

Punjab University Patiala
Syllabus
Bachelor in Vocation (B. Voc.) Retail Management
Part-III, Sem- V and VI
B.Voc. (Retail Management) Part- III, Sem.V

Code	Subject	Component	Total Credits	External Marks	Internal Marks	Total Marks
BVRM-501	Marketing Management	Gen	6	70	30	100
BVRM-502	Business Ethics and CSR	Gen	6	70	30	100
BVRM-503	Retail Planning and Legal Framework	Skill	6	70	30	100
BVRM-504	Total Quality Management	Skill	6	70	30	100
BVRM-505	Workshop on Visual Merchandising & Customer Satisfaction	Skill	3	-	50	50
BVRM-506	Seminar on Retail Store Team Management	Skill	3	-	50	50
Total			30	280	220	500

Credit Allocation - General 12 (6+6), Skill 18 (6+6+3+3)

B.Voc. (Retail Management) Part- III, Sem.VI

Sr. No.	Subject Code	Subject	Marks	Credits
1	BVRM 601	Industrial Training Project Report	100	6
2	BVRM 602	Evaluation by trainer	50	3
3	BVRM 603	Presentation on the project report	50	3
4	BVRM 604	VIVA-VOCE (Combine all Semester)	100	6
Total			300	18

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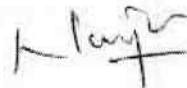
Bachelor in Vocation

(B. Voc.)

Retail Management

Semester - V


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BVRM- 501: MARKETING MANAGEMENT

Course Overview: The objective of the paper is to provide knowledge to students about marketing concepts, philosophies, processes and techniques in order to manage the overall marketing operations of the retail organization

Course Contents

UNIT – I

Marketing – An Overview: Introduction, Definition of Market, Types of Markets, Meaning and Definition of Marketing, Origin of Marketing, Scope of Marketing, Importance of Marketing, Functions of Marketing, Difference between Marketing and Selling

Marketing Concepts: Introduction, Production concept, Product concept, Sales/selling concept, Modern marketing concept, Societal marketing concept, Impact of marketing concepts and its applicability

Marketing Environment: Introduction, Need and Importance of Environmental Analysis, Internal Environment of the Organization, External Environment

Marketing Mix: Introduction, Evolution of the "Marketing mix", Components of a traditional marketing mix, Additional components in the mix, Importance of marketing mix in marketing decisions

UNIT – II

Market Segmentation: Introduction, Definition of market segmentation, Need for market segmentation, Criteria for effective segmentation, Bases for market segmentation, Benefits of market segmentation


Consumer Behaviour: Introduction, Important definitions, Evolution of the study of consumer behavior, Determinants of consumer behavior, Types of buying decisions, Stages of the buying process, Importance of consumer behaviour study

Product Related Decisions: Introduction, Features of a Product and its Classifications, Product Plan and New Product Development, Product Mix and its Elements, Decisions related to Product Mix, Product Life Cycle

Recent Trends in Marketing: Introduction, E-commerce, E-marketing, E-Retailing, Relationship marketing, Mobile marketing, Green marketing

Pedagogy:

An interactive lecture will help students in understanding the concepts and dynamics of behaviour. A combination of methods will be used in teaching this course: The lecture method, class discussions, case studies and group discussions.


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Case study/ Class Assignment / Class discussion in the Class:

Students will work in a group to prepare a brief write-up due before the start of class covering the case study/ Class Assignment. Question in the case study/ Class Assignment would include the quantitative analysis of the problem solving and decision making related to Advertising and Sales Management.

Class Participation:

Attendance will be taken in each class and class participation is scored for each student for each class as per Punjabi University, Patiala Norms.

