B.VOC RETAIL MANAGEMENT & IT PART-I,II,III

ORDINANCES &
SYLLABUS
FOR B. Voc. Retail Management & IT
Semester System
Sem I & II (SESSION 2017-18, 2018-19&2019-20)
Sem III & IV (SESSION 2018 -2019,19-20,20-21)
Sem V & VI (SESSION 2019 -2020,20-21,21-22)

ORDINANCES

Bachelor of Vocation (B. Voc.) is launched under the scheme of University Grants Commission on skill development based higher education leading to Bachelor of Vocation(B. Voc.) Degree with multiple exits as Diploma/Advanced Diploma under the National Skill Qualification framework.The B.Voc. programme incorporate specific job roles and their   National Occupational Standards along broad based general education.

1. B. Voc. Programme has been designed as per National Skill Qualification Framework emphasizing on skill based education.

2. LEVELS OF AWARD:

The certification levels shall lead to Diploma/Advanced Diploma/B.Voc. Degree in Retail Management &IT.

AWARD	DURATION	CORELEVEL/RESPONDING /NSQF
DIPLOMA	1 YEAR	5
ADVANCED DIPLOMA	2 YEAR	6
B. VOC. DEGREE	3 YEAR	7

3. **ELIGIBILTY FOR ADMISSION** IN B.VOC. The eligibility for B.Voc. programme is 10+2 or equivalent in any stream/Arts/Science/Commerce with 50% at 10+2 or equivalent level.

4. The course of study of B.Voc. shall be divided in to six semesters and university   examination will be held at the end of every semester in the months of November/December (for semester I, III & V) and May/June (for semester II, IV & VI) or as fixed by the Vice Chancellor.

5.   Semester examination will be open to regular candidates who have been on the rolls of a college affiliated to this University and meet the attendance and other requirements.

Subject to fulfillment of requirement of House examinations, the attendance requirements and these ordinances there will be no condition of passing papers for promotion from odd semester to even semester in an Academic Session.

(a)   To qualify for admission to 3rd semester of the Course, the candidate must have passed 50% of total papers of the two semesters of the 1st year. In case, the result of 2nd Semester is not declared at the time of admission to 3rd Semester, the student may be admitted provisionally and will be allowed to take examination of 3rd semester if he/she has passed in 50 % of the total papers of first year (i.e. Ist and 2nd Semesters).Similarly, to qualify for admission to 5th semester of the course, the student may be admitted provisionally if the result of previous semester has not been declared and will be allowed to take examination of 5th semester, if he/she has passed 50% of the total papers of previous semesters.

(b)   A candidate placed under reappear in any paper, will be allowed two chances to clear the reappear, which should be availed within consecutive two years/chances i.e. to pass in a paper the candidate will have a total of three chances, one as regular student and two as reappear candidate.

The examination of reappear papers of odd semesters will be held with regular examination of the odd semester and reappear examination of the even semester will be held with regular examination of even semester. But if a candidate is placed under reappear in the last semester of the course, he will be provided chance to pass the reappear with the examination of the next semester, provided his reappear of lower semester does not go beyond next semester.

6.   **Attendance and Other Requirements**

(a)   Every candidate will be required to attend a minimum of 75% lectures delivered to that class in each paper as well as 75% of the laboratory work, seminars etc. separately. Provided that a deficiency in attendance may be condoned for special reasons, as per the relevant ordinances on the subject.

(b)   To be eligible to appear in the semester examination, a candidate must have obtained in the house examination at least 25% marks in each paper, 25% marks in the aggregate of all subjects of the semester. The Principal at his discretion may allow a special test to a candidate who could not appear in the House examination owing to unavoidable reason, or fails to secure the minimum marks as prescribed above.

7.   Amount of examination fee to be paid by a candidate for each semester shall be as fixed by the University from time to time.

8.   Applications for admission to the examination shall be made on the prescribed form attested by the competent authority as per University rules. The last date by which admission forms and fees must reach the Registrar shall be as follows:

Semester	Without late fee	With late fee of Rs. 800/-	With late fee of Rs. 1200/-	With late fee of Rs. 5000/-	With late fee of Rs. 10000/-
Semester Exam (Nov/Dec)	Sept. 30	Oct. 15	Oct. 21	Oct. 31	Nov. 16
Semester Exam	Feb. 28	Mar.15	Mar. 21	Mar.31	April 15

(May/June)						

* No Examination Form will be accepted after this date.

9. University medal will be awarded to a candidate who secured first position in the University on the basis of the marks of all the six semesters taken together. The general rules and conditions of the University for the Award of Medal/Prizes etc. will be applicable in the award of University medal to the topper of this examination.

10. The **medium of instruction** and examination will be **English/Punjabi/Hindi,** except for the language subjects whose medium of instruction and examination will be that of the language subject.

11. The Candidate shall also be entitled to grace marks as admissible under the ordinances, relating to the 'Grace Marks.'

12. (a) The minimum number of marks required to pass the examination in each Part shall be 35% in each subject, in theory paper, practical examination and internal assessment separately.

