

FACULTY OF ECONOMICS & BUSINESS

Syllabus

For

BACHELOR OF VOCATION (B.Voc.)

(RETAIL MANAGEMENT)

(Semester: I – VI)

**SYLLABUS FOR THE BATCH FROM YEAR 2020 TO YEAR 2023
(Only for those students who admitted in Session 2020-21)**



GURUNANKDEVUNIVERSITY
AMRITSAR

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Bachelor of Vocation (B.Voc.) (Retail Management) (Semester System)
Syllabus for the Batch From Year 2020 To Year 2023

SEMESTER-I

Paper Code	Paper Title	Theory	Practical	Marks
BVRM 101	Communication Skills in English- I	50	-	50
BVRM 102	Punjabi (Compulsory) OR ਮੁੱਢਲੀ ਪੰਜਾਬੀ OR Punjab History & Culture (From Earliest Times to C 320) (Special Paper in lieu of Punjabi Compulsory)	50	-	50
BVRM 103	Fundamentals of Management	50	-	50
BVRM 104	Basics of Retail Management	50	-	50
BVRM 105	Computer Practical –I (MS Office)	50	25	75
BVRM 106	Computer Applications in Retail	50	-	50
BVRM 107	Lab on Retail Selling Skills	-	75	75
Total		300	100	400

SEMESTER-II

Paper Code	Paper Title	Theory	Practical	Marks
BVRM 201	Communication Skills in English- II	35	15	50
BVRM 202	Punjabi (Compulsory) OR ਮੁੱਢਲੀ ਪੰਜਾਬੀ OR Punjab History & Culture (C 320 to 1000 B.C.)	50	-	50
BVRM 203	Retail Shopper Behaviour	50	-	50
BVRM 204	HR in Retail Operations	50	-	50
BVRM 205	Managerial Economics	50	-	50
BVRM 206	Computer Practical –II(MS Office)	50	25	75
BVRM 207	Training Project	-	Project Report: 50 Marks Project Presentation : 25 Marks	75
BVRM 208	*Drug Abuse: Problem, Management and Prevention (Compulsory)	100	-	100
Total		300	100	400

***Note :- This Paper marks are not included in the total marks.**

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester System)
Syllabus for the Batch From Year 2020 To Year 2023

SEMESTER-III

Paper Code	Paper Title	Theory	Practical	Marks
BVRM 301	Principles of Accounting	50	-	50
BVRM 302	E-Commerce	50	-	50
BVRM 303	Stores Layout & Design	50	-	50
BVRM 304	Retail Logistics Management	50	-	50
BVRM 305	Health & Safety Management Issues In Retail	50	-	50
BVRM 306	Computer Applications-Tally& Internet	50	25	75
BVRM 307	Store Operations-I	-	75	75

SEMESTER-IV

Paper Code	Paper Title	Theory	Practical	Marks
BVRM 401	Supply Chain Management	50	-	50
BVRM 402	Merchandising Management	50	-	50
BVRM 403	Entrepreneurship Development	50	-	50
BVRM 404	Database Management System	50	-	50
BVRM 405	Business Ethics	50	-	50
BVRM 406	Lab On E-Retailing and Retail Information System	50	25	75
BVRM 407	Store Operations–II	-	75	75
ESL 221	* Environmental Studies – II (Compulsory)	100	-	100
	Total	300	100	400

***Note :- This Paper marks are not included in the total marks.**

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester System)
Syllabus for the Batch From Year 2020 To Year 2023

SEMESTER-V

Code No.	Paper Title	Theory	Practical	Marks
BVRM 501	Personality & Soft Skills Development	50	-	50
BVRM 502	Financial Management	50	-	50
BVRM 503	Advertising and Sales Management	50	-	50
BVRM 504	Customer Relationship Management	50	-	50
BVRM 505	Business Laws	50	-	50
BVRM 506	Fundamentals of Visual Merchandising - I	-	75	75
BVRM 507	Capstone project	-	75	75
	Total	250	150	400

SEMESTER-VI

Code No.	Paper Title	Theory	Practical	Marks
BVRM 601	Retail Operations Management	50	-	50
BVRM 602	Marketing Management	50	-	50
BVRM 603	Production and Operations Management	50	-	50
BVRM 604	Taxation Law & Practice in Business	50	-	50
BVRM 605	Elements of Salesmanship	50	-	50
BVRM 606	Fundamentals of Visual Merchandising -II	-	75	75
BVRM 607	Training Project	-	75	75
	Total	250	150	400

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-I)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM101: COMMUNICATION SKILLS IN ENGLISH-I

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

The syllabus is divided in four sections as mentioned below:

SECTION-A

Reading Skills: Reading Tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings.

SECTION-B

Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/ expressions.

Activities:

- Comprehension questions in multiple choice format
- Short comprehension questions based on content and development of ideas

SECTION-C

Writing Skills: Guidelines for effective writing; writing styles for application, personal letter, official/ business letter.

Activities:

- Formatting personal and business letters.
- Organising the details in a sequential order

SECTION-D

Resume, memo, notices etc.; outline and revision.

Activities:

- Converting a biographical note into a sequenced resume or vice-versa
- Ordering and sub-dividing the contents while making notes.
- Writing notices for circulation/ boards

Recommended Books:

- *Oxford Guide to Effective Writing and Speaking* by John Seely.
- *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-I)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM102: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ-ਏ

ਸਰਵੋਤਮ ਪੰਜਾਬੀ ਸਾਹਿਤ (ਸੰਪਾ. ਡਾ. ਰਮਿੰਦਰ ਕੌਰ, ਡਾ. ਮੇਘਾ ਸਲਵਾਨ) (ਕਵਿਤਾ ਅਤੇ ਕਹਾਣੀ ਭਾਗ)

ਸੈਕਸ਼ਨ-ਬੀ

ਇਤਿਹਾਸਕ ਯਾਦਾਂ
(ਜੀਵਨੀ 1 ਤੋਂ 6 ਤੱਕ)
ਵਿਸ਼ਾ ਵਸਤੂ/ਸਾਰ/ਨਾਇਕ ਬਿੰਬ

ਸੈਕਸ਼ਨ-ਸੀ

(ੳ) ਪੈਰਾ ਰਚਨਾ
(ਅ) ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ

ਸੈਕਸ਼ਨ-ਡੀ

ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ :

ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪਭਾਸ਼ਾ ਵਿਚਲਾ ਅੰਤਰ,
ਪੰਜਾਬੀ ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ ਚਿੰਨ੍ਹ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ - ਨਿਕਾਸ ਤੇ ਵਿਕਾਸ

ਸਹਾਇਕ ਪੁਸਤਕਾਂ

1. ਰਾਜਿੰਦਰਪਾਲ ਸਿੰਘ ਬਰਾੜ, ਪੰਜਾਬੀ ਕਵਿਤਾ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ।
2. ਬ੍ਰਹਮਜਗਦੀਸ਼ ਸਿੰਘ, ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਕਾਵਿ ਸਿਧਾਂਤ, ਇਤਿਹਾਸ ਅਤੇ ਪ੍ਰਵਿਰਤੀਆਂ, ਵਾਰਿਸ ਸ਼ਾਹ ਫਾਊਂਡੇਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
3. ਬਲਦੇਵ ਸਿੰਘ ਧਾਲੀਵਾਲ, ਪੰਜਾਬੀ ਕਹਾਣੀ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ।
4. ਸਤਿੰਦਰ ਸਿੰਘ, ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਵਾਰਤਕ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ।
5. ਡਾ. ਰਮਿੰਦਰ ਕੌਰ, ਪੰਜਾਬੀ ਕਹਾਣੀ ਦਾ ਸਫ਼ਰ ਤੇ ਸ਼ਾਸਤਰੀ ਭਾਗ-੧, ਸਿੰਘ ਬ੍ਰਦਰਜ, ਅੰਮ੍ਰਿਤਸਰ।
6. ਹਰਕੀਰਤ ਸਿੰਘ, ਭਾਸ਼ਾ ਤੇ ਭਾਸ਼ਾ ਵਿਗਿਆਨ, ਲਾਹੌਰ ਬੁੱਕ ਸ਼ਾਪ, ਲੁਧਿਆਣਾ।
7. ਹਰਕੀਰਤ ਸਿੰਘ ਤੇ ਗਿਆਨੀ ਲਾਲ ਸਿੰਘ, ਕਾਲਜ ਪੰਜਾਬੀ ਵਿਆਕਰਣ, ਪੰਜਾਬ ਯੂਨੀਵਰਸਿਟੀ, ਚੰਡੀਗੜ੍ਹ।
8. ਬੂਟਾ ਸਿੰਘ ਬਰਾੜ, ਪੰਜਾਬੀ ਵਿਆਕਰਣ : ਸਿਧਾਂਤ ਤੇ ਵਿਹਾਰ, ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ।
9. ਮਿੰਨੀ ਸਲਵਾਨ, ਪੰਜਾਬੀ ਵਿਆਕਰਣ : ਮੁੱਢਲੇ ਸੰਕਲਪ, ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
10. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਬੋਧ, ਕਸਤੂਰੀ ਲਾਲ ਐਂਡ ਸੰਨਜ਼, ਅੰਮ੍ਰਿਤਸਰ।

