



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

**B.Voc. in Retail Management & I.T.**

**B.Voc. Second Year**  
**(Semester – III & IV)**

**Course Curriculum**  
**(w.e.f. June 2021)**

# **Semester - III**

**B. Voc. Degree Course**  
**Retail Management and Information Technology**  
 Second Year Sem. III

**Semester- III**

| Pap No.                            | Course Title  | Course Code | Hours      |            |            | Credits   | Marks      |            |            |
|------------------------------------|---|-------------|------------|------------|------------|-----------|------------|------------|------------|
|                                    |   |             | TL         | PR         | Total      |           | CIA        | ESE        | Total      |
| <b>General Academic Component</b>  |   |             |            |            |            |           |            |            |            |
| I                                  | <b>Retail Accounting-I</b>  | VRM-301     | 60         | 0          | 60         | 4         | 40         | 60         | 100        |
| II                                 | <b>Business Law-I</b>   | VRM -302    | 60         | 0          | 60         | 4         | 40         | 60         | 100        |
| III                                | <b>Financial Management</b>   | VRM -303    | 60         | 0          | 60         | 4         | 40         | 60         | 100        |
| <b>Skill Development Component</b> |   |             |            |            |            |           |            |            |            |
| IV                                 | <b>Marketing Management - I</b>   | VRM -311    | 60         | 0          | 60         | 4         | 40         | 60         | 100        |
| V                                  | <b>Retail Merchandising Management - I</b>                              | VRM -312    | 60         | 0          | 60         | 4         | 40         | 60         | 100        |
| VI                                 | <b>Marketing and Visual Merchandising in Retail - I</b>                 | VRM -313    | 60         | 0          | 60         | 4         | 40         | 60         | 100        |
| VII                                | <b>Laboratory Work Marketing Management - I</b>                         | VRM -321    | 0          | 60         | 60         | 2         | 20         | 30         | 50         |
| VIII                               | <b>Laboratory Work Retail Merchandising Management - I</b>              | VRM -322    | 0          | 60         | 60         | 2         | 20         | 30         | 50         |
| IX                                 | <b>Laboratory Work Marketing and Visual Merchandising in Retail - I</b> | VRM -323    | 0          | 60         | 60         | 2         | 20         | 30         | 50         |
| X                                  | <b>Project</b>  | VRM -324    | --         | --         | --         | 6         | --         | --         | 100        |
| <b>Total</b>                       |   |             | <b>360</b> | <b>180</b> | <b>540</b> | <b>36</b> | <b>300</b> | <b>450</b> | <b>850</b> |

**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. II Year (Semester – III)**  
**General Academic Components**  
**Retail Accounting – I (w.e.f. June 2021)**

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

**Marks - 100**  
**Credits - 04**

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**Learning Objectives:**

1. To understand the basic concepts of retail accounting
2. To know importance of store keeping
3. To calculate different stock levels

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

1. Understand the basic subsidiary books maintain by retailer.
2. Come to know about Preparation of cash book
3. Apply the knowledge of Bills of Exchange in practical dealings

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**Unit I: Introduction to Retail Accounting:**

- 1.1 Meaning, Advantages and Disadvantages of Retail Accounting.
- 1.2 Purchasing: Centralized and Decentralized Purchasing
- 1.3 Purchase Procedure
- 1.4 Valuation of Materials Purchased
- 1.5 Store Keeping

**Unit II: Inventory Management:**

- 2.1 Concept of Inventory and Inventory Control
- 2.2 Objectives and Techniques of Inventory Control
- 2.3 Stock Levels
- 2.4 Pricing of Issues: (FIFO, LIFO)

**Unit III: Subsidiary Book:**

- 3.1 Meaning and Objectives of Maintaining Subsidiary Books
- 3.2 Types of Subsidiary Books
- 3.3 Balancing Simple Cash Book
- 3.4 Balancing of Cash book with cash and bank column

**Unit IV: Bills of Exchange:**

- 4.1 Meaning, Features and Parties to Bill of Exchange
- 4.2 Important terms of Bill of Exchange
- 4.3 Accounting Treatment of Bill of Exchange

**Reference Books**

1. Book-keeping and Accountancy- XI Textbook
2. Book-keeping and Accountancy- XII Textbook
3. Cost Accounting Theory and Problems- M. N. Arora, Sultan Chand and Sons, Educational Publishers, New Delhi.
4. Cost Accounting- S. P. Iyenger, Sultan Chand and Sons ,Educational Publishers , New Delhi

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**B. Voc. II Year (Semester – III)**  
**General Academic Components**  
**Business Laws – I (w.e.f. June 2021)**

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

**Marks - 100**  
**Credits - 04**

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**Learning Objectives:**

1. To understand the different terms related to contract.
  2. To know the essentials of valid contract.
  3. To understand the rule of Caveat Emptor.
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**Course Outcomes:** After completing the course, students will be able to -

