

# **Proposal for Imparting Skill Based Education**

Programmes To Be Offered:

- 1. B.Voc. in Retail Management**
- 2. B.Voc. in Information Technology**

At

Govt. Degree College Sopore

**Proposal Submitting Institution:**

**Government Degree College (Boys) Sopore, Baramulla, J&K**

**India – 193201, Phone: 01954- 222262**

**[www. gdcsopore.com](http://www.gdcsopore.com)**

**Courses to be Offered: B.Voc Retail Management  
& B.Voc. Information Technology  
(To be introduced from 2020 admissions)**

## **Introduction:**

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF (National skill Qualifications framework).The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge. The proposed vocational programme in Retail Management and IT will be a judicious mix of skills, professional education related to Retail and also appropriate content of general education. It is designed with the objective of equipping the students to cope with the emerging trends and challenges in the Retail environment

## **Roadmap for Skill Courses:**

1. Identification of skills / area of activities for which small enterprises can be setup which have potential for employment and livelihood.
2. Identification of 100 trainees per year for five years of the required qualification and aptitude for training / skilling in different identified activities.
3. Identification of trainers having requires skills and proven industrial experience.
4. Identification of curriculum details / end level skill achievements after the completion of the diploma / certificate courses.
5. Identification of future requirements in the different sectors of economy / industry and development of training / trainers interface for skilling the people to industry and economy needs.
6. Start up assistance and help in the form of monitoring, connecting to different institutions trainings and visits and success stories.
7. The physical impact of the project will be 3500 persons will be get diploma and 1500 persons will get certificate courses for five years, will be imparted required skill for which there is demand in the industry and will be connected to the industry and local economy in the areas of manufacturing / agri business / service sectors in the field for which there is scope of livelihood and value addition. It will have a measurable impact on the economy of the area and will

vein away the youth from un-employment /non – productive activity which attracts them towards violence and will make them productive assets for the society.

8. Quality control / assessments authority to verify the skills imparted and will also give the certificate to the person qualifying the diploma / certificate programme grading the skills A,B,C.
9. Placement of the trainees after completion of training within the identified sectors of the industry / livelihood activity taking the assistance of placement agencies, consultancies and subject matter specialists / experts in the line.
10. Analysis and preparation of end report after 6 Months, 12 Months & 18 Months after the placement of trainees.

### **Institution Details:**

#### **1. Details of the College:**

<b>1. Name of the University / College:</b> (As given in list u/s 12(B) of UGC Act)	<b>Government Degree College (Boys Sopore)</b>
<b>2. Full Postal Address:</b>	<b>Govt. Degree College Sopore, District: Baramulla Pin : 193201, P: 01954- 222262</b>
<b>3. Name of the Affiliating University</b>	<b>University of Kashmir</b>
<b>4. Whether covered under Section 2(f) and 12(B) of the UGC Act, 1956</b>	<b>Yes</b>
<b>5. Whether Autonomous</b>	<b>No</b>
<b>6. Whether recognized as College with Potential for Excellence / University with Potential for Excellence</b>	<b>No</b>
<b>7. NAAC / NBA Accreditation details. (Date, Grade, CGPA, validity)</b>	<b>B Grade</b>
<b>8. Whether the institution is aided and receiving General Development Assistance from UGC or self financing?</b>	<b>No</b>
<b>9. Name, designation and contact details (Telephone/fax/mobile/email) of Head of the Institution and Nodal Officer.</b>	<b>Principal, Govt. Degree College Sopore, District: Baramulla, O: 01954-222262, soporecollege@gmail.com</b>
<b>10. Website URL of the College / University</b>	<b>www. gdcopore.com</b>

<b>11. Any other relevant information (Maximum 100 words) College</b>	The institution has been established in Sept. 1951 and was established as premier hub for rendering education. The College is governed by the state government so far as its administration is concerned and academically it is governed by the University of Kashmir. At the college level Principal manages the college with the help of different
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## Achievements @ Govt. Degree College Sopore:

Projects / Activities Undertaken at Govt. Degree College Sopore (Boys) 2017-18 & 2018-19

S.No.	Projects Undertaken	Achievement	Remarks
1.	Submitted Proposal to UGC for Start of Skill Course in the College, Got Approval of Four Skill Courses in Retail Management, International Business, Tourism & Hospitality & Information Technology of Rs. 50.0 Lakhs of funding Per Course Per Year. Only College Selected in J&K for Skill Programme.	Four Courses Approved <ul style="list-style-type: none"> <li>➤ Retail Management</li> <li>➤ International Business</li> <li>➤ Tourism &amp; Hospitality</li> <li>➤ Information Technology</li> </ul>	Total Funding to be received Rs. 92.0 Lakhs as 1 <sup>st</sup> Installment  Rs. 1.08 Crore Awaited as 2 <sup>nd</sup> Installment
2.	Submitted Proposal for conducting activities / programmes under the aegis of National Science & technology Entrepreneurship Development Board (NSTEDB) to Deptt. of Science & Technology GOI.	Two Entrepreneurship Awareness Camp (EAC) Sanctioned by Entrepreneurship Dev. Institute of India	Sanction Letter Received. Programme to be conducted in first and second week of December 2019.
3.	Submitted Proposal to Ministry of Human Resource Development GOI for Empanelment of our College as Implementing Agency for UNANAT BHARAT ABHIYAN. Approval Granted our College Selected as Implementing Agency.	Approval given and eight Villages Identified in District Baramulla for promoting Rural Livelihood Activities.	Data Submitted Funding Awaited

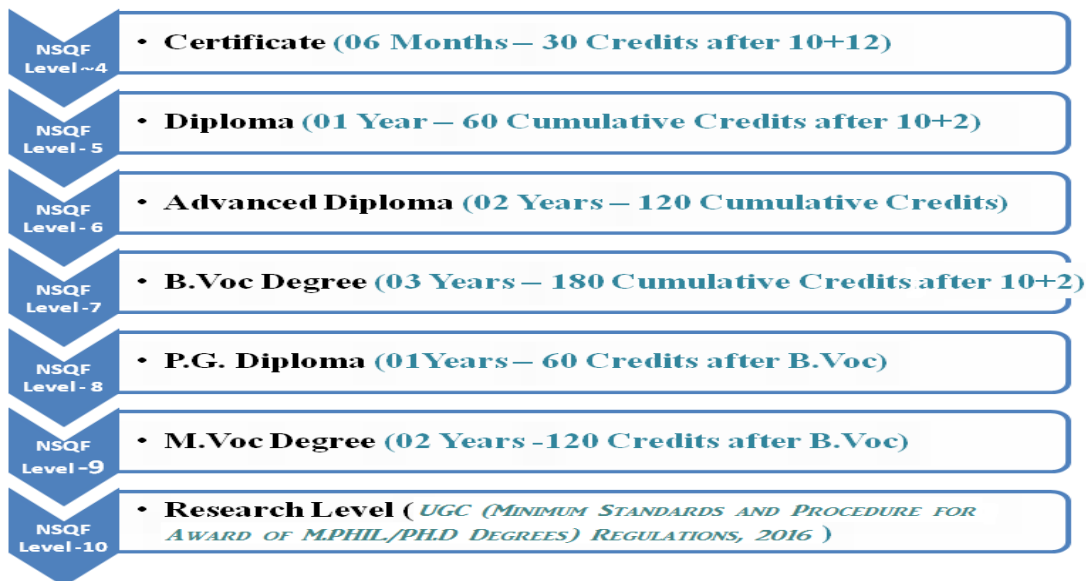
4.	Submitted Proposal to Ministry of Minority Affairs GOI for Conduct of Career Counseling & Awareness Workshop about Schemes implemented by Ministry. Approval Granted for Rs. 5.0 Lakhs for conduct of Workshop/ Conference in April 2019	Approval of proposal given Vide their Letter No. F.No. 9-15/2017-Res. & Eva, Dt. 01.01.2019	Rs. 5.0 Lakhs Sanctioned, funds to awaited
5.	Submitted Proposal to Ministry of Skill & Entrepreneurship GOI for empanelment of our College as SMART Accredited NSDC Training Provider. Approval Granted from NSDC along with Permission for setting up of Skill Training Centre Granted	Training ID Code 21433 Given, Training ID of Deptt of Commerce & Management also generated	Funding under PMKY to be received for imparting skill development training.
6.	Submitted proposal to Ministry of Medium Small Micro Enterprises (MSME) GOI for empanelment of our College as Knowledge Centre for Schemes Implemented by the Ministry. Approval Granted by Ministry.	College Shortlisted as Knowledge Partner	Funding from MSME & Empanelment Under Process
7.	Submitted Proposal to ARIIA for Institutional Innovation Awareness, Proposal Accepted. Visit to be conducted by Experts for 2019 for Funding Purposes.	Intuitional Innovation Index Report Submitted to MHRD	Funding awaited for developing innovation ecosystem in the College
8.	Submitted Proposal to Ministry of Food Processing GOI for imparting Skill Development Courses in College.	Proposal under Consideration by said Ministry.	Likely to be accepted for funding purposes.
9.	Submitted Proposal to Ministry of Textiles GOI for imparting Skill Development Courses in College.	Proposal under Consideration by said Ministry.	Likely to be accepted for funding purposes.
10.	Proposal submitted for setting up of 200 Seat BPO Training Centre in the College	College Shortlisted	DPR Submitted for Funding Purposes.