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-I)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM102: ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠ-ਕ੍ਰਮ
ਸੈਕਸ਼ਨ-ਏ

ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਤੇ ਗੁਰਮੁਖੀ ਲਿਪੀ

- (ੳ) ਨਾਮਕਰਣ ਤੇ ਸੰਖੇਪ ਜਾਣ-ਪਛਾਣ : ਗੁਰਮੁਖੀ ਵਰਣਮਾਲਾ, ਅੱਖਰ ਕ੍ਰਮ, ਸਵਰ ਵਾਹਕ (ੳ ਅ ਏ), ਲਗਾਂ-ਮਾਤਰਾਂ, ਪੈਰ ਵਿਚ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ, ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ, ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ।
- (ਅ) ਸਿਖਲਾਈ ਤੇ ਅਭਿਆ

ਸੈਕਸ਼ਨ-ਬੀ

ਗੁਰਮੁਖੀ ਆਰਥੋਗ੍ਰਾਫੀ ਅਤੇ ਉਚਾਰਨ : ਸਵਰ, ਵਿਅੰਜਨ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ ਅਤੇ ਉਚਾਰਣ, ਮੁਹਾਰਨੀ, ਲਗਾਂ-ਮਾਤਰਾਂ ਦੀ ਪਛਾਣ।

ਸੈਕਸ਼ਨ-ਸੀ

ਪੰਜਾਬੀ ਸ਼ਬਦ ਜੋੜ : ਮੁਕਤਾ (ਦੋ ਅੱਖਰਾਂ ਵਾਲੇ ਸ਼ਬਦ, ਤਿੰਨ ਅੱਖਰਾਂ ਵਾਲੇ ਸ਼ਬਦ), ਸਿਹਾਰੀ ਵਾਲੇ ਸ਼ਬਦ, ਬਿਹਾਰੀ ਵਾਲੇ ਸ਼ਬਦ, ਔਕੜ ਵਾਲੇ ਸ਼ਬਦ, ਦੁਲੈਕੜ ਵਾਲੇ ਸ਼ਬਦ, ਲਾਂ ਵਾਲੇ ਸ਼ਬਦ, ਦੁਲਾਵਾਂ ਵਾਲੇ ਸ਼ਬਦ, ਹੋੜੇ ਵਾਲੇ ਸ਼ਬਦ, ਕਨੋੜੇ ਵਾਲੇ ਸ਼ਬਦ।

ਸੈਕਸ਼ਨ-ਡੀ

ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ ਵਾਲੇ ਸ਼ਬਦ)
ਸ਼ੁੱਧ, ਅਸ਼ੁੱਧ (ਪੈਰੇ ਵਿਚ ਲਿਖੇ ਅਸ਼ੁੱਧ ਸ਼ਬਦਾਂ ਨੂੰ ਸ਼ੁੱਧ ਕਰਨਾ)

ਸਹਾਇਕ ਪੁਸਤਕਾਂ

1. ਬ੍ਰਹਮਜਗਦੀਸ਼ ਸਿੰਘ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਤੇ ਗੁਰਮੁਖੀ ਲਿਪੀ, ਵਾਰਿਸ ਸ਼ਾਹ ਫਾਉਂਡੇਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
2. ਪ੍ਰੋ. ਸੈਰੀ ਸਿੰਘ, ਪ੍ਰੋ. ਬ੍ਰਹਮਜਗਦੀਸ਼ ਸਿੰਘ, ਭਾਸ਼ਾ ਵਿਗਿਆਨ : ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਤੇ ਗੁਰਮੁਖੀ ਲਿਪੀ, ਵਾਰਿਸ ਸ਼ਾਹ ਫਾਉਂਡੇਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
3. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਬੋਧ, ਕਸਤੂਰੀ ਲਾਲ ਐਂਡ ਸੰਨਜ਼, ਅੰਮ੍ਰਿਤਸਰ।
4. ਮਿੰਨੀ ਸਲਵਾਨ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਮੁੱਢਲੇ ਸੰਕਲਪ, ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-I)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM102: Punjab History & Culture (From Earliest Times to C 320)
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION- A

1. Physical features of the Punjab and its impact on history.
2. Sources of the ancient history of Punjab

SECTION- B

3. Harappan Civilization: Town planning; social, economic and religious life of the Indus Valley People.
4. The Indo-Aryans: Original home and settlements in Punjab.

SECTION- C

5. Social, Religious and Economic life during *Rig Vedic Age*.
6. Social, Religious and Economic life during *Later Vedic Age*.

SECTION- D

7. Teachings and impact of Buddhism
8. Jainism in the Punjab

Suggested Readings

1. L. M Joshi (ed.), *History and Culture of the Punjab*, Art-I, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed.), *History of Punjab*, Vol.I, Patiala 1977.
3. Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma, *Life in Northern India*, Delhi. 1966.
5. Chopra, P.N., Puri, B.N., & Das, M.N.(1974). *A Social, Cultural & Economic History of India*, Vol. I, New Delhi: Macmillan India.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-I)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM103: FUNDAMENTALS OF MANAGEMENT

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Management: Meaning and definition, nature, purpose, scope, importance and functions, Management as art, science and profession, management as a social system, concept of management, administration and organization, principles of management, scientific management
SECTION B
Planning: Meaning, significance, types of plans, nature, elements: objectives, policies, rules, procedures, methods, programmes, strategy, decision making. Organizing: Meaning, nature and purpose of organization forms of organization: line, functional and line and staff, formal and informal organization.
SECTION C
Staffing: Meaning, nature and functions of HRM, manpower management, factors affecting staffing, recruitment, selection, training and development, performance Appraisal: need and process. Directing: Motivation: meaning, nature, importance, types, and theories of motivation: Mc. Gregor's, Maslow and Herzberg. leadership: meaning, nature, styles.
SECTION D
Coordination: Principles and techniques, difference between coordination and cooperation. Controlling: Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques.

SUGGESTED READINGS:

1. Robbins, S.P., & Coulter, M.K., Management, Pearson Education Inc., New Delhi.
2. Gupta, Meenakshi, Principles of Management, Phi Learning Pvt. Ltd., New Delhi.
3. Koontz, h., Weihrich, h., & Aryasri, A.R., Essentials of Management, TataMcGraw-hill, New Delhi.
4. Prasad L. M., Principles and Practices of Management , Sultan Chand and Sons

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-I)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM104: BASICS OF RETAIL MANAGEMENT

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Introduction to Retailing, Importance of retailing in economy, Scope of Retailing, Evolution of Retail Environment, The Wheel of Retailing-The Accordion Theory, Emerging Trends in Retailing, Career options in retailing, Retail Structure in India.
SECTION B
Retail Strategic Planning and Operation Management, Retail Financial Strategy, Target Market Selection and Retail Location, Store Design and Layout, Visual Merchandising and Displays.
SECTION C
Merchandise Planning, Buying and Handling, Merchandise Pricing, Retail Communication Mix, Promotional Strategy, Retail Human Resources Management, Customer Service, The GAPs Model, Customer Relationship Management.
SECTION D
Retail Selling Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial , Close Handling Objections, Closing, Confirmations & Invitations. Retail Management Information Systems, Legal and Ethical Issues in Retailing.