1. Understand the how the registration and dissolution of Partnership Firms is made.
  2. Come to know about conditions and warranties.
  3. Apply the knowledge of provisions related to LLP at the time of forming LLP.
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**Unit-I Indian Contract Act, 1872:**

- 1.1 Introduction, Meaning and Definition important terms related to Contract.
- 1.2 Essential of Valid Contract
- 1.3 Types of Contract
- 1.4 Performance of Contract and Remedies for Breach of Contract

**Unit- II Sale of Goods Act, 1930:**

- 2.1 Meaning and Definition of Sale, Classification Of Goods
- 2.2 Sale and Agreement to Sale
- 2.3 Conditions and warranties
- 2.4 Rule of CAVEAT EMPTOR
- 2.5 Unpaid Seller, Rights of an Unpaid Seller

**Unit III: Indian Partnership Act, 1932:**

- 3.1 Meaning and Definition of Partnership, Partner and Firm
- 3.2 Elements of Partnership, Partnership Vs. Other forms of organizations
- 3.3 Kinds of Partnership and Types of Partners
- 3.4 Registration and Dissolution of Firm.

**Unit- IV Limited Liability Partnership Act, 2008:**

- 4.1 Meaning and Concept of LLP
- 4.2 Characteristics and Advantages of LLP
- 4.3 Steps to incorporate LLP
- 4.4 Winding up and Dissolution of LLP
- 4.5 LLP Vs. Other Forms of organizations

**Reference Books**

1. Business Regulatory Framework – Dr. A.J. Raju
2. Business and Corporate Laws- Dr. P.C . Tulsian
3. A Manual of Business Laws – S. N. Maheshwari and S.K. Maheshwari

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**Department of Retail Management and Information Technology**  
**B.Voc II Year (Sem. III)**  
**General Academic Components**  
**Financial Management – I (w.e.f July 2021)**

**No. of Periods per week:** 04  
**Course Code:** VRM-303

**Marks:** 100  
**Credits:** 04

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**Learning Objectives:**

- i) To acquaint the students with the significance and goals of financial management.
  - ii) To learn about the capital structure and its theories.
  - iii) To understand the different methods of capital budgeting.
  - iv) To understand the advantages and disadvantages of capital rationing.
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**Course Outcomes:** After completing the course, the students will be able to -

- i) Learn about the various functions of finance
  - ii) Understand the factors determining capital structure.
  - iii) Determine the techniques and types of capital budgeting.
  - iv) Understand the methods of capital rationing.
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**Unit I: Nature, Scope and Functions of Finance Management**

**14 Lectures**

- 1.1 Introduction, Meaning, Objectives and Scope
- 1.2 Significance and Goals of Financial Management
- 1.3 Factors affecting Financial Management and Functions of Financial Manager
- 1.4 Finance Function in the Organization

**Unit II: Capital Structure**

**16 Lectures**

- 2.1 Meaning and Elements of Capital Structure
- 2.2 Factors Determining Capital Structure
- 2.3 Practical Problems on Net Income (NI) approach
- 2.4 Practical Problems on Net Operating Income (NOI) Approach
- 2.5 Practical Problems on Modigliani-Miller Approach (MM Approach)

**Unit III: Capital Budgeting**

**16 Lectures**

- 3.1 Meaning of Capital Budgeting
- 3.2 Capital Investment Decision Making Techniques and its Types
- 3.3 Preparation of Capital Budgeting
- 3.4 Capital Budgeting Evaluation
  1. Discounted Cash Flow Method
  2. The Present Value Method and The Present Index Method
- 3.5 Non-Discounted Cash Flow Method of Capital Budget

**Unit IV: Capital Rationing**

**14 Lectures**

- 4.1 Meaning of Capital Rationing
- 4.2 Advantages and Disadvantages of Capital Rationing
- 4.3 Steps involved in Capital Rationing
- 4.4 Methods of Capital Rationing
  1. Net Present Value
  2. Profitability Index

**Reference Book:**

1. C. Sitaraman, Students Handbook on Cost Accounting & Financial Management, Paduka's Prakashan, Chennai
2. Dr.S.N.Maheshwari, Financial Management, Sultan Chand & Sons, New Delhi.
3. Khan & Jain, Management Accounting & Financial Management, Tata Mc Graw Hill, New Delhi.
4. I.M.Pandey, Financial Management, Tata Mc Graw Hill, New Delhi.
5. Ravi M. Kishore, Financial Management, Taxman Publication, New Delhi.

