
Credits : 04

Learning objectives:

1. To enable the students to learn the basics in retail economics, retail strategies and rural retailing.
2. To develop the practical approach of the students relating to retail environment.
3. To enable the students to learn the basics computer applications.

Course Outcomes: After completion of the course students will be able to-

1. Understand the concept of retail economics, retail strategies
 2. Knows retail environment
 3. Knows basic computer applications.
-

Unit I : Financial Environment

- 1.1 Meaning and Constituents of Financial System
- 1.2 Meaning and Difference between Banking and Non-banking Financial Companies.
- 1.3 Meaning and Importance of Financial Services-Mutual funds, Investment trust, Venture capital fund, Merchant banking, Hire Purchase System, Leasing, Credit Rating Agencies in India.
- 1.4 Commercial Banking – Meaning and it's Functions

Unit IV: Schemes of Prime Minister of India

- 2.1 Introduction, Background
- 2.2 Make in India, Digital India, Stand up India
- 2.3 Start up India, Jan-Dhan Yojana, Skill India
- 2.4 MUDRA Yojana, Garib Kalyan Rojgar Abhiyan, Atmanirbhar Bharat Abhiyan, PM-Kisan Samman Nidhi Yojana, Kisan Credit Card

Unit III – Computer Input Devices

- 3.1 Introduction to Input Devices – Keyboard – Pointing Devices – Mouse – Trackball – Touchpad- Pointing Stick – Light Pen- Touch Screen – Pen Input
- 3.2 Controllers for Gaming and Media Players – Game pads – Joysticks and Wheels – Light Guns – Dance Pads – Motion – Sensing Game Controllers
- 3.3 Touch-sensitive pads – voice inputs – Input for PDAs, Smart Phones and Tablet PCs – Video Input – PC Video Cameras – Web Cams
- 3.4 Video conferencing – scanners and Reading devices – optical scanners – optical readers- Terminals – Biometric Input

Unit IV – Computer Storage Devices

- 4.1 Introduction to storage – Magnetic Disks – Optical Disks – Tape
- 4.2 PC Cards and Express Card Modules
- 4.3 Miniature Mobile storage media
- 4.4 Microfilm and microfiche Enterprise storage

Reference Books :

- 1 C.B. Gupta-Business Environment, Sultan Chand & Sons, New Delhi
2. K. Aswathappa, G. Sudarshana Reddy-Business Environment, Himalaya Publishing House, Mumbai
3. Computer for everyone – Jogi, Jain
4. Basic for Beginners – Jain J.S.

Rajarshi Shahu Mahavidyalaya (Autonomous), Latur
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Department of B. Voc. in Retail Management
B. Voc. I Year (Semester - II)
Skill Development Component
Laboratory Work - Retail Business Management-II
(w.e.f. June-2020)

No. of Practical's per week : 04
Course Code :

Marks : 50
Credits : 02

Practicals :

1. Study of retail environment in Laturcity
2. Identification hierarchy in retail stores
3. Identification of job description of various role in retail malls in Laturcity
4. Observation of Consumption pattern of consumers in Latur City.
5. Observation of rural and urban customers related to retailing

Laboratory Work Evaluation
Internal Evaluation
End Sem. practical evaluation

50 Marks
20 Marks
30marks

- i) Submission of practical record book
- ii) Submission of visit report
- iii) Viva-voce

10marks
10marks
10marks

Rajarshi Shahu Mahavidyalaya (Autonomous), Latur
Faculty of Commerce

Department of B. Voc. in Retail Management

B. Voc. I Year (Semester - II)

Skill Development Component

Laboratory Work - Retail Store OperationsII

(w.e.f. June-2020)

No. of Practical's per week : 04

Course Code :

Marks : 50

Credits : 02

Practicals :

1. Study of personnel management and issues in retail malls in Laturcity
2. Customer Service management in retailstores
3. Health and safety in retail stores
4. Prevention of health and safety risks in retailstore
5. Mock Retail storeoperations
6. Legal compliances about health and safety in retail storeoperations
7. Visit to retail industry for observing cleanliness and hygiene practices inretail

Laboratory Work Evaluation

50 Marks

Internal Evaluation

20 Marks

End Sem. practicalevaluation

30marks

i) Submission of practicalrecordbook

10marks

ii) Submission ofvisitreport

10marks

iii) Viva-voce

10marks

**Rajarshi Shahu Mahavidyalaya (Autonomous), Latur
Faculty of Commerce**

Department of B. Voc. in Retail Management

B. Voc. I Year (Semester - II)

Skill Development Component

Laboratory Work - Retail Business Environment-II

(Computer Applications)

(w.e.f. June-2020)

No. of Practical's per week : 04

Marks : 50

Course Code :

Credits :

02

Practical's :

1. Collection market statistics of ruralretailers
2. Formulating and developing corporate strategy, store strategy and growth strategy for retail
3. Observing applications of I. T. in everyday life and in retailmalls
4. To email and searching information on web searchengines
5. Creating database andtables
6. Using internet technology for retailing and criticalanalysis

Laboratory Work Evaluation

50 Marks

Internal Evaluation

20 Marks

End Sem. practicalevaluation

30marks

iv) Submission of practicalrecordbook

10marks

v) Submission ofvisitreport

10marks

vi) Viva-voce

10marks

Rajarshi Shahu Mahavidyalaya (Autonomous), Latur

Department of B. Voc. in Retail Management

B. Voc. I Year (Semester - II)

Skill Development Component

Retailing Training Project

(w.e.f. June 2020)

Max. Marks: 100

Course Code:

Credits:06

All the students of B. Voc. in Retail Management will submit their Training Reports (in duplicate) within a period of one month in the Department of Commerce; this period shall be counted from the last date of completion of their training. The supervisor of the Department of Commerce under whose guidance the training is carried out will grade the student's report.

Group of students will be attached with internal faculty guides, with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate (60 Marks) on the basis of the assessment report provided by the organization where the Training has been completed and his/her own assessment about the work done