SUGGESTED READINGS:

1. Michael Levy, Barton Weitz, Ajay Pandit, Retailing Management, Tata McGraw Hill.
2. Piyush Kumar Sinha and Dwarika Prasad Uniyal, Managing Retailing ,Oxford Dictionary Press
3. K.V.S. Madaan, Fundamental of Retailing, Tata MC Graw Hill 2009.
4. Bajaj C, Tuli R., Shrivastava N.V., Retail Management, Oxford Dictionary Press.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-I)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM105: COMPUTER PRACTICAL-I (MS OFFICE)

Time: 3Hrs.

Max. Marks: 75

Theory: 50

Practical: 25

50 Marks will be for Theory and 25 marks will be for Practical including Computer File to be conducted by External Examiner appointed by University.

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>MS WORD Introduction to Word, Introduction to Parts of a Word Window - Title bar, Menu bar, Tool bar, the Ruler, Status area, Creating new document, Opening an existing document, To insert a second document into an open document, Editing a document, Deleting text, replacing text, moving and copying text, Page setup, Margins and gutters, Changing fonts and front size, To make text bold, italic or underline, Line spacing, Centering, right alignment and left alignment, Page breaks, Headers and footers, Putting page numbers in headers and footers. Saving documents - naming word document, saving in different formats, saving on different disks</p>
SECTION B
<p>MS WORD Spell checker, Printing. Tables - Creating a table using the table menu, entering and editing text in tables, selecting in tables (adding rows, changing row heights, deleting rows, inserting columns, changing columns and cell width). Borders and shading, Templates and wizards, Working the graphics, Drawing objects, Using frames, position objects, Mail merge.</p>
SECTION C
<p>MS-POWER POINT Introduction to Ms Power Point, Power Point Elements – Templates, Wizards, Views and Color Schemes, Exploring Power Point Menu - Opening and Closing Menus, Working with Dialog Boxes. Adding text, adding title, moving text area, resizing text boxes, adding art. Starting a new slide, starting a Slide show, Saving Presentation, Printing Slides, Different Views.</p>
SECTION D
<p>MS-POWER POINT Formatting text formatting - Changing format with a new layout, using a pick look wizards to change format, Alignment of Text, Working with text spacing. Enhancing text Formatting - Using Bullets, Changing text font and size, Selecting text style, effect and color, Picking up and applying styles, Creation of Graphs, Displaying slide show and adding multi-media.</p>

SUGGESTED READINGS:

1. Windows Based Computer Courses, Rachhpal Singh &Gurvinder Singh.
2. Information Technology, Hardeep Singh &Anshuman Sharma.
3. Office Complete, BPB Publications.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-I)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM106: COMPUTER APPLICATIONS IN RETAIL

Time: 3 hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Introduction to Information Technology, Evolution of IT Management, basics of information system, Types of information System, Internet based Business Systems, Electronic Point of Sales-Hardware, Software and Automatic Identification and Data Capture (AIDC), Value Chain Reconstruction for E-Business,
SECTION B
IT Management Challenges and Issues, Database Management System, network and telecommunications, Electronic Point Of Sales (EPOS), Approaches to EPOS ,modern electronic payment methods, Smart Cards, EPOS Products and Suppliers, Managing Retail through Technology.
SECTION C
Enterprise Resource Planning (ERP), information systems for supply chain management, Knowledge Management, Data Warehousing, Data Mining.
SECTION D
Customers Relationship Management applications, e-tailing, Emerging retail technology and retail IT products and vendors ,E-Business ,E-Business Expectations and Customer Satisfaction.

SUGGESTED READINGS:

1. Information Technology for Retail, Girdhar Joshi, Oxford Printing Press
2. Henry C.lucas.Jr., Information Technology-Strategic Decision Making for Managers, John Wiley and Sons Private Limited, Singapore
3. Swapana Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-I)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 107: LAB ON RETAIL SELLING SKILLS

Max. Marks: 75

External examiner will be appointed by the University to conduct the practical by examining the students in the lab and award marks.

Week 1-3 (Theory)

Personal Selling Skills: objectives of Personal Selling, Identifying the potential Customers, Receiving & Greeting, Ascertaining the needs and Arousing Interest.

Process of Personal Selling, Handling Objections, Closing the Sale, Customer Follow up, Negotiation Strategies.

Practical Training in Lab

Week 4th

Basic Hygiene

- Tips on Basic Hygiene
- Basic Health Care
- How Hygiene affects Customers
- Cleanliness of mind & Body

Week 5th

Basic Grooming

- Dress Code
- Decent Dressing
- Hair Styling
- Maintaining Neat & Pleasant Look

Week 6th

Manners &Etiquettes

- Body Language
- Face & Body Expressions
- Self Presentation
- Voice Modulations

Week 7th

Basic Communication Skills

- Use of Words
- Use of Signs
- Communicating First Time with the Customers
- Use of Hands

Week 8th

Customer Dealing

- How to Build Patience
- Developing Listening Skills
- Humour in Conversation
- Understanding the Customer Needs
- Anger Control

Week 9th

Conversational Skills Development on Phone

- How to Make calls
- Answering the Calls

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-I)
Syllabus for the Batch From Year 2020 To Year 2023

- Representing the Company
- Following the Company's Procedure

Week 10th

Stress Management

- Handling Complaints
- Handling Stress
- Keeping Calm in Stress
- Overcoming Anxiety

Week 11th

Self Introspection

- Knowing Self
- SWOT Analysis
- Discovering own Personality

Week 12th

Refreshing Knowledge

- Building General Awareness
- New Development in Retail
- Enhancing Reasoning Abilities

Week 13th

Role Playing

- Admiring the Ideal
- Role play
- Real Life Clippings on Retail

Week 14th

Developing Relationships

- Memory Skills
- Feedback from Customers
- Giving Personal Attention

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-II)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM201: COMMUNICATION SKILLS IN ENGLISH-II

Time: 3 Hours

Max. Marks: 50
Theory Marks: 35
Practical Marks: 15

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Course Contents:

SECTION-A

Listening Skills: Barriers to listening; effective listening skills; feedback skills.

Activities: Listening exercises – Listening to conversation, News and TV reports

SECTION-B

Attending telephone calls; note taking and note making.

Activities: Taking notes on a speech/lecture

SECTION-C

Speaking and Conversational Skills: Components of a meaningful and easy conversation; understanding the cue and making appropriate responses; forms of polite speech; asking and providing information on general topics.

Activities: 1) Making conversation and taking turns

2) Oral description or explanation of a common object, situation or concept

SECTION-D

The study of sounds of English,
Stress and Intonation,
Situation based Conversation in English,
Essentials of Spoken English.

Activities: Giving Interviews

PRACTICAL / ORAL TESTING

Marks: 15

Course Contents:-

1. Oral Presentation with/without audio visual aids.
2. Group Discussion.
3. Listening to any recorded or live material and asking oral questions for listening comprehension.

Questions:-

1. Oral Presentation will be of 5 to 10 minutes duration (Topic can be given in advance or it can be student's own choice). Use of audio visual aids is desirable.
2. Group discussion comprising 8 to 10 students on a familiar topic. Time for each group will be 15 to 20 minutes.