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**B. Voc. II Year (Sem. III)**  
**Skill Development Component**  
**Marketing Management – I (w.e.f. July 2021)**

**No. of periods per week: 05**

**Marks: 100**

**Course Code:**

**Credits: 05**

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**Learning objectives:**

1. To recognize the concepts of marketing management.
2. To learn about marketing process for different types of products and services.
3. To understand the tools used by marketing managers in decision making.
4. To recognize the Promotion Management.

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**Course Outcome:** After completing the course, the students will be able to –

1. Acquaint with various concepts in marketing management.
2. Understand marketing functions and its application.
3. Know how market positioning and marketing mix are carried out.
4. Recognize the Promotion Management.

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**Unit I: Introduction to Marketing Management**

**(15 Lectures)**

- 1.1 Meaning, definition and significance of marketing management
- 1.2 Modern marketing management concepts.
- 1.3 Marketing function and role of marketing manager
- 1.4 Functions of marketing management

**Unit II: Marketing Mix**

**(15 Lectures)**

- 2.1 Meaning & definition and importance of marketing mix
- 2.2 Marketing Mix-The Traditional 4Ps
- 2.3 The Modern Components of the Mix- The Additional 3Ps
- 2.4 Marketing Implementation and Control

**Unit III: Market Segmentation and Product Positioning**

**(15 Lectures)**

- 3.1 Introduction and Concept of Market Segmentation
- 3.2 Benefits of Market Segmentation
- 3.3 The Process of Market
- 3.4 Targeting (T), Market Positioning (P)

**Unit V: Promotion Management**

**(15 Lectures)**

- 4.1 Promotion Management-Managing Non-Personal Communication Channels
- 4.2 Integrated Marketing Communications (IMC)
- 4.3 Introduction to Advertising
- 4.4 Basics of Public Relations and Publicity

**Reference Books:**

1. P. Kotler, Marketing Management, Prentice Hall Inc.
2. Dr. C. B. Gupta, Dr. N. Rajan Nair, Marketing Management, Sultan Chand & Sons, New Delhi
3. S. A. Sherlekar, Marketing Management
4. William J. Stanton, Fundamentals of Marketing,
5. Philip Kotler and Armstrong, Principles of Marketing

**Rajarshi Shahu Mahavidyalaya (Autonomous), Latur**  
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**Retail Management and Information Technology**  
**B.Voc. II Year (Sem. III)**  
**Retail Merchandising Management-I (w.e.f. July 2021)**

**No. of periods per week:** 04

**Course Code:**

**Marks:** 100

**Credits:** 04

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**Learning objectives:**

1. To get an idea about retail management.
  2. To understand merchandise mix.
  3. To understand consumer behavior.
  4. To know how IT can be use in online retailing.
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**Course Outcomes:** After completing the course, the students will be able to -

1. Know how retailing is done.
  2. Apply consumer behaviour in retail trade.
  3. Understand the benefits of database marketing and applications of IT to retailing.
  4. Understand the assortment strategy of products
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**Unit I: Introduction to Retail Management**

**(13 Lectures)**

- 1.1 Meaning, definition and significance of retailing
- 1.2 Types of Retailers
- 1.3 Main drivers of Retailing in India
- 1.4 Retail management strategy and its competitive advantages
- 1.5 Factors attracting global retailers to India

**Unit II: Merchandise Management & Retail Pricing**

**(13 Lectures)**

- 2.1 Introduction and Definition of merchandise management
- 2.2 Types of Merchandising and Process of merchandise planning
- 2.3 Assortment of products & strategy- Meaning, Definition, Characteristic and components of assortment strategy
- 2.4 Merchandiser- Meaning and role
- 2.5 Retail price- Concept, elements and pricing strategies

**Unit III: Network**

**(10 Lectures)**

- 3.1 Introduction to network & its benefits
- 3.2 Types of networks
- 3.3 Types of lanes – Intranet
- 3.4 Extranet – Virtual sharing data & hardware in a lan
- 3.5 Virtual offices network security firewall

**Unit IV: Electronics Payment System**

**(13 Lectures)**

- 4.1 Overview of electronic payment system
- 4.2 Advantages and disadvantages of electronic payment system
- 4.3 Smart card
- 4.4 Electronic banking
- 4.5 Electronics fund transfer

**Reference books:**

1. J.N. Jain and P.P. Singh – Modern Retail management, retail Pub. New Delhi.
2. Suja Nair – Retail management, Himalaya Pub. House, New Delhi.
3. David Gilbert – Retail Marketing Management, Pearson Education Ltd. New Delhi.
4. Pradeep K. Sinha & Priti Sinha – Computer Fundamentals



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**B.Voc II Year (Sem. III)**  
**Skill Development Component**

**Marketing & Visual Merchandising in Retail- I (w.e.f July 2021)**

**No. of Periods per week:** 04

**Marks:** 100

**Course Code:** VRM-303

**Credits:** 04

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**Learning Objectives:**

1. To enable the students to learn the Concept of visual merchandising
2. To make the students to understand about Merchandising mix.