## Details of the Proposed Programmes:

S.No	Name of the Course	NSQF Level	Total Credits for Award	Normal Duration	Proposed Enrolment
1.	B.Voc. in Retail Management	7	180	Six Semesters	30
2.	B.Voc. in Apparel Designing – Woolen	7	180	Six Semesters	30
3.	B. Voc. In Information Technology	7	180	Six Semesters	30

## Type of Courses and Awards:

There will be full time credit-based modular programmes, wherein banking of credits for skill and general education components shall be permitted so as to enable multiple exit and entry.



The multiple entry and exit enables the learner to seek employment after any level of Award and join back as and when feasible to upgrade qualifications / skill competencies either to move higher in the job profile or in the higher educational system. This will also provide the learner an opportunity for vertical mobility to second year of B.Voc degree programme after one year diploma and to third year of B.Voc degree programme after a two year advanced diploma. The students may further move to Masters and Research degree programmes mapped at NSQF Level 8 – 10.

NSQF Level	Skill Component Credits	General Education Credits	Total Credits for Award	Normal Duration	Exit Points / Awards
7	108	72	180	Six Semesters	B.Voc Degree
6	72	48	120	Four Semesters	Advanced Diploma
5	36	24	60	Two Semesters	Diploma
4	18	12	30	One Semester	Certificate

### **Admission and Fee:**

- a) The minimum educational qualification for admission under this scheme will be class 12 pass or equivalent from any recognized board or university.
- b) Equal weightage should be given to vocational subjects at +2 level while considering the students for admission into B.Voc courses for recognition of skills credits.
- c) Reservation to SC, ST, OBC and PwD categories will be available as per the extant National / State policy.
- d) There shall be no age bar for admission in the skill based certificate /diploma/ degree programmes under NSQF.
- e) While deciding criteria for admission into any particular trade, the institutions will consider students having background in relevant stream at 10+2 level.
- f) In case of Community Colleges, admissions may be done twice a year, depending on the duration of the programmes, to facilitate a steady stream of learners joining the college and moving out as trained work force to the job market. The applicants seeking re- entry into the CC should get preference in admission over the new applicants.
- g) Student fee should be decided as per the prevalent practice for fee fixation taking into account for the sustainability of the programme. Attempt should be made to recover part of the expenditure under the scheme from the student fee.
- h) In order to motivate students to join courses in Community Colleges scheme, a scholarship of Rs. 1,000/- per month will be provided to the students at the end of each semester, subject to their satisfactory attendance and on successfully qualifying the end semester examination without any back paper/back log. In the event of short attendance or failure of student in

the end semester examination, she/he will not be entitled for scholarship during that semester. No arrears shall be admissible to the student for such period.

### **Required Financial Assistance:**

- a) **Start-up assistance:** One-time start-up assistance shall be provided for developing the infrastructure, setting up of laboratories/workshops facilities, procurement of teaching and learning materials including courseware, machineries/equipment and renovation of buildings.
  
- b) **Faculty and Staff:** For the B.Voc Degree Programme One Assistant Professor per course is provided for three years (purely on contractual basis). Institutions should recruit faculty only in the core trades being offered under the Scheme. Adjunct Visiting and Guest Faculty may also be appointed within the ceiling of financial assistance provided in this scheme. Technical Assistant and MTS shall be engaged on contractual basis as per the university/college norms for the duration of the scheme. Need based visiting faculty / guest faculty may be invited from industry / other institutions.
  
- c) **Operative / Recurring Training Cost:**  
The allocation for operative / recurring training cost will be regulated within the Common Norms notified in Official Gazette of India for Skill Development Schemes by Different Ministries and Departments as may be amended from time to time subject to overall ceiling. The training / operative cost may be utilized to meet the operational expenditure under the scheme on transportation, travel / field visits/industrial visits, curriculum development, preparation of materials, organizing seminars / workshops / faculty training programmes, web creation, honorarium for engagement of guest / visiting faculty / resource persons, hiring services, contractual lab staff, meetings and contingency/consumables, examination and assessment including assessment fee of Sector Skill Council for skills components and other miscellaneous expenses.



## **Fund Requirements:**

<b>S.No.</b>	<b>Schemes</b>	<b>Start-up Assistance</b>	<b>Faculty (on contract)</b>	<b>Guest / Adjunct Faculty</b>	<b>Training / Operative Cost</b>	<b>Overall Sealing of Assistance</b>
1.	B.Voc Degree Programme	One Time Up to 75 Lakhs	Up to 65 Lakhs for three years depending on the number of courses (to be reimbursed on actual basis)	45 Lakhs for three years	Per student basis As per Common Norms subject to overall sealing	1.7 Cr for three Years for two courses additional 25 Lakhs per course for Maximum four courses

## **Basis for choosing the course specialization(s):**

- a) Keeping view of Skills Gap requirements, the proposes programmes fulfils the skills requirement of industry;
- b) The College has expertise in the specialisation; and
- c) The College has one or more committed industry partners for design, delivery, internship and placement.

## **Skill Gaps Identified:**

	<b>Trade(s)</b>	<b>Skill Gaps Identified (Quantitative, Qualitative, Source)</b>
1.	<b>Retail Management</b>	<p>The retail management has enormous opportunities and can generate enough employment opportunities that can absorb major junk of work force available. The retail industry is booming in India and also in J&amp;K and can absorb major junk of trained human resource. However, the training in terms of handling retail outlets from basic communication to customer handling is required. The persons trained in retail management can better manage retail outlets and can also motivate customer for repurchase. Therefore, skills in handling customer, communication, personality development, sales and selling, studying customer behaviors and motivation can yield better results and improve employability of the trainee.</p> <p><b>Skill Gaps Identified:</b> Effective Communication, fundamental retailing, customer behavior.</p>

2.	<b>Information Technology</b>	<p>The Information Technology has been the engine of development in India and also have in itself brought opportunities in different areas of information communication technology. The areas like BPO, Graphics Designing, Call Centre Services, Technical Consultation, Digitization and Programming has not only created newer concepts of business but also has created millions of lucrative jobs, however the industry is very much dynamic and required varied skill set and constant learning.</p> <p><b>Skill Gaps Identified:</b> Training on Basic Computing &amp; ICT Skills, Understanding basics and various uses of computers in business, private and entrepreneurial businesses, digital media and usages in getting employed.</p>
3.	<b>Apparel Designing</b>	<p>The apparel designing has tremendous potential and has been forefront in development. The sector is offering huge employment opportunities and has tremendous scope of development. The J&amp;K is major state where woolen material is available and most of the woolen goods are being consumed. There is need to develop specialized field of apparel designing which is centric on woolen products.</p> <p><b>Skill Gap Identified:</b> The professional apparel designing require insight of fashion designing and consumer preferences and requirements. The skillful apparel designing professionals have huge scope and needed in the sector.</p>

**Existing expertise / core competence of the College in the proposed trade(s):**

	<b>Specialisation</b>	<b>Existing expertise</b> (Which can be leveraged by the institution)
1.	<b>Trained Dedicated Staff</b>	The institution has trained dedicated staff and also have industry experience in the said field. The staff has excellence in research work. Whereas to fulfill the requirements of the course module subject expertise of the available staff will be used. However in the areas were the staff or the skill is unavailable, experts from industry will be engaged and expertise of key institutions working in the line will also be roped in.
2.	<b>ICT Equipment</b>	The institution has dedicated computer labs with more than 100 System installed in each lab. Also the classroom activities has been modernized by using smart class room based system which are available with the difference departments of the institution.

3.	<b>Internet Connectivity</b>	The institution has dedicated internet connectivity through JIO based Broadband & BSNL Based Broad Band Services. Also the connectivity can be improved if required by purchasing more bandwidth from ISP's to strengthen the internet backbone in the institution.
4.	<b>Library</b>	The institution has modern library available with over 30000 books on different subject taught. The library also has book, journals, reports available on business management, financial management and also on other professional areas.

### Availability of Faculty

S.No.	Name of the Programme	Number of Faculty				Name of the Industry Partner providing guest faculty
		Required	Available with Host Institution	Guest Faculty to be hired	Guest faculty to be provided by Industry Partner	
1.	<b>B.Voc in Retail Management</b>	4	3	1	1	Retail Sector Skill Council of India Trained Trainers / Partners
2.	<b>B.Voc in Information Technology</b>	4	2	1	1	NASCOM Trained Trainers
3.	<b>B,Voc in Apparel Designing – Woolen</b>	4	2	1	1	Apparel Designing Sector Skill Council

### Physical infrastructure for programmes to be offered:

S.No.	Name of the Programme	Availability of physical infrastructure		
		Infrastructure	Available in the Host College/ University	To be provided by Industry
1.	<b>B.Voc in Retail Management</b>	<b>Classroom</b>	4	
	<b>B.Voc in Information Technology</b>	<b>Laboratory</b>	2	
		<b>Workshop</b>	To be setup if required	

	<b>B.Voc Apparel Designing - Woolen</b>	<b>Library</b>	<b>1</b>	
		<b>ICT Facility</b>	<b>4</b>	
		<b>Others</b>		

### **Proposed Eligibility for Admission**

Admission to B. Voc (Retail Management and IT) Degree programme shall be open to the following candidates.