Note: Oral test will be conducted by external examiner with the help of internal examiner.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-II)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM: 202 ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ-ਦੋ

1. **ਸਰਵੋਤਮ ਪੰਜਾਬੀ ਸਾਹਿਤ** (ਸੰਪਾ. ਡਾ. ਰਮਿੰਦਰ ਕੌਰ, ਡਾ. ਮੇਘਾ ਸਲਵਾਨ)
(ਨਿਬੰਧ ਅਤੇ ਰੇਖਾ ਚਿੱਤਰ)
ਰੇਖਾ ਚਿੱਤਰ ਦਾ ਨਾਇਕ ਬਿੰਬ, ਵਿਸ਼ਾ ਵਸਤੂ

ਸੈਕਸ਼ਨ-ਬੀ

ਇਤਿਹਾਸਕ ਯਾਦਾਂ
(ਜੀਵਨੀ 7 ਤੋਂ 12 ਤੱਕ)
ਵਿਸ਼ਾ ਵਸਤੂ/ਸਾਰ/ਨਾਇਕ ਬਿੰਬ

ਸੈਕਸ਼ਨ-ਸੀ

- (ੳ) ਸ਼ਬਦ ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ, ਪਰਿਭਾਸ਼ਾ, ਮੁਢਲੇ ਸੰਕਲਪ
(ਅ) ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ

ਸੈਕਸ਼ਨ-ਡੀ

ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ
ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ

ਸਹਾਇਕ ਪੁਸਤਕਾਂ

1. ਸਤਿੰਦਰ ਸਿੰਘ, ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਵਾਰਤਕ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ।
2. ਪ੍ਰੋ. ਪਿਆਰਾ ਸਿੰਘ, ਪੰਜਾਬੀ ਵਾਰਤਕ : ਸਿਧਾਂਤ ਇਤਿਹਾਸ ਪ੍ਰਵਿਰਤੀਆਂ, ਨਿਊ ਬੁੱਕ ਕੰਪਨੀ, ਜਲੰਧਰ।
3. ਇੰਦਰਪ੍ਰੀਤ ਸਿੰਘ ਧਾਮੀ, ਪੰਜਾਬੀ ਰੇਖਾ ਚਿੱਤਰ : ਰੂਪ ਤੇ ਪ੍ਰਕਾਰਜ, ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
4. ਬਲਬੀਰ ਸਿੰਘ ਦਿਲ, ਪੰਜਾਬੀ ਨਿਬੰਧ : ਸਰੂਪ, ਸਿਧਾਂਤ ਅਤੇ ਵਿਕਾਸ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
5. ਹਰਕੀਰਤ ਸਿੰਘ ਤੇ ਗਿਆਨੀ ਲਾਲ ਸਿੰਘ, ਕਾਲਜ ਪੰਜਾਬੀ ਵਿਆਕਰਨ, ਪੰਜਾਬ ਯੂਨੀਵਰਸਿਟੀ, ਚੰਡੀਗੜ੍ਹ।
6. ਡਾ. ਅਮਰ ਕੋਮਲ (ਸੰਪਾ.), ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਨਿਬੰਧ (ਭੂਮਿਕਾ), ਨੈਸ਼ਨਲ ਬੁੱਕ ਟਰਸਟ, ਇੰਡੀਆ।
7. ਅਬਨਾਸ਼ ਕੌਰ, ਪੰਜਾਬੀ ਰੇਖਾ ਚਿੱਤਰ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
8. ਮਿੰਨੀ ਸਲਵਾਨ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਮੁੱਢਲੇ ਸੰਕਲਪ, ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
9. ਬੂਟਾ ਸਿੰਘ ਬਰਾੜ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਸਿਧਾਂਤ ਤੇ ਵਿਹਾਰ, ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ।

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-II)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM:202 ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ : ਧਾਤੂ, ਵਧੇਤਰ (ਅਗੇਤਰ, ਮਧੇਤਰ, ਪਿਛੇਤਰ), ਪੰਜਾਬੀ ਕੋਸ਼ਗਤ ਸ਼ਬਦ ਅਤੇ ਵਿਆਕਰਣਿਕ ਸ਼ਬਦ

ਸੈਕਸ਼ਨ-ਬੀ

- (ੳ) ਸੰਯੁਕਤ ਸ਼ਬਦ, ਸਮਾਸੀ ਸ਼ਬਦ, ਦੋਜਾਤੀ ਸ਼ਬਦ, ਦੋਹਰੇ/ਦੁਹਰਕਤੀ ਸ਼ਬਦ ਅਤੇ ਮਿਸ਼ਰਤ ਸ਼ਬਦ
(ਅ) ਸਿਖਲਾਈ ਤੇ ਅਭਿਆਸ

ਸੈਕਸ਼ਨ-ਸੀ

ਇਕ-ਵਚਨ, ਬਹੁ-ਵਚਨ, ਲਿੰਗ-ਪੁਲਿੰਗ, ਬਹੁ-ਅਰਥਕ ਸ਼ਬਦ, ਸਮਾਨ-ਅਰਥਕ ਸ਼ਬਦ, ਬਹੁਤੇ ਸ਼ਬਦਾਂ ਲਈ ਇੱਕ ਸ਼ਬਦ, ਸ਼ਬਦ ਜੋੜ, ਵਿਰੋਧਆਰਥਕ ਸ਼ਬਦ।

ਸੈਕਸ਼ਨ-ਡੀ

ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਖਾਣ-ਪੀਣ, ਸਾਕਾਦਾਰੀ, ਰੁੱਤਾਂ, ਮਹੀਨਿਆਂ, ਗਿਣਤੀ, ਮੌਸਮ, ਮਾਰਕੀਟ/ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਧੰਦਿਆਂ ਆਦਿ ਨਾਲ ਸੰਬੰਧਿਤ।

ਸਹਾਇਕ ਪੁਸਤਕਾਂ

1. ਜੋਤੀ ਸ਼ਰਮਾ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ, ਵਾਰਿਸ ਸ਼ਾਹ ਫਾਊਂਡੇਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
2. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਬੋਧ, ਕਸਤੂਰੀ ਲਾਲ ਐਂਡ ਸੰਨਜ਼, ਅੰਮ੍ਰਿਤਸਰ।
3. ਮਿੰਨੀ ਸਲਵਾਨ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਮੁੱਢਲੇ ਸੰਕਲਪ, ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
4. ਰੰਜੂ ਬਾਲਾ, ਅਰਥ ਵਿਗਿਆਨ, ਆਰਸੀ ਪਬਲਿਸ਼ਰਜ਼, ਦਿੱਲੀ।

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-II)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM202: Punjab History & Culture (C. 320 to 1000 B. C)
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours

Max. Marks : 50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION- A

1. Alexander's Invasion and its Impact
Punjab under Chandragupta Maurya and Ashoka.

SECTION- B

2. The Kushans and their Contribution to the Punjab.
3. The Panjab under the Gupta Empire.

SECTION- C

4. The Punjab under the Vardhana Emperors
5. Socio-cultural History of Punjab from 7th to 1000 A.D.

SECTION- D

6. Development of languages and Education with Special reference to Taxila
7. Development of Art & Architecture

Suggested Readings

1. L. M Joshi (ed), *History and Culture of the Punjab*, Art-I, Punjabi University, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed.), *History of Punjab*, Vol.I, Punjabi University, Patiala, 1977.
3. Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma: *Life in Northern India*, Delhi. 1966.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-II)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM203: RETAIL SHOPPER BEHAVIOUR

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Introduction to Shopper behaviour, Nature, Types of Shopper, Importance of understanding shopper behaviour, Buying participants and their role. Concepts and techniques for understanding the retail dynamics of customer, buying decision process for products.
SECTION B
Shopper decision making process, Need/problem recognition stages in retail buying decision process such as information search alternatives evaluation, brand choice/post purchase dissonance, brand loyalty and motivation research concepts. Model of retail consumer behaviour personal, social and cultural influence on customer, understanding customer needs and motives.
SECTION C
Influence of social class on shopper behaviour groups, types of group & influence of group opinion leadership, word of mouth communication. Shopper needs and motives: - Importance, meaning and types. Motivation theories, perception, importance & meaning, elements of perception.
SECTION D
.Shopper attitudes: - Meaning & Elements, attitude development process. Attitude measurement. Customer Services in Retail, CRM.

SUGGESTED READINGS:

1. Retail Marketing by A. Siva Kumar.
2. Patronage Behavior & Retail Management by William R. Darden.
3. Retail Marketing by Gary Akchurst.
4. Cases in Retail management by R.K Srivastava.
5. Consumer Behaviour by Wayne D.Hoyer&J.Maclnnis

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-II)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 204: HUMAN RESOURCE IN RETAIL OPERATIONS

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Introduction to Human Resource in retail operations, Importance, Scope, functions, Objectives. Evolution of the concept of Human Resource in Retail Operations, Long Run and Short Run Objectives of HR in Retail.
SECTION B
Planning for Human Resource, Organizational charts, Design for Retailer's specific needs. Recruitment & selection, job analysis, Process of job analysis, Job specification, Methods of job analysis.
SECTION C
Placement, Induction & Internal mobility of human resource. Training of employees, Need for training, objectives and methods of training, evaluation, Commitment and Motivation of human resource.
SECTION D
Compensation management & grievance redressal, Compensation planning, wage systems, factors influencing wage system, Employee turnover, Labour participation in management.