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

1. Understand the concept of retail Visual Merchandising, retail strategies
2. Knows retail Merchandising Mix

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**Unit I: Introduction to Visual merchandising**

**14 Lectures**

- 1.1 Introduction, concept of visual merchandising
- 1.2 Benefits of visual merchandising
- 1.3 Objectives of visual merchandising
- 1.4 Importance of visual merchandising
- 1.5 Elements of visual merchandising

**Unit II: Development of visual merchandising**

**16 Lectures**

- 2.1 Growth of visual merchandising
- 2.2 Visual merchandising in India
- 2.3 Scope of visual merchandising in India
- 2.4 Visual merchandising as a support for positioning strategy

**Unit III: Future challenges in visual merchandising**

**16 Lectures**

- 3.1 Prospector's of visual merchandising
- 3.2 Factors affecting the visual merchandising
- 3.3 Visual merchandising techniques to increase sales
- 3.4 Challenges in visual merchandising
- 3.5 Solutions to overcome visual merchandising problems

**Unit IV: The Merchandise Mix**

**14 Lectures**

- 4.1 Introduction, concept of merchandise mix
- 4.2 Objectives of merchandise mix
- 4.3 Rules for successful merchandise mix
- 4.4 Visual merchandising: 12 insights how to merchandise retail store

**Reference Book:**

1. Fleming P(2003): 'Guide to Retail Management, Jaico Publication.
2. Newman, Andrew J. And Peter Cullen (2007): Retailing Environment and Operations, Thomson Learning, India
3. Neelesh Jain (2008): Retail Management, New Century Publication, New Delhi 2007.
4. Swapan Pradhan(2007): Retailing Management-Text & Cases, Tata Mc Graw Hill, 2012

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**B. Voc. II Year (Semester - III)**  
**Skill Development Component**  
**Laboratory Work – Retail Merchandising Management-I**  
**(w.e.f. July-2021)**

**No. of Practical's per week: 04**

**Marks: 50**

**Course Code:**

**Credits: 02**

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**Practicals:**

1. Study of Retail Management
2. Identification of Retail Pricing
3. Identification of use of Internet in retailing.
4. Visit to local retail stores for use of e-retailing
5. Preparation of PPT on E-retailing.

**Laboratory Work Evaluation**

**50 Marks**

**Internal Evaluation**

**20 Marks**

**End Sem. Practical evaluation**

**30marks**

i) Submission of practical record book

10marks

ii) Submission of visit report

10marks

iii) Viva-voce

10marks

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**B. Voc. II Year (Semester - III)**  
**Skill Development Component**  
**Laboratory Work–Marketing Management- I**  
**(w.e.f. July-2021)**

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

**Marks: 50**  
**Credits: 02**

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**Practicals:**

6. Study of Marketing Management.
7. Identification of Marketing Mix.
8. Identification of Customer Relationship Management.
9. Visit to local retail stores for understanding of marketing strategies.
10. Preparation of PPT on Marketing.

**Laboratory Work Evaluation**

**50 Marks**

**Internal Evaluation**

**20 Marks**

**End Sem. Practical evaluation**

**30 marks**

- iv) Submission of practical record book
- v) Submission of visit report
- vi) Viva-voce

10 marks

10 marks

10 marks

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**Department of B. Voc. in Retail Management**  
**B. Voc. II Year (Semester - III)**  
**Skill Development Component**  
**Laboratory Work– Marketing & Visual Merchandising in Retail- I**  
**(w.e.f. July-2021)**

**No. of Practical's per week : 04**

**Marks :**

**50**

**Course Code :**

**Credits : 02**

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**Practical's :**

1. Study of visual merchandising.
2. Identification of merchandising Mix.
3. Identification of Non –store retailing.
4. Visit to local retail stores for understanding of visual merchandising.
5. Preparation of PPT on visual merchandising.

**Laboratory Work Evaluation**

**50 Marks**

**Internal Evaluation**

**20 Marks**

**End Sem. Practical evaluation**

**30marks**

Submission of practical record book

10marks

Submission of visit report

10marks

Viva-voce

10marks

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**Rajarshi Shahu Mahavidyalaya (Autonomous), Latur**  
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**B. Voc. II Year (Semester - III)**  
**Skill Development Component**

*Retail Training Project*

**(w.e.f. July 2021)**

**Max. Marks: 100**

**Course Code:**

**Credits: 06**

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All the students of B. Voc. in Retail Management will submit their Training Reports of Semester III (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.