Suggested Readings:

1. Kotler Philip & Armstrong, G. (2007) Principles of Marketing, Prentice-Hall of India, New Delhi.
2. Saxena Rajan (2005). Marketing Management, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 3rd Edition.
3. William D. Perreault, and McCarthy, E. Jerome. (1998), Basic Marketing. Pearson Education.
4. Grewal Dhruv and Michael Levy (2018), Marketing, 6th Edition, McGraw Hill Education.
5. Singh Parampreet (2020), Fundamentals of Marketing Management, Fount Publishers LLP, India.

SCHEME OF EXAMINATION

- English and Punjabi will be the medium of instruction and examination.
- Written Examinations will be conducted at the end of each Semester as per the Academic Calendar notified in advance.
- This course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination to be held at the end of semester.
- The duration of written examination shall be three hours.
- The internal assessment marks shall be based on factors such as: (a) Mid-term test (12 marks), Written assignments (12 marks), and Attendance and class Participation (06 marks).
- The minimum marks for passing the examination shall be 35 % to be obtained separately both in internal assessment and external written examination.

INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.


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BVRM- 502: BUSINESS ETHICS AND CSR

Course Overview: The objective of this paper is to familiarize the students with the importance of ethics in business and understanding of issues related to corporate social responsibility.

Course Contents

UNIT - I

Overview: Business Ethics: Introduction, Concept, Need, Importance, Principles of Business Ethics, Factors, Theories of Business Ethics. Ethics and Decision Making: Process of Ethical Decision Making, Factors Affecting Ethical Decision Making, Approaches to Ethical Decision Making.

Ethics in Functional Areas: Ethics and Marketing: Unethical Practices in Marketing, Areas of Ethical Marketing, Ethical Advertising. Ethics and Finance: Unethical Practices in Accounting, Ethical Codes, Corporate Takeovers-Ethical Issues. Ethics and HRM: Role of HRM in Organisational Ethics, Whistle Blowing and its Procedure.

UNIT - II

Corporate social responsibility: concept, benefits, challenges, Strategies for CSR, laws relating to CSR, experience in India, CSR & Ethics, Creating and Managing CSR Framework, Common indicators for measuring social responsibility, reporting social responsibility measures in annual report, CSR Models.

CSR towards different stakeholders, Profit maximization vs. social responsibility, ISO 26000, Environmental Aspect of CSR, Impact of CSR, Future of CSR, CSR and Corporate Governance.

Pedagogy:

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Case study/ Class Assignment / Class discussion in the Class:

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Class Participation:

Attendance will be taken in each class and class participation is scored for each student for each class as per Punjabi University, Patiala Norms.

Suggested Readings:

1. J.P. Sharma, Corporate Governance (2011), Business Ethics & CSR, Ane Books Pvt. Ltd., New Delhi.
2. Andrew Crane, Dirk Matten, (2011), Business Ethics, Oxford University Press, New Delhi.

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3. Daniel Albuquerque (2013), Business Ethics, Principles and Practices (Indian Edition), Oxford University Press, New Delhi
4. Fr. Floriano C. Roa, (2007), Business Ethics and Social Responsibility, Rexstore.
5. O. C. Ferrell, John Fraedrich, Linda Ferrell (2012), Business Ethics: Ethical Decision Making & Cases, Cengage Learning.
6. Singh Parampreet (2020), Ecological Movements in the state of Punjab, Press House, India.
7. Michael Blowfield, Alan Murray (2008), Corporate Responsibility – A Critical Introduction, Oxford University Press, New Delhi.

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BVRM- 503: RETAIL PLANNING AND LEGAL FRAMEWORK

Course Overview: The objective of the paper is aware the students about retail planning process including registration process, legal and regulatory framework of retail industry.

Course Contents

UNIT – I

Retail Planning: Meaning, Process of Retail Planning, Role of retail planning in retail organisation. **Retail decisions:** Location Decisions, Layout Decisions, Visual Merchandising Decisions, Inventory Decisions, Pricing Decisions. Factors affecting retail decisions. **Merchandising Planning:** Concept of Merchandise Planning, Applications of Merchandise Planning, Elements of Merchandise Planning. **Retail Store Operations:** Meaning, Responsibilities of Store Manager, The 5 S's of Retail Operations (Systems, Standards, Stock, Space, Staff).