    (b) **Internal assessment and its Components:** Internal assessment, in each subject, shall be 25% of the total marks in each paper and shall be uniformly applicable to all the Subjects/Papers. The four Components for Internal Assessment shall be as follows(to be divided equally, as per the credit(100/150/200) of the paper):

(i)	Attendance:	20%	% of the Total Marks of the internal Assessment
(ii)	Written Assignment/Project :	40%	
(iii)	Two Mid-Semester Tests/Internal Examination (Average of both Mid-Semester Tests/Internal Examination)	40%	

    (c) Papers having practical/viva, the marks of theory and practical/viva will be reduced equally percentage wise, to make room for 20% internal assessment(as per (b) above).

13. **A Candidate shall be allowed to join:**

    (i) First Semester:
    Provided that he/she has secured 50 % marks at10+2 examination or eequivalent.
    (ii) Second Semester:
    Provided that he/she has undergone   a regular course of studies of first semester.

    (iii) Third Semester:
    Provided that he/she has undergone a regular course of studies of First and Second semesters as provided under the regulations in sequential order   and fulfils the conditions as aid in ordinance 6(a).

    (iv) Fourth Semester:

Provided that he/she has undergone a regular course of studies of First, Second and Third semesters as provided under the regulations in sequential order and has passed the First Semester Examination as a whole, and fulfils the conditions a laid in ordinance 6(a).

(v) **Fifth Semester:**

Provided that he/she has undergone a regular course of studies of First, Second, Third and Fourth semesters as provided under the regulations in sequential order and fulfils the conditions as laid in ordinance 6(a).

(vi) Sixth Semester:

Provided that he/she has undergone a regular course of studies of First, Second, Third, Fourth and Fifth semesters as provided under the regulations in sequential order and has passed 50 % of the total papers of previous semesters and fulfils the other conditions as laid in ordinances.

14. Three weeks after the termination of examination or as soon thereafter as possible, the Registrar shall publish the result of the candidates. Each candidate shall receive a certificate indicating details of marks obtained in each examination.

15. The Successful candidates shall be classified on the basis of aggregate marks secured
    a) 75% or more with Distinction.
    b) 60% or more in the First division.
    c) 50% or more but less than 60% in the Second division.
    d) Below 50% in the Third division.

16. A candidate who has passed B.Voc. examination from this University shall have one chances within a period of two years after passing the examination to improve division or 55% marks. Improvement shall be allowed in not more than three theory papers offered in each semester. However, previous marks of Practical/Project will be carried forward in the paper (s) in which he/she appears for improvement and be awarded one percent of grace marks on the basis of given papers, out of the papers taken up, the candidate will be given benefit of increase in marks, where the marks have increased in paper/papers.

17. Re-evaluation of scripts shall be admissible in B.Voc.. Examination Semester I, II, III, IV, V, VI examination except practical examination. The re evaluation shall be allowed in not more than two theory papers provided candidate has scored not less than 25% marks in the relevant paper. The candidate shall submit his/her application on specified form along with prescribed fee, for re-evaluation within 14 days from the date of declaration of the result.

19. A successful candidate after First year shall be awarded Diploma certificate, after two years of successful completion Advanced diploma and of the Final examination of B.Voc. third year Examination shall be granted a Degree in B.Voc.

COURSE: B VOC(RETAIL MANAGEMENT AND IT)
For session (SESSION 2017-18, 2018-19&2019-20)

S. No.	CODE	SUBJECT	CREDITS T=LECTURE P=PRACTICAL SKILL=T+P (ONE CREDIT MEANS 15 hrs.)		CREDIT POINTS TOTAL	DISTRIBUTION OF MARKS			
FIRST YEAR (FIRST SEMESTER)			T	P	TOTAL	EXTERNAL	INTERNAL	PRACTICAL	TOTAL
1	RMIT-111	Functional Punjabi	4	---	4	75	25	---	100
2	RMIT-112	Intro Marketing Management & Brand Management	4	----	4	75	25	---	100
3	RMIT-113	Information Technology	4	----	4	75	25	---	100
4	RMIT-114	Practical based on IT	---	6	6	----	50	50	50
5	RMIT-115	Workshop on Functional Punjabi	---	4	4	----	50	50	50
6	RMIT-116	Seminars Inds. Experts		5	5	----	50	50	50
7	RMIT -117	Projects		3	3	---	50	50	50
	TOTAL		12	18	30				500
FIRST YEAR (SECOND SEMESTER)			T	P	TOTAL	EXT	INT	PRACT	TOTAL
8	RMIT-121	General English	4	---	4	75	25	---	100
9	RMIT-122	Retail Management	4	----	4	75	25	---	100
10	RMIT-123	Office Automation	4	----	4	75	25	---	100
11	RMIT-124	Practical on Office Automation	----	6	6	----	50	50	50

			T	P	TOTAL	EXT	INT	PRACT	TOTAL
12	RMIT-125	Workshop on Gen. English	---	4	4	----	50	50	50
13	RMIT – 126	Seminar		5	5		100	100	100
14	RMIT-127	Projects		3	3	100		100	100
	TOTAL		12	18	30	---			600