# **Semester - IV**

**B. Voc. Degree Course**  
**Retail Management and Information Technology**  
 Third Year Sem. IV

| Semester- IV                       |  |             |            |            |            |           |           |            |            |
|------------------------------------|--|-------------|------------|------------|------------|-----------|-----------|------------|------------|
| Pap No.                            | Course Title   | Course Code | Hours      |            |            | Credits   | Marks     |            |            |
|                                    |  |             | TL         | PR         | Total      |           | CIA       | ESE        | Total      |
| <b>General Academic Component</b>  |  |             |            |            |            |           |           |            |            |
| I                                  | <b>Retail Accounting-II</b>  | VRM-401     | 60         | 0          | 60         | 4         | 40        | 60         | 100        |
| II                                 | <b>Business Law-II</b>   | VRM -402    | 60         | 0          | 60         | 4         | 40        | 60         | 100        |
| III                                | <b>Financial Management - II</b>   | VRM -403    | 60         | 0          | 60         | 4         | 40        | 60         | 100        |
| <b>Skill Development Component</b> |  |             |            |            |            |           |           |            |            |
| IV                                 | <b>Marketing Management - II</b>   | VRM -411    | 60         | 0          | 60         | 4         | 40        | 60         | 100        |
| V                                  | <b>Retail Merchandising Management - II</b>                              | VRM -412    | 60         | 0          | 60         | 4         | 40        | 60         | 100        |
| VI                                 | <b>Marketing and Visual Merchandising in Retail - II</b>                 | VRM -413    | 60         | 0          | 60         | 4         | 40        | 60         | 100        |
| VII                                | <b>Laboratory Work Marketing Management - II</b>                         | VRM -421    | 0          | 60         | 60         | 2         | 20        | 30         | 50         |
| VIII                               | <b>Laboratory Work Retail Merchandising Management - II</b>              | VRM -422    | 0          | 60         | 60         | 2         | 20        | 30         | 50         |
| IX                                 | <b>Laboratory Work Marketing and Visual Merchandising in Retail - II</b> | VRM -423    | 0          | 60         | 60         | 2         | 20        | 30         | 50         |
| X                                  | <b>Industrial Visit /Study Tour</b>                                      | VRM -424    | --         | --         | --         | 6         | --        | --         | 100        |
| <b>Total</b>                       |  |             | <b>360</b> | <b>180</b> | <b>540</b> | <b>36</b> | <b>30</b> | <b>450</b> | <b>850</b> |

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

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**B. Voc. II Year (Semester –IV)**  
**General Academic Components**  
**Retail Accounting –II (w.e.f. June 2021)**

**No. of periods per week: 04**

**Marks - 100**

**Course Code:**

**Credits - 04**

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**Learning Objectives:**

1. To understand the basic concepts related to final accounts.
2. To know importance of departmental accounting.
3. To understand how the indirect Expenses are allocated in Departmental accounting

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

1. Understand the Types of hotels.
2. Come to know about Preparation of final account.
3. Apply the knowledge of branch accounting in practical dealings.

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**Unit I: Financial Statement of Proprietary Concern:**

- 1.1 Financial Statement of Proprietary Concern
- 1.2 Introduction, Meaning, and Definition of Final Accounts
- 1.3 Objectives of Final Accounts
- 1.4 Preparation of Final Accounts

**Unit II: Departmental Accounting:**

- 2.1 Meaning and Advantages of Departmental Accounting
- 2.2 Departmental Final Accounts
- 2.3 Allocation of indirect Expenses and inter departmental transfer
- 2.4 Practical Problems

**Unit III: Branch Accounting :**

- 3.1 Meaning of Branch Accounting and Classification of Branches
- 3.2 Accounting for Dependent Branches: Debtors System, Stock and Debtors System, Final Account System
- 3.3 Practical Problems on accounting for dependent branches.

**Unit IV: Hotel Accounting :**

- 4.1 Meaning of Hotels
- 4.2 Types of Hotels
- 4.3 Preparation of Profit and Loss account for Hotel Industry

**Reference Books:**

1. Book-keeping and Accountancy- XI Textbook
2. Book-keeping and Accountancy- XII Textbook
3. V.K. Saxena, Advanced Accounting, Sultan Chandand and Sons, Educational Publishers, New Delhi.
4. R.L.Gupta and M. Radhaswamy, Advanced Accounting, Educational Publishers, New Delhi.