UNIT – II

Process: Process of Opening a Retail Store, Legal formality to be taken into consideration (Shop and Establishment Acts); Introduction, Registration of Establishment, Classification of establishment as per local act of state. **Operational Rules** - opening, closing, working hours, working conditions, holidays as per act. Rules related to employment of child, young person and working women, Health and safety; Enforcement & Inspection, offences and penalties.

Consumer related Laws Consumer Protection Acts 1986, Unfair Trade Practices, Holding of Contests and Schemes, Disparaging Products of Competitors, Correctness of Representation, The Standards of Weights and Measures Act. **Right to Information Act 2005.**

Pedagogy:

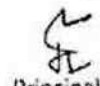
Group discussion conducted for improving the skills. Online Lectures and online tutorials, Research Based Teaching and Expert lectures from field of legal environment to understand the current scenario. Use of Concerned Articles from Newspapers, journals, online portals and magazines.

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Class Participation:

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Suggested Readings:


1. Swapna Pradhan- Retailing Management (2009), Text and Cases, Tata McGraw Hill- latest edition.
2. Singh Parampreet (2018), Consumer Protection Act & Practice, 1st Edition.
3. Harry Herman and Joel R Evans- Retailing Management (2017), A Strategic Approach, Prentice Hall of India, latest Edition.
4. James R. Ogden, Denise Ogden (2018), Integrated, Retail Management- Biztantra.
5. Singh Parampreet (2019), RTI Act and its implementation, Fount Publishers LLP, 1st Edition.

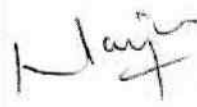
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BVRM-504: TOTAL QUALITY MANAGEMENT

Course Overview: The objective of the paper is to provide knowledge to students of the concepts of total quality management and to inculcate among them a concern for quality and customer satisfaction.

Course Contents

UNIT – I

Introduction to Quality and Quality in Retail Sector: Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs and its Analysis, Basic concepts of Total Quality Management, Principles of TQM.

Quality Council and Statements, Barriers to TQM Implementation. Quality: Customer Perception and Satisfaction, Customer Complaints, Service Quality, Customer Retention, Continuous Process Improvement – Juran Trilogy, PDCA Cycle, 5S, Kaizen, Supplier Partnership – Selection and Rating.

UNIT – II

Business Process Reengineering (BPR). Benchmarking – Introduction, Reasons, Process, Quality Function Deployment (QFD) – House of Quality, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM). JIT Method.

Latest Challenges of Quality, Six Sigma Concepts: application. Quality Systems: Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System– Elements, Implementation of Quality System, Documentation, Quality Auditing; ISO 14000, Requirements and Benefits.

Pedagogy:

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Suggested Readings:

1. James R. Evans & William M. Lindsay (2002), The Management and Control of Quality, (5th Edition), South Western.
2. Feigenbaum, A. V. (1991), Total Quality Management, McGraw Hill.
3. Oakland, J. S. (1989), Total Quality Management, Butterworth – Heinemann Ltd., Oxford.

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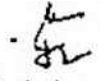
4. Narayana V. and Sreenivasan N.S.(1996), Quality Management Concepts and Tasks, New Age International.
5. Zeiri (1991), Total Quality Management for Engineers, Wood Head Publishers.

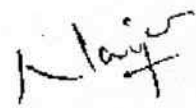
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BVRM - 505 : WORKSHOP ON VISUAL MERCHANDISING & CUSTOMER SATISFACTION

Course Overview: The basic objective of the course is to encourages students to understand about merchandising strategies required for retail market as well as the importance of colour theories for promotional displays. Focuses on consumer behaviour and how one can maximize profitability through visual display by creating a unique buying experience for the customers.

