

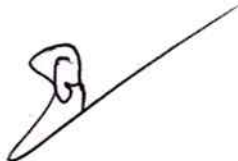
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Sri Guru Teg Bahadur Khalsa College, Shri Anandpur Sahib
Affiliated to Punjabi University, Patiala


SYLLABUS
For B. Voc. Retail Management
Semester System
Semester- 3rd and 4th



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Semester III								
S. No.	Subject	Th	Pr	Hours	Total Credits	Ex. Marks	In. Marks	Total Marks
BVRM-301	Financial Management	5	-	90	6	70	30	100
BVRM-302	Advertising & Sales Management	5	-	90	6	70	30	100
BVRM-303	Retail Stores & Operation Management	5	-	90	6	70	30	100
BVRM-304	Health & Safety Management Issues in Retail	5	-	90	6	70	30	100
BVRM-305	Workshops on Developing A Franchise System	-	3	45	3	-	50	50
BVRM-306	Seminar on Communication Skills	-	3	45	3	-	50	50
	Total	20	6	450	30	280	220	500
Semester IV								
S. No.	Subject	Th	Pr	Hours	Total Credits	Ex. Marks	In. Marks	Marks
BVRM-401	Personality Development	5	-	90	6	70	30	100
BVRM-402	Project Management	5	-	90	6	70	30	100
BVRM-403	People Management and Leadership	5	-	90	6	70	30	100
BVRM-404	Retailing Strategy and E- Retailing	5	-	90	6	70	30	100
BVRM-405	Workshop on Marketing management	-	2	45	3	-	50	50
BVRM-406	Seminar on Entrepreneurship Skills	-	3	45	3	-	50	50
	Total (a)	20	4	420	27	280	220	500
Compulsory (Qualify paper)	Environmental and Road Safety Awareness	-	2	30	3	70	30	100
	Total (b)	-	2	30	3	70	30	100




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B. Voc. Retail Management Semester- 3rd

BVRM-301: Financial Management

Course Overview: To Give an overview on financial management and its applications in retail management, Aware about investment decisions and Investment evaluation strategies of the store

Course Contents

GROUP I

Finance & Financial Management: Meaning and nature; Financial goal-profit vs. wealth maximization; Finance functions-investment, Financing, Liquidity and dividend decisions. Capital Structure Theories: Conceptual framework. Determinants. Net income approach, Net operating income approach, Intermediary approach and M.M. Approach. Cost of Capital: Meaning and significance of cost of capital; Calculation of cost of debt, Preference capital, Equity capital and retained earnings; Combined cost of capital. Sources of finance: Long term and short term.

GROUP II

Capital Budgeting: Nature of investment decisions; Investment evaluation criteria on-discounted cash flow criteria, Discounted cash flow criteria; Risk analysis in capital budgeting. Operating and Financial Leverage: Measurement of leverages; Financial and operating leverage, combined leverage. Management of Working Capital: Meaning, Significance and types of working capital; Approaches of working capital.

Pedagogy:

Practical case studies and assignments will be given to students for better exposure. Extensive Use of Technology while using Projectors in Class Rooms and industry learning. Use of Concerned Articles from Newspapers, journals, online portals and magazines.

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

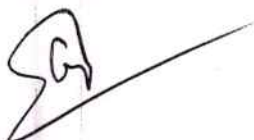
Students will work in a group to prepare a brief write-up due before the start of class covering the case study/ Class Assignment. Question in the case study/ Class Assignment would include the quantitative analysis of the problem solving and decision making related to financial management.


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. Berk, Jonathan and DeMarzo, Peter, "Financial Management", Person Education




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Dorling Kindersley (India) Pvt Ltd.

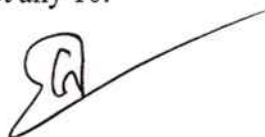
2. Bhattacharya, Hrishlka, "Working Capital Management: Strategies and Techniques". Prentice Hall, New Delhi.
3. Brealey, Richard A and Stewart C. Myers, "Corporate Finance", McGraw Hill. Int. Ed, New York.
4. Chandra, Prasanna, "Financial Management", Tata McGraw Hill, Delhi
5. Hampton, John, "Financial Decision Making", Prentice Hall, Delhi
6. Pandey, I, M: "Financial Management", Vikas Publishing House, Delhi.
7. Van Horne. J.G. and J.M. Wachowicz Jr, "Fundamentals of Financial Management". Prentice-Hall, Delhi.
8. Van Horne, James G, "Financial Management and Policy", Prentice Hall, Delhi,
9. Khan MY, Jain PK, "Financial Management", Tata McGraw Hill, New Delhi. Note: The latest editions of the books should be followed.