TOTAL CREDIT OF YEAR I	**GENERAL EDUCATION COMPONENT=24 LEADING TO DIPLOMA SKILL BASED COMPONENT= 36**								
SECOND YEAR (THIRD SEMESTER)			T	P	TOTAL	EXT	INT	PRACT	TOTAL
15	RMIT-231	Communication Skills and Personality Development	4	---	4	75	25	---	100
16	RMIT-232	Sales Management Distribution	4	----	4	75	25	---	100
17	RMIT-233	Internet and E-Commerce	4	----	4	75	25	---	100
18	RMIT-234	Practical based on Internet	----	6	6	----	50	50	50
19	RMIT-235	Workshops on Communication Skills	---	4	4	----	50	50	50
20	RMIT-236	Seminar		5	5	----	50	50	50
21	RMIT-237	Projects		3	3	---	50	50	50
	TOTAL CREDITS		12	18	30				500
SECOND YEAR (FOURTH SEMESTER)			T	P	TOTAL	EXT	INT	PRACT	TOTAL
22	RMIT-241	General Punjabi	4	---	4	75	25	---	100
23	RMIT-242	Consumer Buyer-Behaviour	4	---	4	75	25	---	100
24	RMIT-243	Information Technology for Retail Mgt.	4	--	4	75	25	---	100
25	RMIT-244	Practical based on MIS		4	4	---	50	50	50
26	RMIT-245	Workshop based on		5	5	---	50	50	50

No	Code	Subject	T	P	TOTAL	EXT	INT	PRACT	TOTAL
		Consumers Behavior							
27	RMIT-246	Seminar / Projects		4	4		100	100	100
28	RMIT-247	Industrial Training and Presentation (2 months) viva		5	5	100			100
29	RMIT – 248	Environmental Education	2	Qualifying exam (marks not added to total)					100
	TOTAL			12	18	30			600

TOTAL CREDIT OF YEAR II	**GENERAL EDUCATION COMPONENT=24 SKILL BASED COMPONENT= 36 LEADING TO A. DIPLOMA**								

THIRD YEAR (FIFTH SEMESTER)			T	P	TOTAL	EXT	INT	PRACT	TOTAL
30	RMIT-351	General English-II	8	---	8	75	25	---	100
31	RMIT-352	Business Research Methodologies	8	----	8	75	25	---	100
32	RMIT-353	Structural Programming & Desktop Publishing	8	----	8	75	25	---	100
33	RMIT-354	Practical based on Business Info.	----	5	5	----	50	50	50
34	RMIT-355	Workshop on Business Research Methodologies	---	5	5	----	50	50	50
35	RMIT-356	Seminars		5	5	----	50	50	50
36	RMIT-357	Projects		3	3	---	50	50	50
TOTAL			24	18	42	30			**500**

THIRD YEAR SECOND SEMESTER			T	P	TOTAL	EXT	INT	PRACT	TOTAL
42	RMIT-	Industrial		10	10		200	---	200

	361	Training and Report Submission (6 months)							
43	RMIT-362	Viva				100			100
44	RMIT-363	Seminar		4	4		100		100
45	RMIT-364	Evaluation by the Trainer		4	4	100			100
		TOTAL		18	18				500
		TOTAL CREDIT OF YEAR III: **GENERAL EDUCATION COMPONENT=24** **SKILL BASED COMPONENT= 36** **LEADING TO DEGREE**							

Course: B. Voc. (Retail Management and IT)
Session (SESSION 2017-18, 2018-19&2019-20)

SEM-I
1.   Functional Punjabi [B.VOC. (RM-IT) 111]
2.   Introduction to Marketing Management & Brand Management [B.VOC. (RM-IT) 112]
3.   Information Technology [B.VOC. (RM-IT) 113]
4.   Practical based on IT [B.VOC. (RM-IT) 114]
5.   Workshop on Functional Punjabi [B.VOC. (RM-IT) 115]
6.   Seminars - Industry Experts (viva) [B.VOC. (RM-IT) 116]
7.   Projects [B.VOC. (RM-IT) 117]

SEM-II
1.   General English [B.VOC. (RM-IT) 121]
2.   Retail Management   [B.VOC. (RM-IT) 122]
3.   Office Automation [B.VOC. (RM-IT) 123]
4.   Practical on Office Automation [B.VOC. (RM-IT) 124]
5.   Workshop on Gen. English [B.VOC. (RM-IT) 125]\\
6.   Seminar [B.VOC. (RM-IT) 126]
7.   Projects [B.VOC. (RM-IT) 127]

(SESSION 2015 -2016,16-17,17-18)
SEM-III
1.   Communication Skills and Personality Development [B.VOC. (RM-IT) 231]
2.   Sales Management and Distribution [B.VOC. (RM-IT) 232]
3.   Internet and E-Commerce [B.VOC. (RM-IT) 233]
4.   Practical based on Internet [B.VOC. (RM-IT)234]
5.   Workshops on Communication Skills and Personality Development [B.VOC. (RM-IT) 235]