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**B. Voc. II Year (Semester –IV)**  
**General Academic Components**  
**Business Laws – II (w.e.f. June 2021)**

**No. of periods per week: 04**

**Course Code: U-**

**Marks - 100**

**Credits - 04**

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**Learning Objectives:**

1. To understand the different terms related to competition
  2. To know the importance of consumer protection
  3. To understand the provisions related to electronic signature
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**Course Outcomes:** After completing the course, students will be able to -

1. Understand the how the Consumer Dispute Redressal Forum works..
  2. Come to know about kinds of companies.
  3. Apply the knowledge of provisions related to Competition in real business practices.
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**Unit-I Companies Act, 2013:**

- 1.1 Meaning and Definition of Companies
- 1.2 Essential Characteristics of Companies
- 1.3 Kinds of Companies
- 1.4 Distinction between Private and Public Company
- 1.5 Advantages and Disadvantages of Companies

**Unit-II Consumer Protection Act, 2019:**

- 2.1 Introduction and Meaning of Consumer, Need and Importance of Consumer Protection
- 2.2 Rights of Consumers and Responsibilities of Consumers
- 2.3 Ways and Means of Consumer protection
- 2.4 Consumer Dispute Redressal Forums

**Unit- III Competition Act, 2002:**

- 3.1 Scope and Application the Act, Definitions of important terms under this Act
- 3.2 Prohibition of Agreements
- 3.3 Prohibition of Abuse of Dominant position
- 3.4 Regulation of Combination

**Unit IV: Information Technology Act, 2000:**

- 4.1 Introduction, meaning and scope of Information Technology Act
- 4.2 Definition of important terms under Information Technology Act.
- 4.3 Provisions relating to electronic signature
- 4.4 Provisions relating to electronic Governance

**Reference Books**

1. Organisation of Commerce and Management XI Textbook
2. Business and Corporate Laws- Dr. P.C . Tulsian
3. A Manual of Business Laws – S. N. Maheshwari and S.K. Maheshwari

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**B.Voc II Year (Sem. IV)**

**General Academic Components**

**Financial Management – II (w.e.f July 2021)**

**No. of Periods per week:** 04

**Course Code:** VRM-403

**Marks:** 100

**Credits:** 04

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**Learning Objectives:**

- i) To provide basic idea about the various factors affecting cost of capital.
- ii) To learn about the types of capital leverage.
- iii) To understand the application of marginal costing.

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

- v) Learn about the determination of cost of capital.
- vi) Understand how to calculate operating, financial, combined leverage
- vii) Come to know about break even analysis, cost volume profit ratio etc.
- viii) Manage working capital requirement effectively.

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**Unit I: Cost of Capital**

**14 Lectures**

- 1.1 Meaning and Need of Cost of Capital
- 1.2 Factors affecting Cost of Capital of a Firm
- 1.3 Determination of Cost of Capital:
  - i) Cost of Debt
  - ii) Cost of Preference Shares
  - iii) Cost of Equity
- 1.4 Computation of Weighted Average Cost of Capital (WACC)

**Unit II: Capital Leverage**

**14 Lectures**

- 2.1 Meaning and objectives of Leverage
- 2.2 Types of Capital Leverage
- 2.3 Computation of Operating leverage, Financial leverage, Combined leverage

**Unit III: Marginal Costing**

**16 Lectures**

- 3.1 Meaning, Advantages and Limitation of Marginal Costing.
- 3.2 Application of Marginal Costing
- 3.3 Concept of Break Even Point (Units), Cost Volume Profit and P/V Ratio, Break-even Point (Rs.), Margin of safety

**Unit IV: Working Capital Management**

**16 Lectures**

- 4.1 Meaning and Significance of Working Capital Management (WCM)
- 4.2 Factors Affecting Working Capital Management
- 4.3 Cash and Inventories Management
- 4.4 Management of Accounts Receivable
- 4.5 Management of Accounts Payable

**Reference Book:**

- 1. C.Sitaraman, Students Handbook on Cost Accounting & Financial Management, Paduka's Prakashan, Chennai.
- 2. Dr.S.N.Maheshwari, Financial Management, Sultan Chand & Sons, New Delhi.
- 3. Khan & Jain, Management Accounting & Financial Management, Tata Mc Graw Hill, New Delhi.
- 4. I.M.Pandey, Financial Management, Tata Mc Graw Hill, New Delhi.
- 5. Ravi M. Kishore, Financial Management, Taxman Publication, New Delhi.

**Rajarshi Shahu Mahavidyalaya (Autonomous), Latur**  
**Faculty of Commerce**  
**Department of B. Voc. in Retail Management and IT**  
**B. Voc. II Year (Sem. IV)**  
**Skill Development Component**  
**Marketing Management –II (w.e.f. July 2021)**

**No. Of periods per week: 05**

**Marks: 100**

**Course code:**

**Credits: 05**

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**Learning Objectives:**

1. To understand the contribution of marketing to the business enterprise.
  2. To learn the marketing research process and marketing information system.
  3. To understand the recent trends in marketing.
  4. To understand the consumer relationship management.
- 

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

1. Understand the dynamics of marketing in business.
  2. Apply the theoretical marketing concept to the practical situations.
  3. Demonstrate the ability to carry out a market research project.
  4. Carry out unique marketing mixes & selling propositions for specific products.
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**Unit I: Marketing Environment**