- (A) Those who have passed the plus two or equivalent examination recognised by this university with book-keeping and Accountancy and any two of the following subjects, viz (1) Commerce (2) Commercial correspondence and Commercial Geography (3) Economics (4) Life insurance with Salesman ship (5) Banking with Secretarial Practices (6) Business Studies (7) Mathematic (8) Computer Science/Computer Applications (9) Informatics Practice and Management, (19) Informatics Practice (11) Management (12) Accountancy as Optional under part III of the Examination, OR
- (B) Those who have passed plus two or equivalent examination recognised by this university with other subjects under part III optional subjects provided they have secured 45% of the aggregate marks.

For SC/ST applicants only a pass minimum is required and for SEBC and OEC applicants 3% and 5% relaxation of marks respectively are allowed.

### **Proposed Curriculum**

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

### **Proposed Duration**

The duration of the B. Voc Retail Management and B. Voc Information Technology shall be three years consisting of six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester.

### **Eligibility for Higher Studies**

Those who pass B.Voc (Retail Management and IT) Degree are eligible for admission to higher studies. While applying for higher studies, B. Voc (Retail Management and IT) is

considered equivalent to B.Com / B.Sc. IT of University of Kashmir.

## **Programme Structure**

The B.Voc Retail Management, B.Voc IT & B.Voc Apparel Designing Woolen shall include:

- General Education Components
- Skill Components
- Project
- Internship
- Industrial Training
- Familiarisation Trips
- Soft Skills and Personality Development Programmes

## **Credit Calculation**

The following formula is used for conversion of time into credit hours.

- ✓ One Credit would mean equivalent of 15 periods of 60 minutes each, for theory, workshops/labs and tutorials;
- ✓ For internship/field work, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;

## **Course Structure**

NSQF Level	Skill Component Credits	General Education Credits	Normal Calendar Duration	Exit Points / Awards
Year 3	36	24	Six Semesters	B.Voc.
Year 2	36	24	Four semesters	Advanced Diploma
Year 1	36	24	Two semesters	Diploma
<b>TOTAL</b>	<b>108</b>	<b>72</b>		<b>72</b>

As per the UGC guidelines, there are multiple exit point for a candidate admitted in this course. If he/she is completing all the six credits successfully, he/she will get B. Voc degree in Retail Management and B.Voc in IT. If he is completing the first four semesters successfully, he/she will get an advanced diploma in Retail Management and IT. If he/she is completing the first two credits he/she will get a diploma in Retail Management and IT. B Voc Degree holder is expected to acquire the skills needed for a Retail manager.

## **Programme Structure**

Sem	code	Subject	General/Skill	Credit	Marks

one	1.1	Communication Skills in English	General	6	ESA - 80 ISA - 20
	1.2	Principles of Management	General	6	ESA - 80 ISA - 20
	1.3	Basics of Marketing	Skill	6	ESA - 80 ISA - 20
	1.4R	Introduction to Retailing	Skill	6	ESA - 80 ISA - 20
	1.5R	Basics of Retail Management	Skill	6	ESA - 80 ISA - 20
Two	2.1	IT for Business	General	6	ESA - 80 (T60+P20) ISA - 20
	2.2	E-Commerce & General Informatics	General	6	ESA - 80 ISA - 20
	2.3	Basic Business Communication Skills	Skill	6	ESA - 80 ISA - 20
	2.4R	Retail Institutional Framework	Skill	6	ESA - 80 ISA - 20
	2.5R	Vocational Training and Report	Skill	6	ESA-100 (Tr-50, R-30, Pre-20)
Three	3.1	Financial Accounting	General	6	ESA - 80 ISA - 20
	3.2	Basics of MIS	General	6	ESA - 80 ISA - 20
	3.3	Retail Marketing	Skill	6	ESA - 80 ISA - 20
	3.4R	Retail Planning	Skill	6	ESA - 80 ISA - 20
	3.5	Retail & distribution management	Skill	6	ESA - 80 ISA - 20
Four	4.1	IT for Office	General	6	ESA - 80 (T60+P20) ISA - 20
	4.2R	Retail Stores & Operations Management	Skill	6	ESA - 80 ISA - 20
	4.3R	Retail Shopper Behavior	Skill	6	ESA - 80 ISA - 20
	4.4R	Mall Management	General	6	ESA - 80 ISA - 20
	4.5R	Industry Training & Report	Skill	6	ESA-100 (Tr-50, R-30 Vi-20)
Five	5.1	Store keeping & Warehousing	General	6	ESA - 80 ISA - 20
	5.2	Conference & Event Mgt.	General	6	ESA - 80 ISA - 20
	5.3R	Merchandise Management	Skill	6	ESA - 80 ISA - 20
	5.4R	Retail Sales Techniques & Promotion.	Skill	6	ESA - 80 ISA - 20
	5.5R	Retail Environment	General	6	ESA - 80 ISA - 20
Six	6.1	Computerised Accounting	General	6	ESA - 80 (T60+P20) ISA - 20
	6.2R	Retail Targets & Locations	Skill	6	ESA - 80 ISA - 20

6.3R	Retail Advertising & Sales Promotion	Skill	6	ESA - 80 ISA – 20
6.4R	International Retailing	Skill	6	ESA - 80 ISA – 20
6.5R	Field work and Project	Skill	6	ESA-100 (F-50, R-30, Vi-20)

ESA – End semester assessment

ISA – Internal semester assessment

T – Theory

P – Practical Tr – Training R – Report

Pre – Presentation

F – Field work

Vi – Viva

### **Social Service/ Extension Activities**

Students are to participate in Extension/ NSS/ NCC or other specified social service, sports, literary and cultural activities during 3rd/ 4th semester. These activities have to be carried out outside the instructional hours and will fetch the required one credit extra over and above the minimum prescribed 180 credits

### **Attendance**

The minimum number of hours of lectures, tutorials, seminars or practical which a student shall be required to attend for eligibility to appear at the end semester examination shall not be less than 75 per cent of the total number of lectures, tutorials, seminars or practical sessions. Internships, study tours and soft skill and personality development programmes are part of the course and students must attend in these activities to complete a semester.

### **Evaluation and Grading**

The evaluation of each course shall contain two parts:

- (i) Internal or In-Semester Assessment (ISA)
- (ii) External or End-Semester Assessment (ESA)

The ISA and ESA ratio shall be 1:4 for both Courses with or without practical. There shall be a maximum of 80 marks for ESA and maximum of 20 marks for ISA.

### **Criteria for Grading**

For all courses (theory & practical), grades are given on a 07-point scale based on the total percentage of marks. (ISA+ESA) as given below

Percentage of Marks	Grade	Grade Point
90 and above	A+ - Outstanding	10

80-89	A - Excellent	9
70-79	B - Very Good	8
60-69	C - Good	7
50-59	D - Satisfactory	6
40-49	E - Adequate	5
Below 40	F - Failure	4

Note: Decimal are to be rounded to the next whole number

Grades for the different semesters and overall programme are given based on the corresponding CPA as shown below:

CPA	Grade
Above 9	A+ - Outstanding
Above 8, but below or equal to 9	A - Excellent
Above 7, but below or equal to 8	B -Very Good
Above 6, but below or equal to 7	C - Good
Above 5, but below or equal to 6	D - Satisfactory
Above 4, but below or equal to 5	E - Adequate
4 or below	F - Failure

Note: A separate minimum of 30% marks each for internal and external (for both theory and practical) and aggregate minimum of 40% are required for a pass for a course. For a pass in a programme, a separate minimum of Grade E is required for all the individual courses. If a candidate secures F Grade for any one of the courses offered in a Semester/Programme only F grade will be awarded for that Semester/Programme until he/she improves this to E grade or above within the permitted period. Candidate who secures Egrade and above will be eligible for higher studies.

### **Continuous Evaluation (CE)**

All records of Continuous Evaluation shall be kept in the Department and shall be made available for verification by the University, if and when necessary

### **Attendance (Max.Marks 5):**

The allotment of marks for attendance shall be as follows:

Attendance less than 75 %	1 Marks
75 % & less than 80%	2 Marks
80% & less than 85%	3 Marks



85% & less than 90%	4 Marks
90% & above	5 Marks

### **Marks Distribution for External Examination And Internal Evaluation**

The external examination of all semesters shall be conducted by the University at the end of each semester. Internal evaluation is to be done by continuous assessment. Marks distribution for external and internal assessments and the components for internal evaluation with their marks are shown below:

Components of the internal evaluation and their marks are as below.