6.   Seminar [B.VOC. (RM-IT) 236]
7.   Projects [B.VOC. (RM-IT) 237]

SEM-IV
1.   General Punjabi [B.VOC. (RM-IT) 241]
2.   Consumer Buyer-Behaviour [B.VOC. (RM-IT) 242]
3.   Information Technology for Retail Management [B.VOC. (RM-IT) 243]
4.   Practical based on MIS [B.VOC. (RM-IT) 244]
5.   Workshop based on Consumer Behaviour [B.VOC. (RM-IT) 245]
6.   Seminar/Projects [B.VOC. (RM-IT) 246]
7.   Industrial Training and Presentation (2 months) [B.VOC. (RM-IT) 247]

(SESSION 2016 -2017,17-18,18-19)

SEM-V
1.   General English-2 [B.VOC. (RM-IT) 351]
2.   Business Research Methodologies [B.VOC. (RM-IT) 352]
3.   Structural Programming & Desktop Publishing [B.VOC. (RM-IT) 353]
4.   Practical based on Business Informatics [B.VOC. (RM-IT) 354]
5.   Workshop on Business Research Methodologies [B.VOC. (RM-IT) 355]
6.   Seminars [B.VOC. (RM-IT) 356]
7.   Projects (Case studies) [B.VOC. (RM-IT) 357]

SEM-VI
1.   Industrial Training and Presentation [B.VOC. (RM-IT) 358]

B.VOC. (RM-IT) 111   Functional Punjabi

SECTION - A

ਪੰਜਾਬੀ ਉਚਾਰਨ ਅਤੇ ਗੁਰਮੁਖੀ ਔਰਥੋਗ੍ਰਾਫੀ : ਪੰਜਾਬੀ ਧੁਨੀਆਂ ਅਤੇ ਗੁਰਮੁਖੀ ਦਾ ਸੰਬੰਧ (ਆਈ. ਪੀ.ਏ. ਦੀ ਮਦ

ਦ ਨਾਲ) ਸੂਚਨਾ ਤਕਨਾਲੋਜੀ :   ਪਰਿਭਾਸ਼ਾ, ਮਹੱਤਵ, ਭਾਸ਼ਾ ਅਤੇ

SECTION - B

ਸੂਚਨਾ ਤਕਨਾਲੋਜੀ, ਸਾਹਿਤ ਅਤੇ ਸੂਚਨਾ ਤਕਨਾਲੋਜੀ, ਕੰਪਿਊਟਰ ਤਕਨਾਲੋਜੀ :   ਐਮ. ਐਸ. ਆਫਿਸ, ਮਲਟੀ ਮੀਡੀ

ਆ ਬਾਰੇ ਮੁਢਲੀ ਜਾਣਕਾਰੀ, ਇੰਟਰਨੈੱਟ।

References:

1. Hardev Bahri, Teach Yourself Punjab, Publication Bureau, Punjabi University, Patiala, 2011

2. Henry, A. Gleason and Harjeet Singh Gill, A Start in Punjabi, Publication Bureau, Punjabi University, Patiala. 1997.

3. Ujjal Singh Bahri and Paramjit Singh Walia, Introductory Punjabi, Publication Bureau, Punjabi University, Patiala. 2003

SECTION – A

MARKETING CONCEPT, MEANING OF MARKETING MANAGEMENT: Importance of marketing management with special reference to India. Marketing environment: meaning and forces of marketing environment. Marketing mix and its elements. Market segmentation: meaning and basis of market segmentation. Buying process of consumer. Product life cycle. Channels of distribution. Personal selling.

SECTION - B

The concept of brand, brand names. Brand failures. Types of brands. Branding: name, creation, principles and brand image. Brand positioning. Brand extensions. Brand planning. Brand's life script, brand identity. Brand personality.

SECTION-A

Computer Fundamentals: Block diagram of a computer, characteristics of computers and generations of computers.
Input Devices: Keyboard, Mouse, Joy tick, Track Ball, Touch Screen, Light Pen, Digitizer, Scanners, Speech Recognition Devices, Optical Recognition devices – OMR, OBR, OCR
Output Devices: Monitors, Impact Printers - Dot matrix, Character and Line printer, Non Impact Printers – DeskJet and Laser printers, Plotter.
Memories: Main Memories - RAM, ROM and Secondary Storage Devices - Hard Disk, Compact Disk, DVD.
Computer Languages: Machine language, assembly language, high level language, 4GL, **Language Translators:** Compiler, Interpreter, Assembler
Software: System Software, Application Software.

SECTION-B

Number System: Non-positional and positional number systems, Base conversion, Concept of Bit and Byte, binary, decimal, hexadecimal, and octal systems, conversion from one system to the other.
Applications of Information Technology and Trends: IT in Business and Industry, IT in Education & training, IT in Science and Technology, IT and Entertainment, Current Trends in IT Application - AI, voice recognition, Multimedia Technology.

References:
1. P.K. Sinha and P. Sinha, Foundations of Computing, First Edition, 2002, BPB.
2 Chetan Srivastva, Fundamentals of Information Technology, Kalyani Publishers.
3 Turban Mclean and Wetbrete, Information Technology and Management, Second
Edition, 2001, John Wiley & Sons.
4 Satish Jain, Information Technology, BPB, 1999.
5.Fundamental of Computers – By V. Rajaraman (Prentice Hall)
6.Fundamental of Computers – By P. K. Sinha (B.P.B publication)
7. Introduction to Information Systems, ALEXIS LEON
8. Computer Fundamentals & Its Business Applications, Dr. S. Chand.