SUGGESTED READINGS:

- Retailing Management, Michael Levy and Barton Weitz, Mc Graw Hill, Irwin
- Retail Management: A Strategic Approach by Berman, Bary and Joel.
- Human Resource and Personnel Management by K. Arswathappa.
- Human Resource in Indian Organisation by R.SDwivedi.
- Retail Management by S.L Gupta.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-II)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 205: MANAGERIAL ECONOMICS

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Introduction to Managerial Economics: Introduction, concept, scope, significance of managerial economics. Distinction b/w Economics and Managerial Economics, Role of Managerial Economics & major Economic problems & tools of managerial economics.
SECTION B
Demand and Supply: Introduction, concept of demand, Law of demand, change in demand & Quantity demanded , concept of supply, law of supply, demand & supply equilibrium. Elasticity of Demand and Supply: Price elasticity of demand, measurement, factors influencing price elasticity of demand. Income elasticity of demand, cross elasticity of demand, elasticity of supply, factors determining elasticity of supply.
SECTION C
Production & Cost function: Production function, short run production, long run production, producer's equilibrium, types of production function. Concept of Cost, type of cost in long run and short run.
SECTION D
Market dynamic: elements of competition, perfect competition, monopoly & price discrimination, imperfect competition & duopoly. Profit concepts and measurement. Role of Government in an economy: Introduction, Requirement of Government intervention in an economy, role of Govt. in different economic systems and policies.

SUGGESTED READINGS:

- Business Economics by M Adhikary.
- Managerial Economics by O.P Chopra.
- Managerial Economics by G Paul Keat & Phillips K.Y.
- Managerial Economics by Prof (Dr.) Jaswinder Singh.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-II)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 206: COMPUTER PRACTICAL-II (MS OFFICE)

Max. Marks: 75

Theory: 50

Practical: 25

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>MS-EXCEL Introduction to Worksheet/Spreadsheets, Creating a simple Worksheet, Computations in a Worksheet, Printing the Worksheet, Graphs, Data Sorting, Filling, Query, Filtering. Applying Formulas.</p>
SECTION B
<p>ADVANCED EXCEL Functions and Formulas: Formulas with Multiple Operators, Inserting and Editing a Function, Auto Calculate and Manual Calculation, Defining Names, Using and Managing Defined Names, Displaying and Tracing Formulas, Understanding Formula Errors, Using Logical Functions (IF), Using Financial Functions (PMT), Using Database Functions (DSUM), Using Lookup Functions (VLOOKUP), User Defined and Compatibility Functions, Financial Functions, Date & Time Functions, Math & Trig Functions, Statistical Functions, Database Functions, Text Functions, Logical Functions, Information Functions, Engineering and Cube Functions. Working with Data Ranges: Sorting by One Column, Sorting by Colors or Icons, Sorting by Multiple Columns, Sorting by a Custom List, Filtering Data, Creating a Custom AutoFilter, Using an Advanced Filter.</p>
SECTION C
<p>Working with PivotTables: Creating a PivotTable, Specifying PivotTable Data, Changing a PivotTable's Calculation, Filtering and Sorting a PivotTable, Working with PivotTable Layout, Grouping PivotTable Items, Updating a PivotTable, Formatting a PivotTable, Creating a PivotChart, Using Slicers, Sharing Slicers between PivotTables. Analyzing and Organizing Data: Creating Scenarios, Creating a Scenario Report, Working with Data Tables.</p>
SECTION D
<p>Working with Web and External Data: Inserting a Hyperlink, Importing Data from an Access Database or Text File, Importing Data from the Web and Other Sources, Working with Existing Data Connections. Customizing Excel: Customizing the Ribbon, Customizing the Quick Access Toolbar, Using and Customizing AutoCorrect, Changing Excel's Default Options, Creating a Custom AutoFill List, Creating a Custom Number Format.</p>

SUGGESTED READINGS:

1. Windows Based Computer Courses, Rachhpal Singh &Gurvinder Singh.
2. Information Technology, Hardeep Singh &Anshuman Sharma.
3. Office Complete, BPB Publications.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-II)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 207: TRAINING PROJECT

Time: 8 Weeks

Max. Marks: 75
Project Report: 50
Project Presentation: 25

All the students will submit their Training Reports (in duplicate) within a period of one month in the department; this period shall be counted from the last date of completion of their training. The supervisor in the organization under whose guidance the training is carried out will be required to grade the student's report. Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate (out of 25 marks) on the basis of the assessment report provided by the organization where the Training has been completed and his/her own assessment about the work done by the student. The evaluation of the remaining 50 marks shall be made by external examiner appointed by the university who shall evaluate the report on the basis of presentation and the assessment report received from the organization where student has undergone Training.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-II)
Syllabus for the Batch From Year 2020 To Year 2023

**BVRM 208: DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION
(Compulsory Paper)**

Time: 3 Hours

Max. Marks: 100

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section – A

Meaning of Drug Abuse:

- 1) Meaning, Nature and Extent of Drug Abuse in India and Punjab.
- 2) Consequences of Drug Abuse for:
 - Individual : Education, Employment, Income.
 - Family : Violence.
 - Society : Crime.
 - Nation : Law and Order problem.

Section – B

Management of Drug Abuse:

- (i) Medical Management: Medication for treatment and to reduce withdrawal effects.
- (ii) Psychiatric Management: Counselling, Behavioural and Cognitive therapy.
- (iii) Social Management: Family, Group therapy and Environmental Intervention.

Section – C

Prevention of Drug abuse:

- (i) Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.
- (ii) School: Counselling, Teacher as role-model. Parent-teacher-Health Professional Coordination, Random testing on students.

Section – D

Controlling Drug Abuse:

- (i) Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program
- (ii) Legislation: NDPs act, Statutory warnings, Policing of Borders, Checking Supply/Smuggling of Drugs, Strict enforcement of laws, Time bound trials.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-II)
Syllabus for the Batch From Year 2020 To Year 2023

References:

1. Ahuja, Ram (2003), *Social Problems in India*, Rawat Publication, Jaipur.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. *The Drug Crime Connection*. Beverly Hills: Sage Publications.
4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
5. Kessel, Neil and Henry Walton. 1982, *Alcoholism*. Harmond Worth: Penguin Books.
6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
7. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
8. Ross Coomber and Others. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.
9. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking obscenity* New Delhi: Mittal Publications.
10. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
11. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
12. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
13. Verma, P.S. 2017, “*Punjab’s Drug Problem: Contours and Characteristics*”, Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
14. World Drug Report 2016, United Nations office of Drug and Crime.
15. World Drug Report 2017, United Nations office of Drug and Crime.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-III)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 301: PRINCIPLES OF ACCOUNTING

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Theory base of Accounting. Fundamental accounting assumptions: full disclosure, materiality, prudence. Accounting principles: accounting entity, money measurement, accounting period, going concern, consistency, and accrual cost concept, matching concept and dual aspect. Bases of accounting - cash basis and accrual basis.
SECTION B
Accounting standards and IFRS (International Financial Reporting Standards): concept and objectives. Accounting v/s book keeping terms used in accounting, users of accounting information and limitations of financial accounting. Brief review of accounting standards in India, accounting policies, accounting as a measurement discipline, valuation principles, accounting estimates. Recording of transactions: voucher system -accounting process, Journal, recording of transactions
SECTION C
Accounting equation: analysis of transactions using accounting equation. Rules of debit and credit: for assets, liabilities, capital, revenue and expenses. Origin of transactions- source documents (invoice, cash memo, pay in slip, cheque), preparation of vouchers - cash (debit and credit) and non cash (transfer). Books of original entry: format and recording - journal. Cash book: simple cash book, cash book with discount column and cash book with bank and discount columns, petty cash book. Other books: purchases book, sales book, purchases returns book, sales returns book and journal proper., bank reconciliation statement, trial balance.
SECTION D
Depreciation: meaning, need & importance of depreciation, methods of charging depreciation Preparation of final accounts: preparation of trading and profit & loss account and balance sheet of sole proprietary business introduction to company final accounts: important provisions of the Companies Act, 1956 in respect of preparation of final accounts of a company.