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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B. Voc. Retail Management Semester- 3rd

BVRM-302: ADVERTISING & SALES MANAGEMENT

Course Overview: To Give an overview on Advertising and Sales Management, its applications in retail management, knowledge about Advertising Budget, Selection of Media and Evaluation of Sales Forces Performance.

Course Contents

GROUP I

Definition, Nature and Evolution of Advertising, its functions and role and types of Advertising Social, Economic and Legal Aspects of Advertising. Advertising and Marketing Mix, Advertising and Communication Process Advertising Budget: Objectives, Preparation and Methods of Advertising Budget, Advertising Agency: Function, Selection and Compensation. Advertising Media: Different Types of Media, Function, Merits and Demerits of Media, Selection of Media and its Vehicles. Copy Writing: Different Elements of a Copy and Layout

GROUP II

Introduction to Sales Management: Nature, role and importance. Functions of Sales Manager, Sales Organization: Formal, Informal, Horizontal, Vertical, Centralized, Decentralized, Geographic, Customer, Product, Combination, Organizations. Planning and recruitment of sales force - Job analysis specification, Job description, Sources of Recruitment, Selection of Sales Person. Sales Training - Objective, Designing Training Programme. Sales Force Motivation: Nature, Importance, Factors Influencing the Motivation of sales force. Compensations: Types, Compensations Plan. Evaluation of Sales Forces Performance: Qualitative and Quantitative Basis to Evaluate Sales Force Control and Budget.

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.

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.



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Suggested Readings:

1. Belch, George E. and Belch, Michael A. "Advertising and Promotion", Tata McGraw Hill.
2. Guinn, Allen, Chris T., Semenik, Richard J. "Advertising & Integrated Brand Promotion", Thomson – South Western.
3. Batra, Rajeev, Mayers, John G., and Aaker, David A. "Advertising Management", Pearson Education, New Delhi.
4. Spiro, Stanton and Rich "Management of a Salesforce", Tata McGraw Hill.
5. Richard R Still, Cundiff W Edward Govoni A P Norman, "Sales Management Decision Strategy and Cases", Pearson Education.
6. Kotler, Philip; Keller, Kevin; Koshay, Abraham; and Jha, Mithileshwar, "Marketing Management", South Asian Perspective, Pearson Education, New Delhi.
7. Aaker, David A and Myera John G., "Advertising Management", Prentice Hall of India, New Delhi.

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B. Voc. Retail Management Semester- 3rd

BVRM-303: Retail Stores and Operation Management

Course Overview: To Give an overview on Setting up Retail organization and factors affecting the location of Retail organization. Store Management and Responsibilities of Store Manager

Course Contents

GROUP I

Setting up Retail organization, Size and space allocation, location strategy, factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design. Store Layout and Space planning, Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.

GROUP II

Store Management, Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centres, Store Record and Accounting System, Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments. Logistic and Information system, Improved product availability, Improved assortments, Strategies, Quick Response System.

Pedagogy:

Practical case studies and assignments will be given to students for better exposure. Extensive Use of Technology while using Projectors in Class Rooms and industry learning. Use of Concerned articles from Newspapers, journals, online portals and magazines.

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

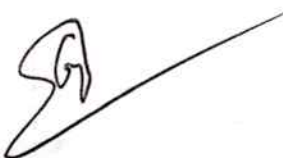
Students will work in a group to prepare a brief write-up due before the start of class covering the case study/ Class Assignment. Question in the case study/ Class Assignment would include the quantitative analysis of the problem solving and decision making. Students will go to stores for Store Layout and Space planning.


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. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach





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B. Voc. Retail Management Semester- 3rd

BVRM-304: HEALTH & SAFETY MANAGEMENT ISSUES IN RETAIL

Course Overview: To Give an overview on Introduction to Health and safety management System and Safety Inspection process. Health Issues in Retail and Safety Inspection process.