B.VOC. (RM-IT) 114 Practical Based on FIT

Handling of peripheral devices, Installation of Operating System and softwares. Scanning Systems for Viruses, Working of Antivirus and Virus removal.
Windows concepts, working with windows-Desktop, Basic layout, Icons, Opening Windows, Window Characteristics, Window Controls, Resize Windows, Arrange Windows, task bar, Working with Screen Saver.
Files and Folder-organization, Searching for files, working with folders through window explorer.
Maintenance-Recycle Bin, Disk Cleanup, Add and Remove Programs, Control Panel.

B.VOC. (RM-IT) 115 Workshops on Functional Punjabi

1. ਭਾਸ਼ਾ ਪ੍ਰਯੋਗਸ਼ਾਲਾ ਵਿਚ ਪੰਜਾਬੀ ਉਚਾਰਨ ਸੁਣ ਕੇ ਗੁਰਮੁਖੀ ਅੱਖਰਾਂ ਅਤੇ ਅੰਤਰ-ਰਾਸ਼ਟਰੀ ਧੁਨੀ ਿ ਲਿਪੀ ਵਿਚ ਲਿਖਣਾ(ਪੰਜ-ਪੰਜ ਮਿੰਟਾਂ ਦੇ ਚਾਲੀ ਅਭਿਆਸ)

2. ਵਿਆਕਰਨ ਵਰਗਾਂ ਦੇ ਆਧਾਰ 'ਤੇ ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਦੇ ਰੂਪਾਂ ਦੀ ਪਹਿਚਾਣ ਕਰਨਾ ਅਤੇ ਰੂਪ ਸਿਰਜ ਣਾ(ਪੰਜ-ਪੰਜ ਮਿੰਟਾਂ ਦੇ ਚਾਲੀ ਅਭਿਆਸ)

3. ਥਿਊਰੀ ਵਿਚ ਦਿਤੇ ਗਏ ਵਿਸ਼ਿਆਂ ਉੱਤੇ ਘੱਟ ਤੋਂ ਘੱਟ ਪੈਂਤੀ ਵਾਕਾਂ ਵਾਲੇ ਭਾਸ਼ਣ ਦੇਣ ਦਾ ਅਭਿਆ ਸ ਕਰਨਾ।

4. ਕੰਪਿਊਟਰ ਲੈਬ (ਹਫਤੇ ਦਾ ਇਕ ਪੀਰੀਅਡ)

B.VOC. (RM-IT) 116 Seminars - Industry Experts (viva)

Seminars will be conducted by industry experts.

B.VOC. (RM-IT) 117 Projects
Students are required to submit projects based on Marketing Management and Brand Management

SEMESTER - 2

B.VOC. (RM-IT) 123 General English

SECTION - A

Comprehension

One unseen passages of 250-300 words in length with a variety of comprehension questions including 05 marks for word-attack skills such as word formation and inferring meaning, finding opposites etc. The passage can be a factual passage (e.g., instruction, description, report etc.) or a literary passage (e.g., extract from fiction, drama, poetry, essay or biography), or a discursive passage involving opinion, (argumentative, persuasive or interpretative text).

SECTION - B

Vocabulary: Change the Number , Change the Gender Words commonly mis-spelt Antonyms Synonyms
Fill up using correct determinant

References:
1. W. Standard Allen: Living English Structure (Orient Longman)
2. Wilford D. Best: The Student's Companion (Rupa)

B.VOC. (RM-IT) 122 Retail Management

SECTION-A

Introduction to retail; retail formats theories and models; retail strategy; understanding the retail consumer; store locations; retail operations; retail restore design.

SECTIEON-B

Retail merchandising; merchandising buying; retail price and merchandise performance; measuring financial performance; retail management informant systems; retail marketing and communication.

References:
1. Sheikh and Fatima 'Retail Management' Himalaya Publications.
2. Levy, Weitz, & Pandit ,Retail Management, Tata McGraw Hill, New Delhi.
3. Barry Berman & Joel R Evans, Retail Management, PHI, New Delhi.

B.VOC. (RM-IT) 123 Office Automation

SECTION - A

Word Processing: MS Word 2007: Introduction to Word Processing, Toolbars, Ruler, Menus, Keyboard Shortcut.. Previewing documents, Printing documents, Formatting documents, Checking the grammar and spelling, Formatting via find and replace, Using Auto Correct, word count, Hyphenating, Mail merge, mailing Labels Wizards and Templates, Handling Graphics, Tables as Converting a word document into various formats.

MS PowerPoint 2007: Introduction, Elements of Power Point Package, Starting and exploring Power Point menus (Insert, Format, Tools, Slide Show, Window, Help options and all of their features, Options and sub options etc.), Creating, inserting, deleting and formatting slides, Formatting and enhancing text, Slides with graphs.