**(15 Lectures)**

- 1.1 Introduction to Marketing Environment and Environmental Scanning
- 1.2 Analyzing the Organization's Micro Environment
- 1.3 Differences between Micro and Macro Environment
- 1.4 Techniques of Environment Scanning,

**Unit II: Marketing Information System**

**(15 Lectures)**

- 2.1 Introduction and Characteristics of MIS
- 2.2 Benefits and Types of MIS
- 2.3 Components, Marketing Research
- 2.4 Marketing Research Process

**Unit IV: Recent Trends in Marketing**

**(15 Lectures)**

- 4.1 Introduction to recent trends in Marketing
- 4.2 Social Marketing and Green Marketing
- 4.3 E-Marketing and Direct Marketing
- 4.4 Rural Marketing and Services Marketing

**Unit V: Consumer Relationship Management**

**(15 Lectures)**

- 5.1 Definitions of Customer Relationship Management (CRM) and Forms of CRM
- 5.2 Managing Customer Loyalty and Development
- 5.3 Significance of Customer Relationship Management
- 5.4 Social Actions Affecting Buyer-Seller Relationships

**References Books:**

1. V.S. Ramaswamy and S. Namakumari, Nc Millan, Marketing Management, Planning, Implementation of Control.
2. Kotler , Marketing Management : Prentice Hall Inc.
3. Dr. C.B. Gupta Dr. N. Rajan Nair, Marketing Management by Sultan Chand & Sons, New Delhi
4. S.A. Sherlekar, Marking Management.
5. Willian J. Stanton and Others, Fundamental of Marketing.

**Rajarshi Shahu Mahavidyalaya (Autonomous), Latur**  
**Faculty of Commerce**  
**Retail Management and Information Technology**  
**B.Voc. II Year (Sem. IV)**  
**Skill Development Component**

**Retail Merchandising Management II (w.e.f. July 2021)**

**No. of periods per week: 04**

**Marks: 100**

**Course Code:**

**Credits: 04**

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**Learning objectives:**

1. To get an idea about franchising, franchiser and franchisee.
2. To understand methods of communication with customers
3. To understand brand attributes, brand identity and brand attributes etc.

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

1. Understand supply chain management
2. Know popular media vehicles used in the Indian retail industry
3. Understand the nature of franchising and branding.
4. Apply information technology in retail management.

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**Unit I: Franchising and Mall Management**

**(12 Lectures)**

- 1.1 Meaning of franchising, franchiser and franchisee
- 1.2 Franchising market and franchising in India
- 1.3 Significance of franchising
- 1.4 Meaning of Mall & Factors affecting the success of Malls
- 1.5 Types of Malls
- 1.6 Problems of Mall developers in India

**Unit II: Retail Communication and Promotion**

**(10 Lectures)**

- 2.1 Introduction and Methods of communication with customers
- 2.2 Advertising – Concept, Types and Importance of advertising
- 2.3 Popular media vehicles used in the Indian retail industry
- 2.4 Personal selling – Meaning & its process

**Unit III: Brand Management**

**(12 Lectures)**

- 3.1 Meaning and Definition of Brand
- 3.2 Steps in building brand name product or service
- 3.3 Brand attributes and Brand Positioning
- 3.4 Brand Identity-Concept & Definition, Sources of brand identity
- 3.5 Introduction to brand image, Differences between Brand identity and Brand image

**Unit IV: Operating Systems**

**(12 Lectures)**

- 4.1 Meaning of operating systems
- 4.2 Main functions of an operating system, measuring system performance
- 4.3 Memory Management – Uni programming memory model & multi programming memory model
- 4.4 Virtual Memory – Meaning, Advantages & Disadvantages
- 4.5 File Management – File access methods, File operations, File naming

**Reference books:**

1. J.N. Jain and P.P. Singh – Modern Retail management, retail Pub. New Delhi.
2. Suja Nair – Retail management, Himalaya Pub. House, New Delhi.
3. David Gilbert – Retail Marketing Management, Pearson Education Ltd. New Delhi.
4. Pradeep K. Sinha & Priti Sinha – Computer Fundamentals

**RAJARSHI SHAHU MAHAVIDYALAYA (AUTONOMOUS), LATUR**  
**Faculty of Commerce**  
**Department of B. Voc. in Retail Management**  
**B. Voc. II Year (Semester - IV)**  
**Skill Development Component**  
**Marketing & Visual Merchandising in Retail- II**  
**(w.e.f. June 2021)**

**No. of periods per week: 04**

**Marks: 100**

**Course Code:**

**Credits: 04**

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**Learning objectives:**

1. To enable the students to learn the Strategies of Visual merchandising
2. To make the students to understand about Retail Atmospherics