For all courses without practical

- a) Marks of external Examination : 80
- b) Marks of internal evaluation : 20

All the three components of the internal assessment are mandatory. For common course English in I Semester, internal oral examination shall be conducted instead of test paper.

<b>Components of Internal Evaluation</b>	<b>MARKS</b>
Attendance	5
Assignment /Seminar/Viva	5
Test paper(s) (1 or 2) (1x10=10; 2x5=10)	10
Total	20

For all courses with practical

- a) Marks of theory –External Examination : 60 b)
- Marks of practical –External Examination : 20 c)
- Marks of internal evaluation : 20

### **Assignments**

Assignments are to be done from 1<sup>st</sup> to 6<sup>th</sup> Semesters. At least one assignment should be done in each semester.

### **Internal Assessment Test Papers**

At least one internal test-paper is to be attended in each semester for each course. The evaluations of all components are to be published and are to be acknowledged by the candidates. All documents of internal assessments are to be kept in the college for two years and shall be made available for verification by the University. The responsibility of evaluating the internal assessment is vested on the teacher(s), who teach the course.

## **Grievance Redressal Mechanism**

Internal assessment shall not be used as a tool for personal or other type of vengeance. A student has all rights to know, how the teacher arrived at the marks. In order to address the grievance of students a three-level Grievance Redressal mechanism is envisaged. A student can approach the upper level only if grievance is not addressed at the lower level.

Level 1:Dept. Level: The department cell chaired by the Head; and Dept. Coordinator and teacher in-charge, as members.

Level 2: College level: A committee with the Principal as Chairman, Dept. Coordinator, HOD of concerned Department and a senior teacher nominated by the College council as members.

Level 3: University Level: A Committee constituted by the Vice-Chancellor as Chairman and Pro-Vice-Chancellor, Convener - Syndicate sub-committee on Students Discipline and Welfare, Chairman- Board of Examinations as members and the Controller of Examination as member-secretary.

### **External Examination**

The external examination of all semesters shall be conducted by the University at the end of each semester. Students having a minimum of 75% average attendance for all the courses only can register for the examination. Condonation of shortage of attendance to a maximum of 10 days or 50 hours in a semester subject to a maximum of 2 times during the whole period of the programme may be granted by the University on valid grounds. This condonation shall not be counted for internal assessment. Benefit of attendance may be granted to students attending University/College union/Co-curricular activities by treating them as present for the days of absence, on production of participation/attendance certificates, within one week, from competent authorities and endorsed by the Head of the institution. This is limited to a maximum of 10 days per semester and this benefit shall be considered for internal assessment also. Those students who are not eligible even with condonation of shortage of attendance shall repeat the course along with the next batch.

### **Pattern of Questions**

#### **Pattern of questions for external examination for theory paper without practical.**

	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
	10	10	1	10
	12	8	2	16
	9	6	4	24
	4	2	15	30
TOTAL	35	26	x	80

#### **Pattern of questions for external examination for theory papers with practical**

	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
	8	8	1	8
	10	6	2	12
	6	4	4	16
	4	2	12	24
TOTAL	28	20	x	60

**End Semester Evaluation (ESE):**

End Semester Evaluation of all the Courses in all the semesters shall be conducted by the University. The results of the ESE shall be arranged to be published according to the Examination Calendar prescribed by the University Level Monitoring Committee (ULMC), which shall not exceed 45 days from the last day of the examination.

**B.Voc – Retail Management, B.Voc Information Technology & B.Voc.  
Apparel Designing - Woolen**

**Detailed Syllabus**

Semester 1

**1.1 COMMUNICATION SKILLS IN ENGLISH**

Module 1

Speech Sounds: Phonemic symbols - Vowels - Consonants - Syllables - Word stress - Stress in polysyllabic words – Stress in words used as different parts of speech - Sentence stress – Weak forms and strong forms – Intonation – Awareness of different accents: American, British and Indian – Influence of the mother tongue

Module 2

Listening: Active listening – Barriers to listening – Listening and note taking– Listening to announcements – Listening to news on the radio and television

Module 3

Speaking: Word stress and rhythm – Pauses and sense groups – Falling and rising tones – Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills and telephone skills

Module 4

Reading: Theory and Practice – Scanning - Surveying a textbook using an index - reading with a purpose – making predictions – Understanding text structure – Locating main points – Making inferences - Reading graphics - reading critically – Reading for research

Core Text

V.Sasikumar, P KiranmaiDutt and GeethaRajeevan, .Communication Skills in English. Cambridge University Press and Mahatma Gandhi University.

Total Marks -100

Internal - 20

External - 80



## Semester 1

### 1.2 - PRINCIPLES OF MANAGEMENT

#### Module 1

Management: Introduction - Meaning, nature and characteristics of Management - Scope and functional areas of management - Management as a science art or profession - Management & Administration - Principles of management - Social responsibility of management.- Contributions of F.W.Taylor and Henry Fayol.

#### Module 2

Planning-Nature, importance and purpose of planning - Planning process, Objectives - Types of plans MBO-Features-steps.

#### Module 3

Organising: Nature and purpose of organisation, Principles of organisation - Types of organization Organisation Chart- Organisation manual-Departmentation, Committees Authority-Deligation of Authority -Responsibility and accountability-Centralisation Vs decentralisation of authority –

#### Module 4

Staffing: Nature and importance of staffing - Process of selection & recruitment.

#### Module 5

Directing and Controlling: Meaning and nature of directing – Motivation –meaning – importance -Theories of motivation (Maslow's, Herzberg, McGregor s, X & Y theory) - Controlling: Meaning and steps in controlling - Essentials of a sound control system – Methods of establishing control-Control by Exception.

#### Books Recommended

1. Koontz & O Donnell, Management.
2. Appaniah & Reddy, Essentials of Management.
3. L M Prasad, Principles of management.
4. Rustum & Davan, Principles and practice of Management.
5. Srinivasan & Chunawalla, Management Principles and Practice.
6. S V S Murthy, Essentials of Management.
7. B.S.Moshal, Principles of Management.

Total Marks -100

Internal - 20

External - 80

Semester 1  
1.3 - BASICS OF MARKETING

Module 1

Introduction to Marketing: Definition & Functions of Marketing. Core concepts of marketing -

- a) Need, Want, Desire, Benefits, Demand, Value, Exchange,
- b) Goods – Service Continuum, Product, Market
- c) Customer Satisfaction, Customer Delight.

Module 2

Approaches to Marketing: Product – Production – Sales – Marketing – Societal – Relational.  
Concept of Marketing Myopia- Selling versus marketing  
Holistic Marketing Orientation & Customer Value

Module 3

Consumer Behavior: Concept, Characteristics of consumer and organizational markets, 5 step Buyer decision process.

Module 4

Marketing Environment: Analyzing needs and trends Macro Environment – Political, economic, Socio-cultural and Technical Environment – PEST analysis. Micro Environment – Industry & Competition. Concept of Market Potential & Market Share

Module 5

Market segmentation and Mix: Definition, Need & Benefits. Bases for market segmentation of consumer goods, industrial goods and services. Marketing Mix : Definition of each of the Four P's. Components of each P. Extended 7Ps for services.

Books Recommended

1. Principles of Marketing 12<sup>th</sup> Edition – Philip Kotler and Gary Armstrong
2. Fundamentals of Marketing – Stanton
3. Marketing Management – Rajansaxena
4. Marketing Management – V.S. Ramaswamy and S. Namakumari
5. Analysis for Marketing Planning – Donald Lehmann & Russell Winer, 6<sup>th</sup> ed.
6. Case Studies in Marketing – Indian context – R. Srinivas

Total Marks -100

Internal - 20

External - 80

Semester 1  
1.4 R - INTRODUCTION TO RETAILING

Module 1

Retailing: Meaning, Nature, Classification, Growing Importance of Retailing, Factors Influencing Retailing,

Module 2

Retail Functions - Functions of Retailing, Retail as a career

Module 3

Retail strategy: Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, The changing Structure of retail, Classification of Retail Units

Module 4

Retail Formats: Corporate chains, Retailer Corporative and Voluntary system, Departmental Stores, Discount Stores, Super Markets, Warehouse Clubs.

Module 5

Retail Models: Variety of Merchandising Mix, Retail Models and Theory of Retail Development, Business Models in Retail, Concept of Life cycle Retail.

Books Recommended

1. SwapanaPradhan- 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

Total Marks -100

Internal - 20

External - 80



Semester 1  
1.5 R - BASICS OF RETAIL MANAGEMENT

Module 1

Introduction to Retailing: Importance of retailing in economy; Meaning and nature of retailing;

Career options in retailing; Retailing in India: Growth, present size and nature; Technology induction in retailing - UPC, POS terminals, RFIO, etc. Future of retailing.

Module 2

Types of Retailing: Stores classified by owners; Stores classified by merchandising categories;

Wheel of retailing; Traditional retail formats vs. modern retail formats in India; Store and non-store based formats; Cash and carry business - Meaning, nature and scope;

Module 3

Retailing models – Franchiser franchisee, directly owned; Co-operation and conflict with other retailers; Vertical marketing systems.