SUGGESTED READINGS:

1. Modern Accountancy: Hanif and Mukherjee Part I & II (TMH)
2. Higher Secondary Accountancy: Hanif, Mukherjee, Biswal and Sharma
3. Financial Accounting: P.C.Tulsian (Pearson)
4. An Introduction to Accountancy: S N Maheshwari S K Maheshwari (Vikas)

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-III)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM302: E-COMMERCE

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Introduction to E-Commerce: Meaning and concept of E-Commerce; History of E- Commerce; Traditional Commerce and E-Commerce; Different types of E-Commerce – B2B, B2C, C2C, B2E, G2C; Need and Role of E-Commerce; Advantage and Disadvantage of E-Commerce – organization, Consumer, Society; E-Business and E-Commerce; Value Chain in E-Business.
SECTION B
E-Commerce Technologies: Internet & WWW; Internet Protocols – OSI Model, TCP/IP, TCP, UDP, IP, DNS, FTP, SLIP, PPP; Multimedia technology – ISDN, ATM, Cell relay, desktop Video Conferencing; Information Publishing Technology - HTML, URL, HTTP, HTML FORM. Electronic Data Inter-change: Introduction , Concepts of EDI and Limitation, Applications of EDI, Disadvantages of EDI , EDI model.
SECTION C
Electronic Payment System: Transaction through Internet, Requirements of E-Payment System, Post Paid Payment System, Credit Card Solutions, Cyber Cash Internal Cheques, Instant Paid Payment System, Debit Card, Prepaid Payment System, Electronic Cash, Digi Cash, Net Cash, Cyber Cash, Smart Cards.
SECTION D
E-Marketing: Concept of E- Marketing, 4Ps of E-Marketing, Traditional Marketing v/s E-Marketing, Advantages of E-Marketing, Status of E-Marketing in India. E-Security: Areas of Internet Security, Security Threats, Security Breach Avoidance, Defection and Recovery, Confidentiality and Integrity, Electronic Signature, Access Control, Authentication Precaution for Secure E-Commerce

SUGGESTED READINGS:

1. E-Commerce An Indian Perspective: P.T.Joseph, S.J., PHI.
2. E-Commerce Business.Technology. Society, Kenneth C. Laudon, Carol GuericoTraver, Pearson Education.
3. E-Commerce: Schneider, Thomson Publication
4. Electronic Commerce: Greenstein, Merylin, Tata Mc Graw Hill
5. Doing Business on the Internet E-COMMERCE (Electronic Commerce for Business) S. Jaiswal, Galgotia Publications.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-III)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 303 :STORE LAYOUT AND DESIGN

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Store operations: Importance of store operations, responsibility of store operations, store maintenance; merchandising handling and controlling; purchasing store supplies and equipment; store security.
SECTION B
Store organization: meaning and importance; principles of effective store organization and management; formal organizational structure, informal organization – objectives policies and procedures
SECTION C
Store location: selecting a city, types of location within a city; trading area analysis, catchment area analysis; site evaluation, terms of occupancy.
SECTION D
Store design and engineering: store design and retailing strategy, store design and facilities planning , store layout and departmentalizing, department space requirement, departmental locations , internal layout of departments

SUGGESTED READINGS:

1. Bermon, Barry and Joel r Evans, retail management, prentice hall of India limited, New Delhi.
2. Abhijeet das, mall management with case studies, taxman.
3. David j Rachman retail strategy and structure : A Management approach, prentice hall of India limited.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-III)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 304: RETAIL LOGISTICS MANAGEMENT

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Logistics: Definition, History and Evolution, Objectives, the work of logistics, logistics interference with marketing, retail logistics, emerging concept in logistics.
SECTION B
Logistics Management: Definition, achievement of competitive advantage through logistics framework, role of logistics management.
SECTION C
Integrated Logistics Management: Evolution of concept, model and process. Role of IT in logistics, Logistic Service firms and third party logistics.
SECTION D
Retail logistics network, Design for global operation, information management for global logistics.

SUGGESTED READINGS:

1. David J. Bloomberg, Stephen Lemay and Logistics, Prentice Hall of India Pvt. Joe B. Hanna Ltd. , New Delhi 2003.
2. Donald J. Bowersox and David J. Closs: Logistical Management, Tata Mc Graw Hill Publishing Co., New Delhi,2004
3. Satish C. Aliawadi and Rakesh Singh: Logistics Management, Prentice Hall of India Pvt. Ltd. , New Delhi, 2000
4. Donald Waters: Logistics, Palgrave Macmillan, New York,2004

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-III)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 305: HEALTH & SAFETY MANAGEMENT ISSUES IN RETAIL

TIME: 3 Hrs

Max. Marks:50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Introduction to Health and safety management System, safe work procedure, Lifting and Handling Techniques Types of Health Issues in Retail, Types of Health Insurance Plans and its Benefits.
SECTION B
Health Programmes in Retail stores. Legal Requirements for Health Management Issues in Retail, Company Policies regarding Health Management Issues. Types of hazards and risks in various retail sectors; Departmental Store, Supermarket, Specialty Store, Fresh Food Store.
SECTION C
Safety Inspection process, Checklist and report Hazard identification and risk control procedure Company procedures, legal requirements and methods to deal with emergencies and accidents, Procedure for evacuation including alarm raise, exits and assembly points
SECTION D
Emergency response techniques Investigation procedure and report Guidelines for forming a health and safety committee

Suggested Readings:

1. Essentials of Storekeeping and Purchasing, M.M. Verma, SultanChand& Sons, New Delhi.
2. Materials Handling, Immer, J.R., Mc-Graw-Hills Book Co., New York.
3. Materials and Purchasing Management, Chunawala& Patel, Himalaya Publishing H
4. Safety Matters-A guide to Health and Safety at work, Adrian Flynn and John Shaw
5. Dynamics Risk Assessment -The Practical Guide to Making Risk-Based Decisions with the 3-Level Risk Management Model By Stephen Asbury, Edmund Jacobs
6. Health and Safety, Environment and Quality Audits By Stephen Asbury

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-III)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM306: COMPUTER APPLICATIONS-TALLY AND INTERNET

Time: 3 Hrs.

Max. Marks : 75
Theory: 50
Practical: 25

50 Marks will be for Theory and 25 marks will be for Practical including Computer File (Tally & Internet) to be conducted by External Examiner appointed by University.

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<u>Introduction:</u> Fundamentals of Accounting and Tally ERP 9, Installing and activating Tally ERP 9 creating masters in Tally ERP 9, Voucher entry and generation of reports, Tally Vault and security controls, Printing Reports
SECTION B
Advanced accounting and inventory in Tally ERP 9, Value Added Tax (VAT), Central Sales Tax (CST), Tax Deducted at Source (TDS), GST
SECTION C
Computer Network and Communication: Network types, network topologies, network communication devices, physical communication media. Internet and its Applications: E-mail, TELNET, FTP, World Wide Web, Internet chatting, Intranet, Extranet, Gopher, Mosaic, WAIS.
SECTION D
Security management tools: PC tools, Norton Utilities, Virus, worms, threats, virus detection, prevention and cure utilities, Firewalls, Proxy servers.