Maximum Marks -50 (Internal)

Course Contents

Module	Key Learning Outcomes	Marks	Equipment Required
To plan visual merchandising NOS Code RAS/N0139	1. Identify the purpose, content and style of the display.	5	<ul style="list-style-type: none"> •Display Racks -Gondola / Shelves •Display/Bboards/ Standlees for product categories and offers (Different Types) •Calculator •Stock Almirah •Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine) •Dummy Products (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags •VM elements (Mannequins -Full/Half Bust, Dangers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer/Policy Signage) •Shopping Basket/Shopping Cart •Dummy Fire Extinguishers •Customer Feedback Forms, Customer Inquiry /Lead Register •Dummy stock and inventory management system(Physical register/excel version) to demonstrate stock levels/ageing •Sample Retail Standard Operating Procedures (SOP) manual covering do's & don'ts in a store •In-store induction training manual •HR Manual •Sample contact list of key internal and external stakeholders •Attendance register / Employee Work Shift planner •Sample employee appraisal form •Sample store profit & loss statements/ledger book for maintaining accounts •Sample script for team briefing •Product planogram •Posters showing various types of digital payment options such as PayTM, PayPal etc) •Sample Team Target vis-à-vis Team Performance Report sample (In hardcopy or digital form) •Sample Vendor List
	2. Identify the equipment, materials, merchandise and props you need to create and install the display and the dates for completing it.	5	
	3. Evaluate whether the place you plan to put the display is likely to fulfil the design brief.	5	
	4. Create new and effective ways of improving the visual effect of displays, within the limits of the design brief, the company's visual design policies and the authority you have.	5	
	5. Confirm that the features of merchandise and props shown in the design brief are those most likely to attract customers' attention.	5	
To establish and satisfy customer needs RAS/ N0140	6. Help customers identify the product or supplies they wish to purchase and direct / accompany them to the exact store location where the specific product or supplies are stocked / displayed	5	
	7. Confirm with customers that the products and supplies being packed, wrapped and billed exactly match their selections	5	
	8. Provide information on variants of product and supplies available in the store and enable customers to make informed purchase decisions	5	
	9. Enable customers to make choices appropriate with their product, supplies and brand preferences and complete their basket of purchases	5	
	10. Maintain prescribed levels of store, environmental and personal hygiene and ensure health and safety within the store environs and peripheral areas	5	

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Pedagogy:

Group discussion conducted for improving the skills to Communication with Customers. Online Lectures and online tutorials, Research Based Teaching and Expert lectures from field of Customer Relationship Management to understand the Basics of retail Service. Use of Concerned Articles from Newspapers, journals, online portals and magazines.

Case study/ Class Assignment / Class discussion in the Class:

Students will work in a group to prepare a brief write-up due before the start of class covering the case study/ Class Assignment. Question in the case study/ Class Assignment would include the quantitative analysis of the problem solving and decision making. Students will prepare report which is based on given topic by the concern teacher, which is internally evaluated by same concern teacher

Class Participation:


Attendance will be taken in each class and class participation is scored for each student for each class as per Punjabi University, Patiala Norms.

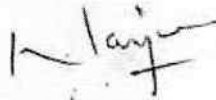
Suggested Readings:

1. Kishore Chand Raut & Promod K Sahu (2013), Salesmanship and Sales Management, 3rd edition Vikas Publishing House.
2. Swapan Pradhan, (2011) Retailing Management-text and cases, Tata McGraw Hill
3. Singh Parampreet (2017), Concept of Marketing Management, Lulu Publisher, (Lulu.Com), USA, 1st Edition.
4. Fleming P (2006), Guide to Retail Management, Jaico publications.
5. Pradhan, Jakate and Mali (2015), Elements of Salesmanship and Publicity, Kitab Mahal.