Course Contents

GROUP I

Introduction to Health and safety management System, safe work procedure, Lifting and Handling Techniques Types of Health Issues in Retail, Types of Health Insurance Plans and its Benefits. Health Programmes in Retail stores. Legal Requirements for Health Management Issues in Retail, Company Policies regarding Health Management Issues. Types of hazards and risks in various retail sectors; Departmental Store, Supermarket, Specialty Store, Fresh Food Store.

GROUP II

Safety Inspection process, Checklist and report Hazard identification and risk control procedure Company procedures, legal requirements and methods to deal with emergencies and accidents, Procedure for evacuation including alarm raise, exits and assembly points Emergency response techniques. Investigation procedure and report Guidelines for forming a health and safety committee

Pedagogy:

Practical case studies and assignments will be given to students for better understanding. Use of Technology while using Projectors in Class Rooms and industry learning. Visit to

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

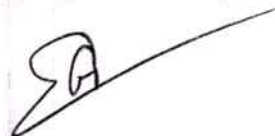
Students will work in a group to prepare a brief write-up due before the start of class covering the case study/ Class Assignment. Question in the case study/ Class Assignment would include the quantitative analysis of the problem solving and decision making. Students will go to stores for Safety Inspection process and Procedure for evacuation including alarm raise, exits and assembly points Emergency response techniques.

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. Essentials of Storekeeping and Purchasing, M.M. Verma, Sultan Chand & Sons, New Delhi.
2. Materials Handling, Immer, J.R., Mc-Graw-Hills Book Co., New York.
3. Safety Matters-A guide to Health and Safety at work, Adrian Flynn and John Shaw



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4. Dynamics Risk Assessment -The Practical Guide to Making Risk-Based Decisions with the 3-Level Risk Management Model by Stephen Asbury, Edmund Jacobs
5. Health and Safety, Environment and Quality Audits by Stephen Asbury
6. Materials and Purchasing Management, Chunawala& Patel, Himalaya Publishing H

SCHEME OF EXAMINATION

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INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

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B. Voc. Retail Management Semester- 3rd

BVRM- 305 Workshops on Developing a Franchise System

Maximum Marks 50 (Internal)

Course overview: To enable the student to become competent and to understand the mechanism for excelling to apply marketing in real Developing a Franchise System. This course gives students the opportunity to develop basic knowledge. Students will be trained in practical aspects of Retail franchising the learner will be able to identify various opportunities available in the retail franchise. They are required submit written assignments on following aspects of Franchise System.

Course syllabus:

Franchising: Meaning, scope, types, history and overview, advantages and disadvantages to franchisee and franchisor, Recognizing franchising opportunities, Assessing franchise feasibility, The franchising market process, Selling and marketing research, Franchisor's operations process, Location and site selection, Information systems, Franchise legal documents, Trademarks, Copyrights, Patents, & Trade Secrets, Investigating franchise opportunities, Developing franchisee business plans, Retailing and vertical marketing system, Modes of franchising. Financial aspects of a franchise, Legal aspects of franchising, managing franchise relationship.

Note : Relevant Case Studies should be discussed in class.

Pedagogy: Presentations and case studies. Every student will have to present and submit written report on the topic assigned.

Case/class discussion /assignments: 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 **Students will prepare report which is based on given topic by the concerned teacher, which is internally evaluated by same concern teacher**

Class participation: Attendance will be taken in each class and class participation will be scored for each student in each class.

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 Report, Presentation, and Attendance and class Participation.
- The minimum marks for passing the examination shall be 35 %.



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B. Voc. Retail Management Semester- 3rd.

BVRM- 306 Seminar on Communication Skills

(Internal Marks – 50)

Course overview: To enable the student to become competent to learn the communication skills required in retail sector. This course gives students the opportunity to develop basic about the retail sector.

Course syllabus: Students will be trained in practical aspects of communication skills. Interactive practice sessions in Language Lab on Oral Communication Listening Comprehension

- Self Introduction
- Group Discussion and Role Play
- Common Everyday Situations: Conversations and Dialogues
- Communication at Workplace
- Interviews
- Formal Presentations
- Monologue
- Effective Communication/ Mis- Communication
- Public Speaking

Pedagogy: Presentations and case studies. Every student will have to present and submit written report on the topic assigned.

Case/class discussion /assignments: Students will work to prepare a brief write-up due before the start of class covering the case study/ Class Assignment. Question in the case study **Students will prepare report which is based on given topic by the concerned 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.