SUGGESTED READINGS:

- Mastering tally ERP 9- Basic accounts, Invoice and Inventory: Ashok K. Nadhani, BPB Publications
- Implementing Tally 9- A Comprehensive Guide : A.K. Nadhani, K.K. Nadhani, BPB Publications
- Computer Networking: James F. Kurose, Keith W. Ross, Pearsons
- Intenet and its applications: P. Rizwan Ahmed, Margham Publications

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-III)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 307: STORE OPERATIONS-I

Max. Marks: 75

PRACTICAL TRAINING

To develop necessary skills for planning, monitoring and controlling merchandise in a retail store, practical training will be provided to students regarding:

1. Planning and Managing Retail Operations
2. Types of Store Operations and functions of a store manager
3. Measuring Productivity & Operating Efficiency
4. Control techniques for successful operations and measurement of performance
5. Stock taking
6. Store layout
7. Planning and Execution of Retail Operations
8. Franchising

Store visits have to be organized for the students to make them familiar with day to day operations of a store

SUGGESTED READINGS:

1. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi
2. Barry Berman, Joel R. Evans, Retail Management, Pearson Education
3. A. J. Lamba, The Art of Retailing, Tata McGraw Hill Publishing Co. Ltd. New Delhi

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-IV)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 401: SUPPLY CHAIN MANAGEMENT

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Supply Chain Management: Introduction and Development, Nature and Importance of Supply Chain- value chain- components of supply chain- the need for supply chain understanding the supply chain management – Participants in supply chain
SECTION B
Integrated SCM: Concept , Span and Process of integrated management SCM. Managing Relationships in SCM: Role of relationship marketing in SCM; managing relationships with suppliers, service providers and customers, supplier- retailer collaboration and alliances.
SECTION C
Supply Chain and Information Management: Importance of information management, IT and business management systems-MR, DRP, ERP, EIP and CPFR. Purchasing Process: Strategic role of purchasing in the supply chain and total customer satisfaction; purchasing cycle; supplier selection and evaluation.
SECTION D
Retail Supply Chain Management in India: Supply Chain Organization Structure and Planning in different retail sectors- food and grocery, consumer durables; supply chain infrastructure in India.

SUGGESTED READINGS:

1. Bowersox, DONALD J. and DAVID J. CLOSS, logistical management : the integrated supply chain-process, tmh, 2003
2. Christopher, Martin, Logistics and Supply Chain Management , Pitman, London 1993
3. Chopra, Sunil and Peter Meindl, Supply Chain Management : strategy, planning and operation, Pearson Education, New Delhi 2007
4. Sahay, B.S., Supply Chain Management for global competitiveness, Macmillan, New Delhi. 2003.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-IV)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 402: MERCHANDISING MANAGEMENT

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Merchandise Management: Meaning, Concept, factors affecting merchandising function, merchandise manager, functions, merchandise hierarchy, merchandise mix, components of merchandise management, merchandise strategies.
SECTION B
Merchandise Buying: Types of buying, sources of supply, identifying and contracting evaluating sources, branding strategies, category management. Visual Merchandising: Types of display, Display Planning, Characteristics of effective display, selling power of display, methods of display- window display and interior display
SECTION C
Implementing Merchandising Plans (IMP): sequential steps for imp; logistics with goals; inventory management.
SECTION D
Financial Merchandise Management(FMM): Overview, Cost and Retail methods of accounting for FMM. Merchandise Forecasting and Budgeting, Unit Control System (UCS) , Financial Inventory Control.

SUGGESTED READINGS:

1. Swapan Pradhan, “ Retailing Management- text and cases”, Tata Mc Graw 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 Publications Jaipur.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-IV)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 403: ENTREPRENEURSHIP DEVELOPMENT

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Concept of Entrepreneur: Meaning, functions, need, types and role played in economic development. Concept of Entrepreneurship: Meaning of Entrepreneurship, factors affecting the growth of Entrepreneurship. Entrepreneurial motivation and leadership.
SECTION B
Entrepreneurship Development Programme: Role played by Govt. in conducting Entrepreneurship Development Programmes. Various institutions for conducting Entrepreneurship Development Programmes. Problems in conducting Entrepreneurship Development Programmes.
SECTION C
Environmental factors affecting development of Entrepreneurship. Various growth strategies for entrepreneurs. Starting a new enterprise, various formalities in setting a new enterprise, Tax and Legal considerations, Licensing and Registration Procedures, Assessment of the Market for the Proposed Project, various obstacles in starting a new enterprise.
SECTION D
Preparation of a Project report, Project formulation, Project design, Project Planning, Project implementation. Financial Analysis of Project: Ratio analysis, Investment analysis, Break Even analysis. Government plans and policies regarding growth of entrepreneurship in India.

SUGGESTED READINGS:

1. Vasant Desai, "Dynamics of Entrepreneurial Development and Management", Himalaya Publishing House, Mumbai.
2. Parsad L.M., "Principles and Practice of Management", Sultan Chanda & Sons, New Delhi. Hall, B. Pricke; and Royce L. Brahamson, "Small Business Management".
3. Kenneth R., Van Voorthis, "Enterpreneurship and Small Business Management"
4. Joseph R. Mancuso, "How to Start, Finance and Manage Your Own Small Business".

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-IV)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 404:DATA BASE MANAGEMENT SYSTEM

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>INTRODUCTION Basic Terminology: data, field, record, file, database, database management system. Structure of database system, Advantage and disadvantage, levels of database system, Relational model, hierarchical model, network model, comparison of these models, E–R diagram, different keys used in a relational system. DBA and responsibilities of DBA.</p>
SECTION B
<p>NORMALIZATION Normalization forms: 1NF, 2NF, 3NF, BCNF, 4NF, 5NF.</p>
SECTION C
<p>ORACLE Introduction to Oracle.</p>
SECTION D
<p>ORACLE SQL–DDL, DML, DCL, Join methods & sub query. Operators (Union Intersection, Minus), Built in Functions, Views, Security amongst users, Sequences, Indexing, Object Oriented Features of Oracle 10g.</p>

SUGGESTED READINGS:

1. Introduction to Database System, C.J. Date.
2. Database Management System, B.C. Desai.
3. Database Concept, Korth.
4. Database Management System, Pratik Bhatia

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-IV)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 405: BUSINESS ETHICS

Time: 3Hrs

Max Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Ethics: Meaning, Definition, Importance, nature. Arguments in favour and against business ethics.
SECTION B
Corporate Governance. Origin and Development of Corporate governance, Theories underlying Corporate Governance : Stake holder's theory and Stewardship theory, Agency theory, Separation of ownership and control, corporate Governance Mechanism: Anglo American Model, German Model, Japanese Model, Indian Model, OECD. CSR: Concept, Importance, Social responsibility of business towards different stakeholders. Arguments for and against CSR.CSR in India.
SECTION C
Managing Ethics In The Workplace: (a)Managing ethics programs in workplace (b) Developing code of ethics (c) Developing Code of conduct (d)Ethics Training
SECTION D
Ethical Theories : Ethical Dilemmas, Sources and Their Resolutions. Individual Factors: Moral Philosophies, Organizational Factors: The Role of Ethical Culture and Relationships. Relationship between Ethics and corporate excellence

Suggested readings:

1. Ghosh , B.N. ,” Business ethics and corporate governance “, 1st edition (2011), Rex Book Store, Manila, Phillippines.
2. Bhatt, K. and Sumitha, A., “Business Ethics And Corporate Social Responsibility” ,2nd Edition (2011), Himalaya Publication.
3. Murthy, “Business Ethics and Corporate Governance”, 2009, Himalayan Publication.
4. V. Balachandran and V. Chandrasekaran, “Corporate Governance and Social Responsibility”, 2009, PHI Learning Private Limited, New Delhi.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-IV)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM406: LAB ON E-RETAILING AND RETAIL INFORMATION SYSTEM

Time: 3Hrs

Max Marks: 75

Theory: 50

Practical: 25

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Note: 25 marks will be for practical to be conducted by External Examiner appointed by University. Students are required to prepare practical file.