Module 4

Retailing Regulations and Laws: Regulation of retail institutions in India: Shop and Establishment Act, Labour Laws - Factories Act, Workmen Compensation Act;

Module 5

Management of Retailing Operations: Retailing management and "the total performance model; Functions of retail management; Strategic retail management process: An overview; Retail planning Retail planning - importance and process; Developing retailing strategies, objectives and action plans.

Books Recommended

1. Newman, Andrew J. and Peter Cullen, Retailing Environment and Operations, Thomson Learning, India, 2007.
2. Larson, Carl M., Robert E. Wegand and John S. Wright, Basic Retailing, Prentice Hall, New Jersey, 1982.
3. Davidson, William R., Alton F. Doody and Daniel J. Sweeney, Retailing Management, The Ronald Press Company, New York, 4th edition, 1975.
4. Cox, Roger, Retailing: An Introduction, Pearson Education, 2007.
5. Gilbert, David, Retail Marketing Management, 2M edition, Peal~UII I:ducation, 2003.
6. Cox, Roger and Paul Brittain, Retailing: An Introduction, Pearson Education Ltd., 2004.
7. Gilbert, David, Retail Marketing Management, Pearson Education, New Delhi, 2003.

Total Marks -100

Internal - 20

External - 80

Semester 2  
2.1 INFORMATION TECHNOLOGY FOR BUSINESS

**Module 1**

**Introduction to Information Technology:** Information and Communication Technology (ICT)  
Information systems E-World- Computer Architecture: Input Hardware- Processing & Memory  
Hardware Storage Hardware Output Hardware Communication Hardware-

**Module 2**

**Operating Systems:** Concept of operating system WINDOWS, UNIX & LINUX - versions;  
Windows XP: Managing files & folders Windows Explorer - Understanding your computer  
customization configuring screen, mouse, Printer - System Tools- Customizing windows –  
Protecting computer

**Module 3**

**Communications :** Protocols in Computer communications- Wired & Wireless communication  
Future of communications - Satellite Based systems - Beyond 3G to 4G-

**Module 4**

**Network:** Networks-Benefits of networks-types of networks: WANs, MANs, LANs, WLANs  
Types of LANs Intranet, Extranet- Virtual Networks Sharing data and hardware in a LAN  
environment- work group computing & groupware Telecommuting & Virtual offices Network  
security Firewalls

**Module 5**

**HTML & Webpage:** Introduction to HTML- Essentials Static & Dynamic Web pages Structure  
of a Web Page-Designing web pages - HTML Tags Text Formats-working with text presenting  
and arranging text Paragraphs- Tables in HTML- working with Links, lists, Images, Audio &  
Video Forms & Frames- Website Management.

1. Designing a web page for your department
2. Designing a web page for a Retail marketing firm.
3. File Management in Windows (Operations with files & folders)

**Books Recommended**

1. Information Technology for Business, Antony Thomas, Pratibha Publications
2. Using Information Technology (6th Edition): Williams & Sawyer Tata McGraw Hill  
Company
3. Operating System Concepts (Windows XP update): AviSilberschatz, Peter Galvin & Greg  
Gagne Willey  
HTML Black Book: Stephen Holzner Dreamtech Press

Total Marks -100

Internal - 20

External – 80 (Theory 60 + Practical 20)

Semester 2  
2.2 E-COMMERCE AND GENERAL INFORMATICS

**Module 1**

Overview of Electronic Commerce- Introduction to E-commerce Concepts, features and functions Operation of e-commerce Infrastructure for Ecommerce Application of E-Commerce in Direct Marketing and Selling, Value Chain Integration, Supply Chain Management, Corporate Purchasing, Financial and Information Services

**Module 2**

E-Commerce Models and Strategies -Types of E-commerce: B2B, B2C, C2C C2B- Business Models for E-Commerce- Brokerage Model, Agregator Model, Info-mediary model, Community Model, Value chain model, Manufacturer model, Advertising Model, Subscription model.

**Module 3**

E-Commerce Strategies: Electronic Data Interchange Mobile Commerce and Web Commerce - Introduction to ERP-Components.

**Module 4**

Electronic Payment Systems -Overview of Electronic Payment Systems, Cybercash (Customer to Merchant Payments, Peer to Peer Payments, Security).Smart Card (Card Types, Closed or Open Security, Privacy, Card Costs, Non Card Costs), Electronic Banking, Electronic Fund Transfers.

**Module 5**

E-Commerce Security-Introduction to Security Passwords Viruses Firewalls - Encryption (PGP, SHTTP, SSL) - digital signature digital certificate - other security measures

**Books Recommended**

1. E-commerce and General Informatics, Antony Thomas, Pratibha Publications
2. E-Commerce: An Indian Perspective, P.T.Joseph, S.J., PHI.
3. Web Commerce Technology handbook: Daniel Minoli and Emma Minoli, TMH
4. Business on the net: An Introduction to the whats and hows of e-commerce: Agarwala and Lal, Macmillan India Ltd.
5. E-Commerce, the Cutting Edge of Business: Kamalesh K Bajaj and Debjani Nag, TMH

Total Marks -100

Internal - 20

External - 80

Semester 2  
2.3 – BASIC BUSINESS COMMUNICATION SKILLS

**Module 1**

Communication-Need-Process-Types-Oral-written-Verbal-Nonverbal-Internal, External-

**Module 2**

Non-verbal communication-Body language-Kinesics, Proxemics-Para language-Channels-  
Barriers-Principles of effective communication

**Module 3**

Job application letters-Resume-CV-Reference and recommendation letters- Employment  
letters-Online application-Soft skill

**Module 4**

Business letters-Parts and layout of business letters-Business enquiry lettersoffers and  
quotation- Orders and execution-grievances and redressals. Sales letters-Follow-up letters-  
Circular letters-Status enquiry-Collection letters-Preparation of partnership deed-power of  
attorney.

**Module 5**

Impact of IT on communication-Role of computers-Internet-E-mail-Telephone voice mail-  
SMS- Video conferencing- Teleconferencing.

**Books Recommended**

1. Antony Thomas, Business Communication and MIS, Pratibha Publications
2. Bhatia R.C, Business Communication.
3. SaliniAgarwal Essential communication skill.
4. Reddy P.N, and Apopannia, Essentials of Business Communication.
5. Sharma R.C, KRISHNA Mohan, Business Communication and Report writing.
6. Leod, M.C., Management Information System.
7. Jerome Reuter-Management Information system.

Total Marks -100

Internal - 20

External - 80

Semester 2  
2.4 R - RETAIL INSTITUTIONAL FRAMEWORK

Module 1

Retail Institution: Meaning, Characteristics by Ownership: Independent, Chain, Franchising, Leased, Department, Vertical Marketing System, Consumer-Cooperatives,

Module 2

Store Based Strategy-Mix Retail-I: Considerations in Planning. A Retail Strategy-Mix; Wheel of Retailing Theory, Scrambled-Merchandising, Strategies of Evolving Retail-institutions (Mergers, Diversification, Downsizing).

Module 3

Store Based Strategy-Mix Retail-II: Cost Containment Approach, Food-Oriented Retailers and Their formats; Convenience Store, Conventional Supermarkets, Food Based Superstores, Combination Store, Box / Limited Line Store, Warehouse Store, General Merchandise-Retailers, Specialty Store, Traditional Departmental Store, Full Time Discount Store, Variety Store, Off-Price- Chain, Factory-Outlet, Membership-Club, Flea-Market.

Module 4

Other Non-Traditional Retailing: Single-Channel and Multi - Channel-Retailing, Direct Marketing: Domain Key to Success, Emerging Trends; Steps in Direct Marketing Strategy; Key issues; Direct Selling; Vending Machines,

Module 5

Electronic Retailing; Scope, Characteristics; Video Kiosks, Airport Retailing.

Books Recommended

1. SwapnaPradhan, "Retailing Management- Text & Cases", Tata McGraw Hill
2. Fleming,P, "Guide To Retail Management" Jaico Publications.
3. Gopal, W, "Retail Management" ICFAL.
4. S.L.Gupta, "Retail Management"
5. Mitra, S.N., "Retail Management", Pointer Publication, Jaipur.
6. Berry Berman & J.R. Evans, "Retail Management – A Strategic approach" Prentice Hall of India, New Delhi.

Total Marks -100

Internal - 20

External - 80

Semester 2  
2.5 R - VOCATIONAL TRAINING AND REPORT

The student will attach himself with a retail organisation approved by the Department for a period of 4 weeks and study the working of the organisation. He / she should actively participate in the retail operations of the organisation and prepare a report based on his experience in that organisation. The report should contain the organizational structure, nature of business, employees, management, retail operations, strength of the organisation, its weaknesses, etc. The report should be neatly typed in A4 size paper and in bound form having not less than 25 pages. A copy of the report has to be submitted to the Department before the commencement of the third semester classes. The student has to present the report in the class and other students can ask questions.