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 Report (marks 20), Presentation (marks 20), and Attendance and class Participation (marks 10).
- The minimum marks for passing the examination shall be 35 %.


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B. Voc.
Retail Management
4th Semester



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B. Voc. Retail Management Semester - 4th

BVRM-401: Personality Development

Course Overview: In this Personality Development course you will learn in-depth information about personalities. You will gain a better understanding about those around you and also more about who you are and how you got to be that way. To enhance holistic development of students and improve their employability skills. To develop communication and problem-solving skills. To re-engineer attitude and understand its influence on behavior

Course Contents

GROUP I

Personality Development: Introduction, Developing Personality, Stages of Development and Process. **Self Analysis** - SWOT Analysis, who am I, Attributes, Importance of Self Confidence, Self Esteem. **Creativity** - Out of box thinking, lateral thinking. **Attitude** - Factors influencing Attitude, Challenges and lessons from Attitude, Etiquette. **Interpersonal Skills**- Understanding the relationship between Leadership Networking & Team work. Assessing Interpersonal Skills Situation description of Interpersonal Skill. **Team Work**- Necessity of Team Work Personally, Socially and Educationally.

GROUP II


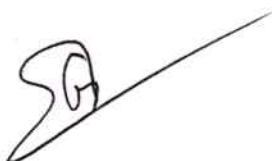
Motivation - Factors of motivation, Self-talk, Intrinsic & Extrinsic Motivators. **Goal Setting** - Wish List, SMART Goals, Blue print for success, Short Term, Long Term, Life Time Goals. **Time Management** - Value of time, Diagnosing Time Management, Weekly Planner to do list, Prioritizing work. **Stress Management** - Causes of Stress and its impact, how to manage & distress, Circle of control, Stress Busters. **Decision Making** - Importance and necessity of Decision Making, Process and practical way of Decision Making, Weighing Positives & Negatives.

Pedagogy:

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. To develop inter personal skills and be an effective goal-oriented team player. To develop professionals with idealistic, practical and moral values.

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 financial management.



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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:

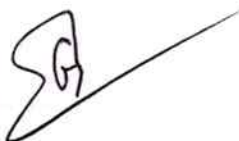
1. Covey Sean, Seven Habits of Highly Effective Teens, New York, Fireside Publishers, 1998.
2. Carnegie Dale, How to win Friends and Influence People, New York: Simon & Schuster, 1998.
3. Thomas A Harris, I am ok, You are ok , New York-Harper and Row, 1972.
4. Daniel Coleman, Emotional Intelligence, Bantam Book, 2006

SCHEME OF EXAMINATION

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B. Voc. Retail Management Semester - 4th.

BVRM-402: Project Management

Course Overview: The subject emphasizes on imparting the knowledge, skills, tools and techniques involved in carrying out project activities so as to ensure that projects are delivered within budget and schedule.

Course Contents

GROUP I

Concepts of Project Management: Meaning and Definition of Project, Characteristics of a project, Project Life Cycle Phases, Role of a Project Manager, **Planning Process:** Work Breakdown Structure, **Cost Planning** – tools & techniques, cost estimation, **Time Planning** – tools & techniques.

GROUP II

Project Appraisal: Technical Feasibility, Economic Feasibility, Financial Evaluation, Appraisal Under Risk and Uncertainty. **Sensitivity Analysis-** Social Cost Benefit Analysis: Rationale, Fundamentals of Shadow Pricing, Basic approaches to Social Cost Benefit Analysis

Pedagogy:

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. To develop inter personal skills and be an effective goal-oriented team player. To develop professionals with idealistic, practical and moral values.

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 financial 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:

- Harvey Maylor, *Project Management*, Pearson Education, New Delhi, 2nd Edition.
- Prasanna Chandra, *Projects: Planning, Analysis, Selection, Implementation & Review*, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 6th Edition.



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- United Nations Industrial Development Organisation, *Guide to Practical Project Appraisal – Social Benefit Cost Analysis in Developing Countries*, Oxford & IBH.
- Jack R. Meredith, *Project Management: A Managerial Approach*, Wiley Publications, 1st Edition.

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B. Voc. Retail Management Semester - 4th.

BVRM-403: People Management and Leadership.