SCHEME OF EXAMINATION

- English and Punjabi will be the medium of instruction and examination.
- This course will carry 50 marks which shall be reserved for internal assessment.
- The internal assessment marks shall be based on factors such as: (a) Report (20 marks), Presentation (20 marks), and Attendance and class Participation (10 marks).
- The minimum marks for passing the examination shall be 35 %


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BVRM - 506 : SEMINAR ON RETAIL STORE TEAM MANAGEMENT

Course Overview: The basic objective of the course is to introduce the students to the world of customer satisfaction and objective of the paper is to provide knowledge to the students about building and managing retail store teams.

Maximum Marks -50 (Internal)

Course Contents

1. Support the team work

1. Meaning and importance of team work
2. Value system of the organization
3. Job prospects in retail cashier and retail sector remuneration

2. Describe the employee's rights and responsibilities

1. Rights of employees
2. Responsibilities of employees

3. Choose team aims and targets

1. Concept of work in a team
2. Importance of teams to achieve targets in retailing
3. Sources of setting goals
4. Maintain team morale
5. Tools and techniques available to set team performance targets and how to work as a team
6. Team selection research techniques

4. Develop effective work habits

1. Skills required for achieving goals
2. Goals for checking progress, asking feedback, responding positively and adjusting plans
3. Handle the risks in learning on the job of trainee associate

5. Technical Knowledge

1. Follow routine instructions through clear and direct communication
2. Use language and concepts appropriate to cultural differences
3. Work health and safety requirements.

6. Core/Generic Skills and Professional Skills

1. Writing skills to complete workplace documentation accurately
2. Reading skills to read and interpret workplace documentation and read and interpret organizational policies and procedures
3. Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times
4. Professional skills –plan and organize – to plan and schedule time personal management, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to ambiguity in directions and instructions, breakdown in relationships within the team and breakdowns in communications with other teams

5.

Sr. No.	Module	Marks
1.	Written Test	15
2.	Practical File	15
3.	Practical work	10
4.	Viva Voce	10

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Pedagogy:

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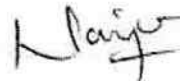
Suggested Readings:

1. Uday Kumar Halder (2010), Leadership and Team Building, Oxford University Press.
2. Walia M. Anubhaa & Uppal Manpreet (2020), Fundamentals of Research, 1st Edition, Notion Press.
3. Singh Parampreet and Kaur Harleen (2019), Business Communication Skills, Fount Publishers LPP, India.
4. David L. Goetsch & Dr. Shalini Kalia, (2015), Effective Teamwork: Ten Steps for Technical Professions", Pearson Education.
5. Leigh L. Thompson (2017), Making the Team, Pearson Education.

SCHEME OF EXAMINATION

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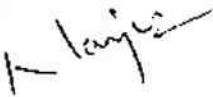
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Retail Management

Semester - VI


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BVRM-601: Industrial Training Project Report

External evaluation : 100 marks

The student shall have to undergo an industrial training under the instructor (to be allocated by the company). The industrial training provider should be registered with the organisation.

Evaluation Process: The project shall be carried out under the supervision of faculty member and instructor in the industry. The project report shall be signed by both the instructor and the faculty member and the evaluation is done by the concern faculty member of the department (Maximum Marks of Industrial Training Project Report is 100)

BVRM-602: Evaluation by Trainer

External evaluation : 50 marks

The evaluation of student is done by trainer on the basis of their Attendance, Behaviour, Punctuality, Working Style and Attitude during the training period.

BVRM-603.: Presentation on Project Report

Internal evaluation : 50 marks

The student is required to give presentation the major research project in his/her relevant area of specialization with help of PowerPoint presentation.


Evaluation Process: Presentation shall be carried under the supervision of faculty of concern subject in the college after the training.

BVRM-604: VIVA - VOCE

External evaluation: 100 marks

Every student will have to appear for comprehensive VIVA at the end of the Year.

Evaluation Process: This VIVA-VOCE examination is based on the full course; each student is required to face a board composed of one external examiner, one internal examiner and the principal of the college or his nominee.


Principal
Sri Guru Teg Bahadur Khalsa College-
Sri Anandpur Sahib (Ropar) Pb

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