SECTION- B

Worksheets: MS-EXCEL 2007: Creating worksheet, entering data into worksheet, Entering data into worksheet, Entering, data, dates, alphanumeric, values, saving & quitting worksheet, Opening and moving and existing worksheet, Toolbars and Menus, keyboard shortcut. Working with single and multiple workbooks, working with formulation & cell referencing, formatting of worksheet.

References:
1.   MS- Office 2000(For Windows) – By Steve Sagman

B.VOC. (RM-IT) 124 Practical Based on Office Automation

The laboratory course will comprise of exercise to what is learnt under Paper **Office Automation.**

B.VOC. (RM-IT) 125 Practical Based on English

Improvement of LSRW (Listening, Speaking, Reading and Writing) skills.

B.VOC. (RM-IT) 126 Seminar
The students shall be allotted topics pertaining to the area general social, economic and business awareness focusing on the current as well as international trends and developments.

B.VOC. (RM-IT) 127 Projects
Students are required to submit projects based on Retail Management

SEMESTER – 3

B.VOC. (RM-IT) 231 Communication Skills and Personality Development

SECTION – A

Communication: Meaning, Importance, and Process, Objectives of Communication, Effective Communication, Means/ Media and Types of Communication, Channels of Communication, Barriers to Communication, Voice Training, Importance of Feedback. Interview, Report Writing, Speeches and Presentations, Documentation, Business Correspondence: Definition, Importance Business letters: Essential features, Parts and Layout , Types: Purchase order letter, Enquiry Letter, Quotation Letter, Acceptance Letter, Refusal Letter, Follow Up Letter and Cancellation of order letter.

SECTION - B

Personality Development, Types of personality, Dynamics of Personality, Personality Traits, Influences on Personality, Personality Analysis through body language and Individual habits, Physical Aspects of personality, Emotional Stability, Memory Training, Mind and mental development, Mental Blocks, Manners and Art of Living.

References:
1. The Written Word by Vandan R.Singh
2. Business Communication by M.K. Sehgal, Vandana Khetarpal
3. A Course in Communication Skills by Duttetal
4. Succeeding through Communication by Subhash Jagota
5. Personality Development and Soft Skills by Prof. Achhru Singh & Dr. Dharminder Singh Ubha

SECTION - A

Nature and scope of sales management. Recruitment and selection of sales personnel. Training and development of sales personnel. Performance appraisal and motivation sales personnel. Supervision and organization of sales personnel. Sales organization:

SECTION – B

Carving territories, routing and scheduling. Sales quotas, target achievement. Sales forecasting, sales dealer's sales personnel relationship. Selling theories and process. Sales ethics. Distribution, **Distribution channels.**

References:
1. Gupta,S L, 'Sales and Distribution Management, Excel Books
2. Panda, T.K. and Sahadev, S.'Sales and Distribution Management, Oxford   University .
3. Havaldar, KK. and Cavale, VM. 'Sales and Distribution Management', TataMcGraw Hill,

B.VOC. (RM-IT) 233 Internet and E-Commerce

SECTION – A

Introduction to E-commerce: Definition of E-commerce, Advantages and disadvantages of E-commerce, E-commerce versus traditional commerce.

Internet and WWW, Electronic commerce framework, Electronic commerce and media convergence, The anatomy of E-commerce applications.

Architectural framework for E-commerce, World Wide Web as the architecture, Web background: Hypertext publishing, Security and the Web.

SECTION – B

Advertising and Marketing on the Internet: The new age information based marketing, Advertising on the Internet – Active or push-based advertising models, Passive or pull-based advertising models. Guidelines for Internet advertising.

Types of Electronic Payment Systems, Smart cards , Debit Cards, Credit card-based electronic payment systems, Risk and electronic payment systems.

Electronic Data Interchange and its applications in business.

1. Ravi Kalakota, Andrew B. Whinston: Frontiers of Electronic Commerce, Addison Wesley.
2. Efraim Turbon, Jae Le, David King, Chung: Electronic Commerce- A managerial perspective, Prentice-Hall International.
3. Gary P. Schneider, James T. Perry: Electronic Commerce

B.VOC. (RM-IT) 234 Practical Based on Internet and E-Commerce

The students are required to know the basics of Internet and HTML concepts

B.VOC. (RM-IT) 235 Workshop Based on Communication Skills and Personality Development

Group Discussion, Debates, Declamation, Preparation of Extempore speech, Stage Confidence.

B.VOC. (RM-IT) 236 Seminar

The students shall be allotted topics pertaining to the area general social, economic and business awareness focusing on the current as well as international trends and developments.
Each student is required to submit a write up on the allotted topic to the teacher concerned and is further required to make a presentation.