Course Overview: The aim of this course is to make students understand how to manage people, leadership strategies at work. The course aims in understanding leadership, behaviour of a leader, leadership styles and leadership development in the international platform. Strong leaders build strong teams.

Course Contents

GROUP I

People Management: Meaning and Concepts. Importance of People Management, Interactive Approach to Managing People; Role of Human Resources, Individual and Interpersonal Behaviour. Deciding How to Decide; Performance at Work; Work Planning and Organization. Interactive Communication Skills; Responsible Management of People at Work.

GROUP II

Leadership; Types and Importance of Leadership, Role of Leadership in Creating a High Performance Work Culture. Empowerment and Delegation; Interactive Problem-Solving and Leadership. Creativity and Innovation; Knowledge Management, Meaning and Concept, Leadership and Knowledge Management, the Human factor of Knowledge Management.

Pedagogy:

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: Clearly articulate an understanding of setting vision and mission as a leader. Identify and describe several theories of leadership Learn to have an increased awareness of leadership skills within the context of their daily life.

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 knowledge and understanding of multiple facts of team 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:

- Uday Kumar Halder, Leadership and Team Building, Oxford Publications, 2011
- Chandra Mohan, Leadership and Management, Himalaya Publishing House, 2007



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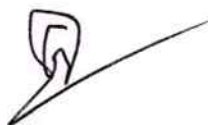
- Richard Hughes, Robert C. Ginnett, Gordon J Curphy,
- Leadership: enhancing the lessons of Experience, McGraw -Hill Publication, 6th Edition, 2011
- Andrew J. DuBrin, Leadership Principles, Cengage Learning: India Edition 2009
- Haldar U. Kumar, Leadership and Team Building, Oxford University Press, 2011
- Lussier Achua, Effective Leadership ,Cengagae Learning , 5th Edition
- Daft Richard . L , Leadership , Cengage Learning , 5th Edition.

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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B. Voc. Retail Management Semester - 4th

BVRM-404: RETAILING STRATEGY AND E- RETAILING

Course Overview: The course will enable learner to comprehend retail concepts, its process and application in today's scenario. It helps in understanding Retailing is one of the fast-growing formats in the retailing sector. Information Technology revolution is changing the phenomena of business across the globe creating an impact on online Retailing.

Course Contents

GROUP I

Retailing: Definition, Scope, Economic significance, Opportunities in retailing, various retail formats, Multichannel retailing, changes scenario of retail, Customer Buying Behaviour in Retailing: Types of buying decisions, Buying process, Social factors influencing buying decisions in retailing. Retailing Strategy: Retail strategy, Target market and retail planning process, financial strategy. Retail Locations and Site Selection, location opportunities, factors affecting the site selection, estimating demand for a new location. Retail Communication Mix: Developing brands and building customer loyalty, Promotion strategy, planning a retail promotion strategy.

GROUP II

E-Retailing in Practice- The world of e-Retailing, e-retailing in practice, Integration of e-retailing into an organization. Online Customer Management- Understanding of e-consumer, normal consumer, communicating with the e-consumer. Sources for online information, designing e- store, Information search on the web site, e-store design, e-service. E-Retailing Models and Branding Building brand for e-retailing: Branding the web, e-malls, e-retailing models. Future of E-Retailing Future perspectives of e-retailing- m-shopping- Multichannel success and the future of e-retailing.

Pedagogy:

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: This course will understand Designing e-retail portals and operating business Develop innovative ideas in E-Retailing.

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 knowledge and understanding of multiple facts of team 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.



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Suggested Readings:

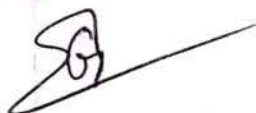
- Charles Dennis, Tino Fenech, and Bell Merrilees, 'E-retailing', Routledge, 2004.
- KhaiSheang Lee, Soo Juan Tan, Guan Hua Lim, 'E-retailing: understanding and overcoming consumer's perceived purchase risk in Internet shopping, - 2000
- Michael Levy, Barton Weitz, 'Retailing Management', McGrawHill 2011
- Tawfik Jelassi, Albrecht Enders, 'Strategies for E-Business: Creating Value Through Electronic and Mobile Commerce-Concepts and Cases', Prentice Hall, 2008
- Robin Lewis, Michael Dart, 'The New Rules of Retail: Competing in the World's Toughest Marketplace', 2010.