Total Marks 100

Marks for active participation in retail operations – 50 (To be awarded by the manager of the retail organisation and communicated to the Department)

Marks for the Report – 30 (Valued internally by the Department)

Marks for presentation – 20 (Conducted by the Department)

Semester 3  
2.5 R - VOCATIONAL TRAINING AND REPORT

**Module 1**

Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts problems- - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

**Module 2**

Trial balance - Errors – types of errors - Rectification of errors – problems – Bank reconciliation statement – problems.

**Module 3**

Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

**Module 4**

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet -

**Module 5**

Different forms of Business organizations – sole proprietorship, partnership, cooperatives, joint stock company (Theory)

Total Marks -100

Internal - 20

External - 80

Semester 3  
3.2 BASICS OF MIS

Module 1

Introduction to MIS: definition – need – benefits – functions - objectives – Characteristics - limitations

Module 2

Role of MIS: Components - decision making and MIS – approaches to MIS development -

Module 3

Data and information – meaning – definition – types - difference - data life cycle – data processing methods -

Module 4

MIS for Decision making: Transaction processing system – decision support system – executive information system

Module 5

Office Information System: introduction – office automation – office and office systems – types of office automation systems – integrated office.

Total Marks -100

Internal - 20

External - 80



Semester 3  
3.3 RETAIL MARKETING

**Module 1**

Introduction: Nature, scope and importance of marketing; Traditional VS. modern view of marketing; Retailing viewed as case of services marketing; Retail marketing management: An overview.

**Module 2**

Retailing Environment: Micro environment - Customers, suppliers, competitors and general publics; Michael Porter's five forces structural analysis of market; Macro environment: Socio-cultural, economic, technological, legal and political environments of retailing in Indian contexts.

**Module 3**

Market Selection: Concept of target marketing, Retail market segmentation - Concept, importance and bases of market segmentation; Criteria for effective segmentation; Target market selection; Positioning concept: importance and bases, Retail store positioning and management of its image.

**Module 4**

Retail Marketing Mix Planning: Concept and planning of marketing mix; Retail product decisions and planning - Product: Meaning and importance; Product classifications; Product decisions - Product quality, Packaging and labeling, Product support services; Branding - Meaning, significance and types of branding in the context of a retail store; Major retail branding decisions; Customer services decision;

**Module 5**

Product mix: Concept and decisions; Product life-cycle; New product introduction; Innovation diffusion and adoption.

**Books Recommended**

Kotler, Keller, Koshi and Jha : Marketing Management, PHI, New Delhi

Total Marks -100

Internal - 20

External - 80

Semester 3  
3.4 R - RETAIL PLANNING

Module 1

Marketing & Strategic management: Marketing: Retailing, Role, Relevance & Trends.- Retail Customer-Retail market segmentation & franchising-Relationship marketing in Retailing.-

Module 2

Retailing in Financial sector - Retailing in banking and other financial services, mutual funds and Insurance

Module 3

Human Resources Management in Retailing - Human Resources: Retail organization- Laws involved in HR.- Motivation-Customer psychology-Training needs for employee-recruitment Best Practices- How to Avoid Mis Hires– Coaching to fix weakness-Interviews guide- Avoiding Legal Problems: Bulletproof Approach.

Module 4

Legal compliances for a Retail Store - Legal compliances: License-Contracts & Recovery- Legal Process-PF/ESIC & Exemptions-Food & Restaurants-PPF-IR – Law- Shops & establishments-IPR Patents, Copyright & Trademarks- Inclusion of Service Mark- Procedure and Duration of Registration- Customer Rights- Consumer Protection Acts- -Unfair Trade Practices- -Holding of Contests and Schemes- Correctness of Representation- The Standards of Weights and Measures Act – Procedures applicable for a Retail Store

Module 5

Mall Management - Mall Management:-Types of Various retail formats-Concepts in mall design-Factors influencing Malls establishments-Aspects in Finance-Aspects in security / accounting -Aspects in HR-Aspects in Quality management-Statistical methods used in measuring mall performance.

Books Recommended

1. Retailing Management Text & Cases- SwapnaPradhan- The McGraw Hill Companies
2. Retailing Management -Levy &Weitz- The McGraw Hill Companies
3. Marketing Channel- Bert Rosenbloom- South Western -Thomson
4. Marketing Creating and Keeping Customers in an e-commerce world- Wiiliam G Zikumund& Michael d Amico- South Western –Thomson
5. Retail Management A Strategic Approach – Barry Berman & Joel R.Evans- The Prentice Hall of India, New Delhi
6. Legal Aspects of Business –AkhileshwarPathak- The McGraw Hill Companies
7. Top Grading – How Leading Companies Win by Hiring, Coaching and Keeping the Best People- Bradford D Smart- Viva Books Pvt Ltd.

Total Marks -100

Internal - 20

External – 80

Semester 3  
3.5 RETAIL AND DISTRIBUTION MANAGEMENT

**Module 1**

Marketing Channels : Definition & Importance, Functions of Marketing Channels-Intensive, Selective & Exclusive distribution strategies, Decisions in Channel Management Integrated Marketing Channels

**Module 2**

Types of Channels: Channels for Consumer goods, Industrial goods & Services – Horizontal, Vertical, Multichannel Marketing Systems

**Module 3**

Wholesale and Retail: Concept, Importance, Functions-Wholesaler Marketing Decisions – Trends in Wholesaling Retailing: Concept, Importance, Functions – Indian Vs. Global Scenario Retail Location: Factors affecting location decision-Site Selection- Location based retail Strategies

**Module 4**

Store Design: Interiors and Exteriors – Store layout – Types of layouts - Factors affecting store layout – Store image mix – Store Façade – The Internet Store. Store Administration: Floor space management-Managing store inventories and display

**Module 5**

Retail Communication Mix : Planning retail communication – Managing in-store promotions and events.

**Books Recommended**

1. Channel Management-Stern-El-Ansary
2. Retailing Management-SwapnaPradhan
3. Retail Management – Gibson Vedamani
4. Physical Distribution & Logistics Management-Dr. SubhashBhave
5. Channel Management & Retail Management-MeenalDhotre

Total Marks -100

Internal - 20

External - 80

Semester 4  
4.1 INFORMATION TECHNOLOGY FOR OFFICE

**Module 1**

**Word Processing package:** MS-Word 2007: Introduction; Features- Word User Interface Elements; Creating new Documents; Basic Editing, Saving a Document; Printing a Document; Print Preview, Page Orientation- Viewing Documents; Setting tabs-Page Margins; Indents; Ruler, Formatting Techniques; Font Formatting, Paragraph Formatting; Page Setup; Headers & Footers; Bullets and Numbered List; Borders and Shading; Find and Replace; Page Break& Page Numbers; Mail Merging-Spelling and Grammar Checking; Thesaurus; Automating Documents; Tables;; Formatting Tables;

**Module 2**

**Spreadsheet package:** Ms-Excel 2007 Introduction, Excel User Interface, Working with cell and cell addresses, Selecting a Range, Moving, Cutting, Copying with Paste, Inserting and Deleting cells, Freezing cells, Adding, Deleting and Copying Worksheet within a workbook, Renaming a Worksheet. Cell Formatting Options, Formatting fonts, Aligning, Wrapping and Rotating text, Using Borders, Boxes and Colors, Centering a heading, Changing row/column height / width, Formatting a Worksheet Automatically, Insert Comments, Clear contents in a cell. Using print Preview, Margin and Orientation, Centering a Worksheet, Using header and footer, Inserting page breaks,

**Module 3**

**Advanced Features of Excel:** All Functions in excel, Using Logical Functions, Statistical functions, Mathematical etc. Elements of Excel Charts, Categories, Create a Chart, Choosing chart type, Edit chart axis - Titles, Labels, Data series and legend, Adding a text box, Rotate text in a chart, Saving a chart.

**Module 4**

**Presentation Package:** Ms-PowerPoint 2007 Advantages of Presentation Screen layout creating presentation inserting slides adding sounds & videos-formatting slides -slide layout views in presentation -slide transition Custom animation Managing slide shows - using pen Setting slide intervals

**Module 5**

**PageMaker:** Introduction to desktop publishing – PageMaker -tools and palettes – working with objects – type styling options – working with text – formatting options – leading – margins – indents – paragraph formatting.

**Practical Training:**

- a. Prepare Pay rolls in Excel
- b. Cell Formatting Conditional
- c. Using of Mailmerging feature of word.

**Books Recommended**

1. Information Technology for Office, Antony Thomas, Pratibha Publications
2. Ms-Office 2007: Gini Courter & Annette Marquis BPB Publications

Total Marks -100

Internal - 20

External – 80 (Theory 60 + Practical 20)

Semester 4  
4.2 R - RETAIL STORES AND OPERATION MANAGEMENT

Module 1

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.

Module 2

Store Layout and Space planning - Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.

Module 3

Store Management- Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers,

Module 4

Store Record and Accounting System - Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments.

Module 5

Logistic and Information system - Improved product availability, Improved assortments, Strategies, Quick Response System.