B.VOC. (RM-IT) 237 Project

B.VOC. (RM-IT) 241 General Punjabi

1. ਗੁਰਮੁਖੀ ਵਰਨਮਾਲਾ ਤੇ ਲੇਖਣ ਪ੍ਰਬੰਧ

    (ੳ) ਅੱਖਰ ਸਿੱਖਿਆ : ਤਰਤੀਬ ਤੇ ਭੁਲਾਵੇਂ ਅੱਖਰ

    (ਅ) ਅੱਖਰ ਬਣਤਰ : ਅੱਖਰ ਰੂਪ ਤੇ ਲੇਖਣ ਦੇ ਨਿਯਮ

2. ਗੁਰਮੁਖੀ ਅੱਖਰ ਤੇ ਪੰਜਾਬੀ ਧੁਨੀਆਂ ਦਾ ਪ੍ਰਬੰਧ

    (ੳ) ਸਵਰ ਤੇ ਵਿਅੰਜਨ : ਵਰਗੀਕਰਨ ਦੇ ਸਿੱਧਾਂਤ ਤੇ ਉਚਾਰਨ।

    (ਅ) ਸਵਰ ਸੂਚਕ ਅੱਖਰਾਂ ਤੇ ਧੁਨੀਆਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।

    (ੲ) ਵਿਅੰਜਨ ਸੂਚਕ ਅੱਖਰਾਂ ਤੇ ਧੁਨੀਆਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।

    (ਸ) ਲਗਾ ਮਾਤਰਾ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।

    (ਹ) ਲਗਾਖਰਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।

3. ਲਿਪੀ ਦੇ ਅੱਖਰਾਂ ਦੀ ਵਰਤੋਂ ਦੇ ਨਿਯਮ

    (ੳ) ਪੂਰੇ ਤੇ ਅੱਧੇ ਅੱਖਰ ਪਛਾਣ ਤੇ ਵਰਤੋਂ

    (ਅ) ਸਵਰ ਸੂਚਕ ਅੱਖਰਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ

    (ੲ) ਸਵਰ ਵਾਹਕਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ

    (ਸ) ਮਾਤਰਾ ਤੇ ਸਵਰ ਵਾਹਕਾਂ ਦੀ ਸਾਂਝੀ ਵਰਤੋਂ

    (ਹ) ਮਾਤਰਾਂ ਦੀ ਵਿਅੰਜਨ ਸੂਚਕਾਂ ਨਾਲ ਵਰਤੋਂ।

4. ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ ਨਾਲ ਜਾਣ ਪਛਾਣ

    (ੳ) ਗਿਣਤੀ

    (ਅ) ਹਫ਼ਤੇ ਦੇ ਦਿਨ

    (ੲ) ਰੰਗਾਂ ਦੇ ਨਾਂ

    (ਸ) ਪਸੂ ਪੰਛੀਆਂ ਦੇ ਨਾਂ

    (ਹ) ਪੰਜਾਬੀ ਰਿਸ਼ਤਾ–ਨਾਤਾ ਪ੍ਰਬੰਧ ਦੀ ਸ਼ਬਦਾਵਲੀ

    (ਕ) ਘਰੇਲੂ ਵਸਤਾਂ ਦੀ ਸ਼ਬਦਾਵਲੀ

References:

1. ਸਤਿਨਾਮ ਸਿੰਘ ਸੰਧੂ, ਆਓ ਪੰਜਾਬੀ ਸਿਖੀਏ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2009 (ਹਿੰਦੀ ਤੋਂ ਪੰਜਾਬੀ ਸਿੱਖਣ ਲਈ)

2. ਸਤਿਨਾਮ ਸਿੰਘ ਸੰਧੂ, ਗੁਰਮੁਖੀ ਸਿੱਖੋ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2011 (ਅੰਗਰੇਜੀ ਤੋਂ ਪੰਜਾਬੀ ਸਿੱਖਣ ਲਈ)

3. ਸੀਤਾ ਰਾਮ ਬਾਹਰੀ, ਪੰਜਾਬੀ ਸਿਖੀਏ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2002 (ਹਿੰਦੀ)

4. ਰਾਜਵਿੰਦਰ ਸਿੰਘ, ਪੰਜਾਬੀ ਗਿਆਨ ਸੀ.ਡੀ. (ਕੰਪਿਊਟਰ ਐਪਲੀਕੇਸ਼ਨ ਟੂ-ਲਰਨ ਐਂਡ ਟੀਚ ਪੰਜਾਬੀ) , ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2011

B.VOC. (RM-IT) 242 Consumer Behaviour

SECTION-A

Consumer behaviour, meaning and importance, buying process, factors influencing consumer behaviour.
Consumer Behavior: Scope, importance. Market Segmentation:
meaning and bases of segmentation, criteria for effective targeting, implementing segmentation strategies.
Individual Determinants of Consumer Behaviour: Motivation: Nature and Types of Motives, Dynamics of motivation, Types of Needs.

SECTION-B

External Influences on Consumer Behaviour: Group behaviour: Meaning and types of group, Influence of Reference Groups, group appeals, Family: Functions of family, Family decision making, Family Life Cycle.
Social Class: Categories, Consumer Decision Making Process.

References:
1. Schiffman, L.G. and Kanuk, L.L., 'Consumer Behavior', Pearson Education
2. Batra S and Kazmi S, 'Consumer Behaviour', Excel Books.

B.VOC. (RM-IT) 243 Information Technology for Retail Management

Section A

Overview of DBMS: database concepts, database management systems, database structuring techniques, advantages and disadvantages of DBMS.
Architecture of DBMS: user, software, hardware, DBA and his responsibilities.
Entity Relationship Model: entity, entity set, attributes, tuples, domains, primary key, secondary key, super key, candidate key.
3 Schemas of Database: conceptual schema, internal schema, external schema of DBMS, mapping from internal to conceptual and conceptual to external schema.