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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B. Voc. Retail Management Semester - 4th

BVRM- 405 Workshops on Marketing Management

(Internal Marks – 50)

Course overview: To enable the student to become competent and to understand the mechanism for excelling to apply marketing in real business environment. This course gives students the opportunity to develop basic knowledge and equip students with application of marketing management.

Course syllabus: Students will be trained in practical aspects of marketing management. They are required submit written assignments on following aspects of marketing management:

- Marketing: Meaning, importance, scope and various concepts.
- Tasks of Marketing Manager under different demand Situations.
- Marketing environment; identifying market segments and selecting target markets.
- Product Decisions: Concept of a product, classification of products, major products decisions,
- Product line and Product mix;
- Branding ; Packaging and labeling;
- Product life cycle-strategic implications
- New product development and consumer adoption process.
- Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.

Pedagogy: Presentations and case studies. Every student will have to present and submit written report on the topic assigned.

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.



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Suggested Readings:

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Practical English Usage. Michael Swan. OUP. 1995.
4. Communication Skills. Sanjay Kumar and PushpLata. Oxford University Press. 2011.
5. Exercises in Spoken English. Parts. I-III. CIEFL, Hyderabad. Oxford University Press.
6. Essential English Grammar by Raymond Murphy.

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 Report (marks 20), Presentation (marks 20), and Attendance and class Participation (marks 10).
- The minimum marks for passing the examination shall be 35 %.



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B. Voc. Retail Management Semester - 4th

BVRM-406 Seminar on Entrepreneurship Skills

Course overview: This course provides business and non-business majors with the skills necessary to succeed as an entrepreneur. The fundamentals of starting and operating a business, developing a business plan, obtaining financing, marketing a product or service and developing an effective accounting system will be covered.

Maximum Marks 50 (Internal)

Course Contents

Foundations of Entrepreneurship: Concept, Need, Definition & role of Entrepreneurship, Definition, characteristics & scope of Entrepreneur, Innovation, Invention, Creativity, Opportunities. Role of entrepreneur in Indian economy, Entrepreneurship as a career, Sustaining Competitiveness - Maintaining competitive advantage, Entrepreneurial culture. Reasons for the failure of entrepreneurial ventures, various case studies successful, failed and turnaround ventures.

Women entrepreneurs & Entrepreneurship Development:- Meaning, role, problems & reasons for less women entrepreneurs. Various institutes & Govt schemes to help & uplift women entrepreneurs. Case studies for successful women entrepreneurs. Concept, need & role of Entrepreneurship Development. Role of the following agencies in the Entrepreneurship Development DIC and SISI.

Pedagogy:

Seminar conducted for improving the skills to Communication with Customers. Research Based Teaching and Expert lectures from field of Customer Relationship Management to understand the Basics of entrepreneurship. Use of Concerned Articles from Newspapers, journals, online portals and magazines for understand the meaning of entrepreneurship

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

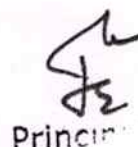
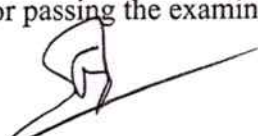
Students will work in a group to prepare a brief write-up due before the start of class covering the case study/ Class Assignment. Question in the case study/ Class Assignment would include the quantitative analysis of the problem solving and decision making. **Students will prepare report which is based 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.

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 (20marks), Presentation (20 marks), and Attendance and class Participation (10 marks).
- The minimum marks for passing the examination shall be 35 % to be obtained


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separately both in internal assessment and external written examination.

All UG Courses - II Year(Annual & 4th Semester)

Environmental and Road Safety Awareness

Session: 2018-19, 2019-20 & 2020-21

Total Marks: 100
Theory: 70 marks
Internal Assessment: 30

Max Time: 3 hrs.
Lectures per week 5
Credits: 04

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B and C. Each of sections A and B will have four questions from the respective sections of the syllabus. Each question shall carry 11 marks. Section C will consist of 13 short answer type questions of 2 marks each.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt any two questions from each section A and B. Section C is compulsory.

PRIVATE/DISTANCE EDUCATION STUDENTS

Max Marks: 100

Max Time: 3hrs.
Lectures per week 5

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B and C. Each of sections A and B will have four questions from the respective sections of the syllabus. Each question shall carry 15 marks. Section C will consist of 20 short answer type questions of 2 marks each.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt any two questions from each section A and B. Section C is compulsory.