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

1. 1.Understand the concept of Non Store merchandising
2. Come to know the present &Future of Visual merchandising

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**UNIT I: Strategies of visual merchandising**

- 1.1 The assortment of products
- 1.2 Retail assortment strategies
- 1.3 Colours in visual merchandising
- 1.4 types of colours scheme
- 1.5 Lighting of visual merchandising- Its types & Objectives
- 1.6 Importance of lighting and visual merchandising

**UNIT II: Analysis of Retail Atmospherics**

- 2.1 Atmospheric in the context of Internet Retailing
- 2.2 Importance of atmospheric planning
- 2.3 Internal atmospheric
- 2.4 External atmospheric
- 2.5 Importance of store atmosphere from the customer perspective
- 2.6 Analysis of Retail Store

**UNIT III: The present and future of visual merchandising**

- 3.1 Introduction and objectives of visual merchandising
- 3.2 Visual merchandising at different stores
- 3.3 Apparel Stores, Furniture Stores, Gift Stores
- 3.4 Future prospect of visual merchandising

**UNIT IV: Non Store Merchandising**

- 4.1 Introduction & Objectives of visual merchandising
- 4.2 Types of non store merchandising- Direct selling, Direct marketing, Automatic vending, internet retailing, Television retailing, Online shopping, Catalogue management
- 4.3 Product presentation in non store retail merchandising
- 4.4 Dynamic component for continuous internal assessment
- 4.6 Advantages and disadvantages of non store retailing

**Reference Books:**

1. Fleming P (2003): 'Guide to Retail Management, Jaico Publication.
2. Newman, Andrew J. And Peter Cullen (2007): Retailing Environment and Operations, Thomson Learning, India
3. Neelesh Jain (2008): Retail Management, New Century Publication, New Delhi 2007.
4. Swapn Pradhan(2007): Retailing Management-Text &Cases ,Tata Mc Graw Hill,2012

**Rajarshi Shahu Mahavidyalaya (Autonomous), Latur**  
**Faculty of Commerce**  
**Department of B. Voc. in Retail Management**  
**B. Voc. I Year (Semester - I)**  
**Skill Development Component**  
**Laboratory Work–Marketing Management-II**  
**(w.e.f. July-2021)**

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

**Marks : 50**  
**Credits : 02**

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**Practical's :**

1. Study of modern Marketing Management.
2. Identification of Marketing Information System.
3. Identification of Customer Relationship Management.
4. Visit to local retail stores for understanding of marketing strategies.
5. Preparation of PPT on Marketing.

**Laboratory Work Evaluation**

**50 Marks**

**Internal Evaluation**

**20 Marks**

**End Sem. Practical evaluation**

**30marks**

Submission of practical record book

10marks

Submission of visit report

10marks

Viva-voce

10marks

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**B. Voc. I Year (Semester - I)**  
**Skill Development Component**  
**Laboratory Work– Retail Merchandising Management II**  
**(w.e.f. July-2021)**

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

**Marks : 50**  
**Credits : 02**

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**Practical's :**

1. Study of Franchising and Mall Management.
2. Identification of supply chain Management
3. Identification of Retail Communication and promotion and brand Management
4. Visit to local mall for understanding of Mall Management.
5. Preparation of PPT on Mall Management.

**Laboratory Work Evaluation**

**50 Marks**

**Internal Evaluation**

**20 Marks**

**End Sem. Practical evaluation**

**30marks**

Submission of practical record book

10marks

Submission of visit report

10marks

Viva-voce

10marks

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**B. Voc. I Year (Semester - I)**  
**Skill Development Component**  
**Laboratory Work– Marketing & Visual Merchandising in Retail- II**  
**(w.e.f. July-2021)**

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

**Marks : 50**  
**Credits : 02**

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**Practical's :**

6. Study of modern Analysis of Retail Atmospherics.
7. Identification of Present and future of visual –merchandising.
8. Identification of dynamic opponents of internal assessment.
9. Visit to local retail stores for understanding of Retail Atmospherics.
10. Preparation of PPT on future of visual –merchandising.

**Laboratory Work Evaluation**

**50 Marks**

**Internal Evaluation**

**20 Marks**

**End Sem. Practical evaluation**

**30marks**

Submission of practical record book

10marks

Submission of visit report

10marks

Viva-voce

10marks

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**Rajarshi Shahu Mahavidyalaya (Autonomous), Latur**  
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**Department of B. Voc. in Retail Management**  
**B. Voc. II Year (Semester - III)**  
**Skill Development Component**  
*Retail Training Project*  
**(w.e.f. July 2021)**

**Max. Marks: 100**

**Course Code:**

**Credits: 06**

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All the students of B. Voc. in Retail Management will submit their Training Reports for Sem. IV (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.