Section B

DBMS Models: hierarchical model, network Model, relational Model - their features, structure, advantages, and disadvantages, comparative study of network, hierarchical and relational Models.
MS-ACCESS: Introduction to MS-ACCESS, working with database and tables, queries in MS-ACCESS, applying integrity constraints, introduction to forms, sorting and filtering, controls, Reports and Macro: creating reports, using macros.

References :
1. B.P. Desai, "Database management system" BPB publications, New Delhi.
2. D. Naveen Prakash, "Introduction to Database management" TMH publications, 1993
3. Desai, Galgotia, "Introduction to DBMS Systems".

B.VOC. (RM-IT) 244 Practical based on IT for Retail Management

Students are required to practices following:
1. Creating tables in MS ACCESS using different ways.
2. Import and export data from MS ACCESS.
3. Creating queries in MS ACCESS for selection, projection, Cartesian product, union, intersection and difference.
4. Creating queries in MS ACCESS for different types of joins.
5. Creating forms in MS ACCESS

B.VOC. (RM-IT) 245 Workshop based on Consumer Behaviour

Relevant Case Studies should be discussed in seminars and questionnaire designing on consumer behaviour and satisfaction.

B.VOC. (RM-IT) 246 Seminar/Project/Viva

The exposure building of students through case studies, presentations, minor projects etc. which should be related to the course of study.
The students are required to submit a report based on minor project and student will go through a viva.

B.VOC. (RM-IT) 247 Minor Industrial Training (2 months) and Presentation

B.VOC. (RM-IT) 351 General English-2

SECTION A

Comprehension
One unseen passages of 300-350 words in length with a variety of comprehension questions including 05 marks for word-attack skills such as word formation and inferring meaning, finding opposites etc. The passage can be a factual passage (e.g., instruction, description, report etc.) or a literary passage (e.g., extract from fiction, drama, poetry, essay or biography), or a discursive passage involving opinion, (argumentative, persuasive or interpretative text).

SECTION B

Vocabulary: Fill up using correct form of verb, Usage of the adverb, adjective etc., Write Antonym of the given word and use both the given word and its antonym in the single sentence clarifying meaning and usage
Give different meanings to Synonyms and use them in sentences, Give meaning and make sentences for idioms

References:
1. W. Standard Allen: Living English Structure (Orient Longman)
2. Wilford D. Best: The Student's Companion (Rupa)

B.VOC. (RM-IT) 352 Business Research Methodologies

SECTION-A

Research Methodology: definition, objectives, role, scope in management research, process of research, limitations & types Research Design: Formulating the Research Problem, Choice of Research Design, Types of Research Design, Sources of Experimental Errors. Sampling: Advantages and Limitation of Sampling, Sampling process, Types of Sampling: Non-probability sampling techniques, Probability sampling techniques, Sampling and non sampling errors. Data collection: primary, secondary data collection, observation methods and survey method.

SECTION-B

Measurement Concept, Levels of measurement Nominal, Ordinal, Interval and Ratio
Attitude Measurement: Comparative scaling techniques, Non-comparative scaling techniques,Questionnaire Designing: Types, Guidelines for developing a good questionnaire. Data Preparation And Analysis :: Editing, Coding, Cross Tabulation and Practices through Excel (Basic Concepts)Report Writing:Types of Research Reports, Guidelines for Writing a Report, Report Format, Guidelines for evaluating a report.

References:

1. C.R. Kothari : Research Methodology, New Age International Publishers
2. Srivastava and Rego : Business Research Methodology Tata McGraw Hill
3. Rajinder Nargundhkar : Marketing Research, Tata McGraw Hill.

B.VOC. (RM-IT) 353 Structural Programming & Desktop Publishing
SECTION A

Planning the Computer Programming: - Purpose of Program Planning, Methods of analyzing a program requirements, Representations of Algorithms, Flow Charts: Flowchart Symbols, Levels of Flowcharts, Flow Chart Rules, Advantage & Disadvantage of Flow Chart.

SECTION B

Desktop Publishing:-Definition, Facilities of DTP, Features of Ventura Publisher and Page-Maker, Features of Commercial DTP and Graphics Systems available in Market e.g.: Micro-Graphics Designer, Picture Publisher, CorelDraw, Features of commonly supported Program: Draw Designs, Draw Painting & Pictures, Present Graph, Drag & Drop Objects, Paint Tools.

B.VOC. (RM-IT) 354 Practical based on Structural Programming & Desktop Publishing

Preparation of a document & publishing it using by DTP Program

B.VOC. (RM-IT) 355 Workshop based on Business Research Methodologies

Sampling respondent selection, questionnaire framing and collection of responses, Hypothesis testing.

B.VOC. (RM-IT) 355 Seminar based on general awareness.

B.VOC. (RM-IT) 355 Projects

Project based on case studies and business research methodologies.

1. B.VOC. (RM-IT) 361 Industrial Training and Presentation
2. B.VOC. (RM-IT) 362 Seminar
3. B.VOC. (RM-IT) 363 Viva-Voce