SECTION-A

INTRODUCTION TO ENVIRONMENTAL STUDIES:

The multidisciplinary nature of environmental studies. Definition, scope and importance
Concept of Biosphere – Lithosphere, Hydrosphere, Atmosphere. (Hours -2)

ECOSYSTEM & BIODIVERSITY CONSERVATION


Ecosystem and its components, Types of Ecosystems
Biodiversity - Definition and Value, Threats to biodiversity and its conservation
Level of biological diversity: genetic, species and ecosystem diversity; bio-geographic zones of India; biodiversity patterns and global biodiversity hot spots.
India as Mega-biodiversity nation; Endangered and endemic species of India.
Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and informational value.

(Hours -6)

NATURAL RESOURCES-RENEWABLE AND NON-RENEWABLE RESOURCES

Land resources and land use change; land degradation, soil erosion and desertification.




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Deforestation: causes and impacts due to mining, dam building on environment, Forests, Biodiversity and tribal populations.

Water: Use and over-exploitation of surface and ground water, Floods, droughts, conflicts over water (international & inter-state)

Energy resources: renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

(Hours -8)

Environmental Pollution

Environmental Pollution: types, causes, effects and controls; Air, Water, Soil and noise pollution. Nuclear hazards and human health risks Solid waste management, Source Segregations: Control measures of urban and Industrial waste. Pollution case studies.

(Hours -6)

SECTION-B

ENVIRONMENTAL PROTECTION LAWS IN INDIA

Environmental protection Act for; Air (Prevention and control of pollution), Water (Prevention and Control of pollution), Wild life, Forest Conservation, Issues involved in the enforcement of environmental legislation. Role of an individual in prevention of pollution.

Environmental policies & Practices; Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.

(Hours -5)

Human Communities and the Environment

Human population growth: Impacts on environment, human health and welfare, Sanitation & Hygiene. Resettlement and rehabilitation of project affected persons; case studies. Disaster management: floods, earthquake, cyclones and landslides. Environment movements: Chipko, Silent valley, Bishnois of Rajasthan. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation for a Clean-green pollution free state.

Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi)

(Hours -5)

ROAD SAFETY AWARENESS

Concept and significance of Road safety, Traffic signs, Traffic rules, Traffic Offences and penalties, How to obtain license, Role of first aid in Road Safety.

(Hours -5)

Stubble Burning

Meaning of Stubble burning.

Impact on health & environment.

Management and alternative uses of crop stubble.

Environmental Legislations and Policies for Restriction of Agriculture Residue Burning in Punjab.

(Hours -8)

Field Work

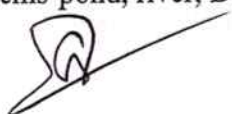
Visit to an area to document environmental assets: river/Forest/Flora/Fauna, etc.

Visit to Local polluted site –urban/Rural/Industrial/Agricultural.

Study of common Plants, Insects, Birds and basic principles of identification.

Study of simple ecosystems-pond, river, Delhi Ridge, etc.

(Hours -5)





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Suggested Readings:

1. Carson, R. 2002. Silent Spring, Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
4. Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev. Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland : Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M. K. 2013. Threats from India's Himalays dams. Science, 339:36-37.
7. McCully, P. 1996. Rivers no more: the environmental effects of dams (pp.29-64). Zed Books.
8. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
9. Odum, E. P., H. T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders.
10. Pepper, I. L., Gerba, C. P. & Brusseau, M. L. 2011. Environmental and Pollution Sciences. Academic Press.
11. Rao, M. N. & Datta, A. K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P. H., Hassenzahl, D. M. & Berg, L. R. 2012, Environment. 8th edition. John Wiles & Sons.
13. Rosencranz, A., Divan, S., & Nobie, M. L. 2001. Environmental law and policy in India. Tripathi 1992
14. Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP.
15. Singh, J. S., Singh, S. P. and Gupta, S. R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
16. Sodhi, N. S. Gibson, L. & Raven, P. H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
17. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.
18. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders.
19. Wilson, E. O. 2006. The Creation: An appeal to save life on earth. New York: Norton.
20. World commission on Environment and Development. 1987. Our Common Future. Oxford University Press.



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