References-

1. SwapanaPradhan- 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

Total Marks -100

Internal - 20

External - 80

Semester 4  
4.3 R - RETAIL SHOPPER BEHAVIOUR

Module 1

Introduction to Shopper Behaviour: Importance of understanding shopper behaviour; Nature and types of shoppers; Buying participants and their roles; Changing dynamics of shopping opportunities and ever-changing Indian consumer.

Module 2

Shopper Decision Making Process: Need/problem recognition; Information search; Outlet selection and purchase; Alternative evaluation in shopping; Shoppingbehaviour - Postpurchasebehaviour; Factors influencing shopper behaviour: An overview; Shopper behaviour in Indian environment.

Module 3

Influence of Socio-Cultural Factors: on Shopper Behaviour: Sub-Culture and shopper behaviour; Cross-Culture on shopper behaviour; Influences of social class on shopper behaviour; Groups Types of groups and influence of groups - opinion leadership, word of mouth communication.

Module 4

Influence of Personal Factors on Shopper Behaviour: Demographics influences; Family life cycle; Shopper needs and motives - Importance, meaning and types; Resolution of need conflict;

Module 5

Shopper attitudes - Meaning and elements, Attitude development process, Attitude measurement~;; Learning - Meaning and importance, Learning process and theories; Shopper's personality and lifestyle influences.

Books Recommended

1. Simon, Paco Underhill and Schuster Paco Underhill, Why we buy - the Science of Shopping, Paco Underhill, Rockefeller Center, New York, 2000.
2. Newman, Andrew J. and Peter Cullen, Retailing Environment and Operations, Thomson
4. Schiffman, L.G., and L.L, Kanuk, Consumer Behaviour, Pearson Education, Delhi, India, 2003.
5. Zeithaml, Valarie A. & Mary Jo-Bitner, Services Marketing-Integrating Customer Focus Across the Firm, Tata McGraw Hill, 2005.
6. ICFAI, Retailing Sector, ICFAI Press, Hyderabad, Andhra Pradesh.
- Gao, Yuan, Web Systems Design and,Online Consumer Behaviour, Idea Group Publishing, 2005.
7. Newman, Andrew J, and Peter Cullen, Retailing Environment and Operations, Thomson Learning, India, 2007.

Total Marks -100

Internal - 20

External - 80

Semester 4  
4.4 R - MALL MANAGEMENT

Module 1

Introduction: Concept of shopping mall, Growth of malls in India, Mall positioning strategies, Strategic planning for malls.

Module 2

Mall Management: Concepts in mall design, Factors influencing malls' establishment, Recovery management, Aspect in finance, Human resources, Security and accounting, Legal compliances and issues, Measuring mall performance.

Module 3

Mall Operations: Store allocation, Leasing negotiations, Maintenance and repairs, Security and safety procedures and regulations, Operational activities, Footfalls measurement, Common area management.

Module 4

Tenant Management: Selection of anchor tenant, Tenant mix, Mall resource allocation, Owner-tenant relationship.

Module 5

Types of retail formats - Multiplexes, Food courts, Branded stores, Specialty stores, Hypermarkets, Supermarkets,

Books Recommended

1. SwapnaPradhan, "Retailing Management- Text & Cases", Tata McGraw Hill
2. Fleming,P, "Guide To Retail Management" Jaico Publications.
3. Gopal, W, "Retail Management" ICFAI.
4. S.L.Gupta, "Retail Management"
5. Mitra, S.N., "Retail Management", Pointer Publication, Jaipur.
6. Berry Berman & J.R. Evans, "Retail Management – A Strategic approach"  
Prentice Hall of India, New Delhi.

Total Marks -100

Internal - 20

External - 80

Semester 4  
4.5 R – INDUSTRY TRAINING & REPORT

The student will attach himself with a Retail organisation approved by the Department for a period of 4 weeks for industry training. The student should actively participate in the operations of the organization and should work like any other employee of that organization. He/ she should do a project work for the organization and the report (not less than 40 pages, A4 size) should be submitted to the organization and the department. The student has to face a viva based on his report.

Total Marks 100

Marks for Training– 50 (To be awarded by the manager of the retail organisation and communicated to the Department)

Marks for the Report – 30 (Valued internally by the Department)

Marks for viva – 20 (Conducted by the Department)



Semester 5  
5.1 STOREKEEPING AND WAREHOUSING

**Module 1**

**Warehousing Management** - Objectives of Stores – Location and Layout – Prevention – Management of Receipts – Issue Control – Stores Documentation

**Module 2**

**Disposal of Obsolete and Scrap items-** Management of SOS – Categorization of Obsolete/Surplus – Reasons for Obsolescence – Control of Obsolescence – Control of Scrap – Responsibility for Disposal – Disposal Methods

**Module 3**

**Insurance:** Risk Management - Buyer's Interest – Marine Insurance – Inland Transit Insurance – Stores Insurance – Contractors All Risk Insurance – Miscellaneous Insurance – A to Z Claims Procedure – Loss Minimization

**Module 4**

**Spare Parts Management-** Salient Features of Spares – Inventory Control of Spares – Categorization of Spares – Provisioning of Spares – Pricing of Spares – Relevance of Maintenance – Maintenance Costs

**Module 5**

**Retail Warehousing:** importance – features

**Books Recommended**

P. Gopalakrishnan – Purchasing and Materials management – Tata McGraw Hill – 23<sup>rd</sup> Edition – 2008.

Total Marks -100

Internal - 20

External - 80

Semester 5

5.2 - CONFERENCE AND EVENT MANAGEMENT

Module 1

**Event Management:** Introduction, The Emergence of Events Industry, types Of Events, Definitions of Event management, Importance of Event Management,

Module 2

**Event Design:** Event Design And Concept, Role Of Event Management Companies, the Scope of Event Management,

Module 3

**Event Marketing:**Introduction, Event Promotion, Promotional Strategies, and five P's of Event Marketing: Product, promotion, price, public relations, and place. Internal versus External Event, marketing, Event Sponsorship, Internet Event Marketing, let us sum up: lesson end activity, keywords, and questions for discussion

Module 4

**Event Planning**

Introduction, key Steps for Planning an Event, Out Sourcing, Let Us Sum Up: Lesson end Activity, Keywords and Questions for Discussion.

Module 5

**Event Promotion:** Introduction, Promoting an Event, Identifying Promotional Measures, Tools of Promotion, the Promotion Schedule, Promotional Factors.

Total Marks -100

Internal - 20

External - 80

Semester 5  
5.3 R - MERCHANDISE MANAGEMENT

Module 1

Merchandising – meaning – concept – factors affecting merchandising function – merchandise manager functions –

Module 2

Merchandise mix – components of merchandise management – merchandise strategies

Module 3

Merchandise Planning – steps involved – merchandise control – assortment planning – merchandising stages

Module 4

Merchandise buying – types – sources of supply – identifying and contracting - evaluating sources- branding strategies – category management

Module 5

Visual Merchandising – types of display – display planning – methods of display – Window display and interior display – space management – planning lay out

Books Recommended

1. Chetan Bajaj and Ranjith – Retail Management – Oxford University Press, Second Edition,
2. Gillespie Hecht and Lebowitz – Retail Business Management ,McGraw Hill Book Company, Third Edition, 2002
3. James R Ogden, Denise T. Ogden – Integrated Retail Management , Wiley Pvt Ltd, 2005
4. Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

Total Marks -100

Internal - 20

External - 80

Semester 5  
5.4 R - RETAIL SALES TECHNIQUE & PROMOTIONS

Module 1

Advertising Communications and Promotions- Effective Advertising: Understanding When, How, and Why Advertising Works- Marketing Objectives and Positioning- Target Audience Selection and Action Objectives- Communication Objectives- The Creative Strategy and Tactics- Media Strategy: Tracking and Evaluation- Setting the Campaign Budget- Sales Promotions

Module 2

Promotion Impact- On the Marketing Mix-On the Customer-Promotions and Integrated Marketing- Creating a Customer Relations- Characteristics of an Integrated Programme- Strategic Considerations- Promotions role- Overcoming barriers in Integrated Marketing-

Module 3

Sales promotion technique- Off the Self Offers- Joint Promotions- Price Promotions- Premium Promotions- Prize Promotions- How Promotion Affects Sales-Switching, Acceleration, and Deceleration- How Promotion Affects Sales- Acceleration, Repeat Purchasing, Consumption- Trade Dealing

Module 4

Retailer Promotions-Consumer Promotions (Coupons, Rebates, and Loyalty Programs)- Consumer Promotions (Loyalty Programs, Online, and Special Event Promotions)- Calculating Promotion Profitability-Trade Deals, Retailer Promotions, Coupons, Rebates- Measuring Promotion Effectiveness-

Module 5

Sales Promotion Strategy – meaning – importance -types

Books Recommended

1. Robert C. Blattberg & Scott A. Neslin -Sales Promotion: Concepts, Methods, and Strategies -Prentice-Hall
2. Schulz, William A Robinson & Lisa A Peterson -Sales Promotion Essentials : The 10 Basic Sales Promotion Techniques
3. Julian Cummins & Ruddy Mullin- Sales Promotions How to create , Implement and Integrate Campaigns that really work- Kogan Page
4. Kazmi & Sathish K Batra Advertising & Sales Promotions- Excel Books
5. George e Belch & Michael A Belch- Advertising & Sales Promotions An Integrated Marketing Communications Perspective- Tata McGraw Hill
6. Steve Smith- How to Sell More Stuff- Promotional marketing that Really works- Dearborn Trade Publishing

Total Marks -100

Internal - 20

External – 80

Semester 5  
5.5 R - RETAIL ENVIRONMENT

Module 1

Retail: Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing-Retailer Equation –

Module 2

Retail Marketing - Marketing concepts applied to retailing – Trends in Retailing.

Module 3

Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process.

Module 4

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.

Module 5

Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy

Books Recommended

1. SwapnaPradhan –Retailing Management – Text and Cases, Tata McGraw Hill – 2nd edition, 2004
2. Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.
3. James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005
4. Gibson G Vedamani – Retail Management – Functional Principles and Prectice, Jaico Publishing House, Second edition, 2004.

Total Marks -100

Internal - 20

External - 80

Semester 6  
6.1 COMPUTERISED ACCOUNTING

**Module 1**

**Introduction to computerised accounting:** Computerised accounting Vs. Manual accounting- merits of computerised accounting – Tally 9 - Features of Tally – Screen components-Creation of Company- selecting a company – altering/ modifying company creation details – Deleting a company – F 11 Features – F 12 Configuration.

**Module 2**

**Accounts and Vouchers** – account groups – pre-defined groups – creating single & multiple groups – creation of primary account groups – creating ledger accounts in single & multiple – displaying, altering and deleting account groups and ledgers – Accounting vouchers- entering transactions in accounting vouchers – bill wise details - altering and deleting a voucher entry – creating new voucher types – modifying an existing voucher – duplicating a voucher – optional vouchers – post-dated vouchers – reverse journal – bank reconciliation statement - creating budget - generating reports - configuring reports-

**Module 3**

**Final Accounts:** balance sheet – profit and loss account – trial balance – day books – account books – statement of accounts – ratio analysis - cash flow - fund flow – list of accounts – exception reports.

**Module 4**

**Accounts with inventory** – enabling F 11 and F 12 - stock category – stock group – single/multiple creation of stock category and stock group – creation of units of measurement – creating single/multiple stock items – creating godowns - displaying, altering and deleting stock groups, units, items and godowns – cost categories- cost centres – creating cost categories and cost centres - displaying, altering and deleting cost categories and cost centres – purchase / sales orders - Inventory vouchers - using inventory vouchers – using accounting vouchers with inventory details (invoice mode) - Tally Security - Tally vault – Tally audit – advanced security control – back-up and restore – inventory reports – stock summary - inventory books – statement of inventory.

**Module 5**

**Accounting with Tax** – F 11 & F 12 settings for taxation – TDS – ledgers related to TDS – creating TDS voucher types - TDS reports – TCS – service tax - VAT – VAT terminologies – computing VAT – ledgers and vouchers pertaining to VAT – VAT reports – VAT forms – interstate trade and CST.

**Practical Training:**

Prepare final accounts of a Company in Tally with Inventory

**Books Recommended**

Computerised Accounting, Tomy KK, Prakash Publications

Tally for Every one - Roopa, Atc Publishing Chennai.

Implementing Tally 9 A Comprehensive Guide to Tally 9 A.K. Nadhani& K.K. Nadhani -

BPB Publications

Total Marks -100

Internal - 20

External – 80 (Theory 60 + Practical 20)

Semester 6  
6.2 R - RETAIL TARGETS AND LOCATIONS

Module 1

Identifying And Understanding Customers: Demographics and Lifestyles of customers/consumers with Retailing Implications, Consumer Needs and Desires, Shopping Attitudes and Behaviors, Consumers' Patronage,

Module 2

Consumer Decision Process - Decision Process and Types of Consumer Decision Making; Impulse Purchases; Customer Loyalty. Environmental Factors Affecting Consumers.

Module 3

Information Flows: Meaning, Information Gathering and Processing, Retail Information System (RIS): Constructing and Using the RIS, Good Insights for Retailers for RIS, Impact of Negative Customer Service,

Module 4

Choosing a Store Location: Importance, Trading-Area Analysis, benefits, Geographic information System, Size and Shape of Trading Areas for new Stores, Reilly's Law of Retail Gravitation, Trading Area Research; Characteristics of Trading Areas, Its Population, The Nature of competition and the Level of Saturation.

Module 5

Site-Selection: Types of Location; Central, Secondary and Neighborhood Business Districts, Strip; The Planned Regional Community Neighborhood Shopping Centers, The Choice and Evaluation of General Location; Pedestrian Traffic, Parking and Transportation Facilities, Store Composition, Terms of Occupancy

Books Recommended

1. SwapnaPradhan, "Retailing Management- Text & Cases", Tata McGraw Hill
2. Fleming.P, "Guide To Retail Management" Jaico Publications.
3. Gopal, W, "Retail Management" ICFAI.
4. S.L.Gupta, "Retail Management"
5. Mitra, S.N., "Retail Management", Pointer Publication, Jaipur.
6. Berry Berman & J.R. Evans, "Retail Management – A Strategic approach" Prentice Hall of India, New Delhi.

Total Marks -100

Internal - 20

External - 80

Semester 6  
6.3 R - RETAIL ADVERTISING AND SALES PROMOTION

Module 1

Introduction: Meaning, nature and purpose of advertising; advertising in the context of retailing; Integrated marketing communication (IMC), Advertising management process - An overview; Setting of retail advertising objectives and budgets. Media Decisions: Media planning - Media mix decisions: Popular media vehicles used in retail sector; Media timing and Scheduling.

Module 2

Copy Writing:: Different types of appeals; Copy layout; Evaluation of retail advertising effectiveness. Advertising Agencies: Features, functions and types; Selection of advertising agency -ethical and legal aspects of retail advertising.

Module 3

Introduction to Sales Promotion: Meaning, nature and role of sales promotion; Major objectives and limitations of sales promotion; Major types of sales promotion tools and techniques – Manufacturer vs. Retail store sales promotion, Consumer vs. trade sales promotion. Retail Store Sales Promotion: Objectives;

Module 4

Trade promotion: Meaning and objectives; Major trade promotion schemes – Merchandise allowance, sales contests, point-of-purchase display assistance, trade discount, co-operative advertising.

Module 5

Sales Promotion Planning and Control: Establishing objectives of sales promotion and selecting consumers for sales promotion; Developing, pre-testing, implementing, controlling and evaluating the -sales promotion programme.

References:

1. Newman, Andrew J. and Peter Cullen, Retailing Environment and Operations, Thomson Learning, India, 2007. .
  2. Belch, George E. and Michael A. Belch, Adverlising and Promotion: An Integrated Marketing Communications Perspective, 61h edition, Tata McGraw Hill Co., 2003.
  3. Batra, Rajeev, John G. Myers and David A. Aakers, Adverlising Management, 5th edition, Prentice Hall of India, New Delhi, 2003.
  4. Clow, Kenneth E., Integrated Adverlising, Promotion and Marketing Communications, Pearson Education, 2007.
  5. Wells, William, John Burnet and Sandra Mriarty, Adverlising Principlc3 and Practicc3, 51h edition, Pearson Education, 2003.
- Chunnawala, SA, Advertising, Sales and Promotion Management, Saujanya Books, Delhi, 2003.  
SACHunnawala, Advertising, Sales and Promotion Management, Saujanya Books, Delhi, 2003.

Total Marks -100

Internal - 20

External - 80



Semester 6  
6.4 R - INTERNATIONAL RETAILING

Module 1

International Marketing- Concept, Importance, International Marketing Research and Information System, Market Analysis and Foreign Market Entry Strategies, Future of International Marketing,

Module 2

**India's Presence in International Marketing**

Module 3

Internationalization of Retailing: Evolution of International Retailing, Motives of International Retailing, International Retail Environment – Socio-Cultural, Economic, Political, Legal, Technological

Module 4

Selection of Retail Market, Study and Analysis of Retailing in Global Setting, Methods of International Retailing, Forms of Entry-Joint Ventures, Franchising, Acquisition

Module 5

Competing in Foreign Market, Multi-country competition and Global Competition, Competitive Advantages in Foreign Market, Cross Market subsidization, Retail Structure, Global Structure.

Books Recommended

1. SwapanaPradhan- 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

Total Marks -100

Internal - 20

External - 80

Semester 6  
6.5 – R –FIELD WORK AND PROJECT

The student will attach himself with a retail organisation approved by the Department for a period of 4 weeks for field work. The student should actively participate in the operations of the organization and should work like any other employee of that organization. He/ she should do a project work for the organization and the report (not less than 40 pages, A4 size) should be submitted to the organization and the department. The student has to face a viva based on his report.

Total Marks 100

Marks for field work– 50 (To be awarded by the manager of the retail organisation and communicated to the Department)

Marks for the Report – 30 (Valued internally by the Department)

Marks for viva – 20 (Conducted by the Department)