SECTION A
<p>Foundation of E-Retailing: Meaning, Definition, transition from traditional marketing to E- Marketing, demographics and targeting, adaptability and closed-loop marketing. Advantages and shortcomings of E- Retailing, online brand management.</p> <p>E-Retailing: The current trends: Current trend analysis and measures, current status of online retailing, E-Retailing statistics in India</p>
SECTION B
<p>E-Commerce: Procedures and methods: Meaning and uses, M-Commerce, E-Commerce payment system, E-Payment security and challenges.</p> <p>Marketing Mix in the age of E-retailing: the roles of cyber intermediaries in E-Retailing, E-Retailing and supply chain management system.</p>
SECTION C
<p>Online pricing and promotions: Factors affecting online pricing, different methods of online pricing, price discrimination in E-retailing, price strategies for information goods, dynamics of pricing for E-retailing, Promotional Strategies of E-retail business</p>
SECTION D
<p>Preparation of computer software and contents for designing website</p> <p>Globalization and changing retail formats: virtual store-E-retailing international retailing-opportunities, market entry Formulas-new customized formats (customized stores, portable stores, merchandising depots. retail theatre, service mails, and customer-made stores, interactive kiosk 'shopping arcades')</p>

SUGGESTED READINGS:

1. Rayport, Jeffery F. and Bernard J. Jaworski, introduction to E- Commerce, Tata Mc-Graw Hill,2003
2. Kalakota, Ravi and Andrew B. Winston , Frontier of e- Commerce , Pearson Education, Mumbai, 2002.
3. Bajaj, kamlesh K. and Debjani Nag. E-Commerce – The cutting edge of Business, Tata Mc-Graw Hill, New Delhi,2002
4. Fleming P, “ Guide to Retail Management” Jaico publications.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-IV)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 407: STORE OPERATIONS-II

Max. Marks: 75
PRACTICAL TRAINING

To develop necessary skills for planning, monitoring and controlling merchandise in a retail store, practical training will be provided to students regarding:

1. Planning and Managing Retail Operations
2. Types of Store Operations and functions of a store manager
3. Measuring Productivity & Operating Efficiency
4. Control techniques for successful operations and measurement of performance
5. Stock taking
6. Store layout
7. Planning and Execution of Retail Operations
8. Franchising

Store visits have to be organized for the students to make them familiar with day to day operations of a store.

SUGGESTED READINGS:

1. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi
2. Barry Berman, Joel R. Evans, Retail Management, Pearson Education
3. A. J. Lamba, The Art of Retailing, Tata McGraw Hill Publishing Co. Ltd. New Delhi

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-IV)
Syllabus for the Batch From Year 2020 To Year 2023

ESL-221: Environmental Studies (Compulsory Paper)

Time: 3 Hrs.

Max. Marks: 100

Teaching Methodologies

The Core Module Syllabus for Environmental Studies includes class room teaching and field work. The syllabus is divided into 8 Units [Unit-1 to Unit-VII] covering 45 lectures + 5 hours for field work [Unit-VIII]. The first 7 Units will cover 45 lectures which are class room based to enhance knowledge skills and attitude to environment. Unit-VIII comprises of 5 hours field work to be submitted by each candidate to the Teacher in-charge for evaluation latest by 15 December, 2020.

Exam Pattern: **End Semester Examination- 75 marks**
 Project Report/Field Study- 25 marks [based on submitted report]
 Total Marks- 100

The structure of the question paper being:

Part-A, Short answer pattern with inbuilt choice – 25 marks

Attempt any five questions out of seven distributed equally from Unit-1 to Unit-VII.
Each question carries 5 marks. Answer to each question should not exceed 2 pages.

Part-B, Essay type with inbuilt choice – 50 marks

Attempt any five questions out of eight distributed equally from Unit-1 to Unit-VII. Each question carries 10 marks. Answer to each question should not exceed 5 pages.

Project Report / Internal Assessment:

Part-C, Field work – 25 marks [Field work equal to 5 lecture hours]

The candidate will submit a hand written field work report showing photographs, sketches, observations, perspective of any topic related to Environment or Ecosystem. The exhaustive list for project report/area of study are given just for reference:

1. Visit to a local area to document environmental assets: River / Forest/ Grassland / Hill / Mountain / Water body / Pond / Lake / Solid Waste Disposal / Water Treatment Plant / Wastewater Treatment Facility etc.
2. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
3. Study of common plants, insects, birds
4. Study of tree in your areas with their botanical names and soil types
5. Study of birds and their nesting habits
6. Study of local pond in terms of wastewater inflow and water quality
7. Study of industrial units in your area. Name of industry, type of industry, Size (Large, Medium or small scale)
8. Study of common disease in the village and basic data from community health centre
9. Adopt any five young plants and photograph its growth
10. Analyze the Total dissolved solids of ground water samples in your area.
11. Study of Particulate Matter (PM_{2.5} or PM₁₀) data from Sameer website. Download from Play store.
12. Perspective on any field on Environmental Studies with secondary data taken from Central Pollution Control Board, State Pollution Control Board, State Science & Technology Council etc.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-IV)
Syllabus for the Batch From Year 2020 To Year 2023

Unit-I

The multidisciplinary nature of environmental studies

Definition, scope and importance, Need for public awareness

(2 lectures)

Unit-II

Natural Resources: Renewable and non-renewable resources:

Natural resources and associated problems.

- (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
 - Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

(8 Lectures)

Unit-III

Ecosystems

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

(6 Lectures)

Unit-IV

Biodiversity and its conservation

- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

(8 Lectures)

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-IV)
Syllabus for the Batch From Year 2020 To Year 2023

Unit-V

Environmental Pollution

Definition

- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides

(8 Lectures)

Unit-VI

Social Issues and the Environment

- From unsustainable to sustainable development
- Urban problems and related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation
- Consumerism and waste products
- Environmental Protection Act, 1986
- Air (Prevention and Control of Pollution) Act, 1981
- Water (Prevention and control of Pollution) Act, 1974
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

(7 Lectures)

Unit-VII

Human Population and the Environment

- Population growth, variation among nations
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights
- Value Education
- HIV / AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and Human Health
- Case Studies

(6 Lectures)

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-IV)
Syllabus for the Batch From Year 2020 To Year 2023

Unit-VIII

Field Work

- Visit to a local area to document environmental assets
river/forest/grassland/hill/mountain
- Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
- Study of common plants, insects, birds
- Study of simple ecosystems-pond, river, hill slopes, etc

(Field work equal to 5 lecture hours)

ADVISORY FOR PUSHPA GUJRAL SCIENCE CITY, KAPURTHALA :

The Under Graduate students studying Environmental Studies (Compulsory Paper for All UG College Courses) may be taken to Pushpa Gujral Science City, Kapurthala in lieu of Field study report of 25 marks.

Although students will submit a hand written reports with pictures/ graphs/ tables related to biodiversity, ecology, health, biotechnology, energy, water etc. in about 10 pages to the teacher in-charge.

Above advisory is issued to promote scientific temperament in undergraduate classes and is optional. Further, the report will only be considered if there will be a minimum strength of 25 students along with deputed teacher by the college.

References:

1. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
2. Down to Earth, Centre for Science and Environment, New Delhi.
3. Heywood, V.H. & Waston, R.T. 1995. Global Biodiversity Assessment, Cambridge House, Delhi.
4. Joseph, K. & Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
5. Kaushik, A. & Kaushik, C.P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
6. Rajagopalan, R. 2011. Environmental Studies from Crisis to Cure. Oxford University Press, New Delhi.
7. Sharma, J. P., Sharma. N.K. & Yadav, N.S. 2005. Comprehensive Environmental Studies, Laxmi Publications, New Delhi.
8. Sharma, P. D. 2009. Ecology and Environment, Rastogi Publications, Meerut.
9. State of India's Environment 2018 by Centre for Sciences and Environment, New Delhi
10. Subramanian, V. 2002. A Text Book in Environmental Sciences, Narosa Publishing House, New Delhi.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-V)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM501: PERSONALITY & SOFT SKILLS DEVELOPMENT

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
Introduction to personality development- Concept of personality-Meaning, factors effecting personality, Theories of development of personality- Freud's Psychoanalytical theory, Carl Jung's Model of personality, Maturity- Immaturity theory. Basic Personality Traits- Values ,Beliefs, Interactions, Experiences, Environmental influences, Moral Values, The big five dimensions.
Understanding Personality- Determining types of personality, Personal Growth, Personality and career choice, Changing the personality- conditioning, attitude alteration, adaptation and controlling emotions at workplace. Personality disorders at workplace-Paranoid, antisocial, borderline, narcissistic, avoidant, dependent, obsessive- symptoms, causes and treatments.
Section B
Soft skills- Introduction: concept and significance, Effective communication: need, process and barriers in process of effective communication. Business etiquette skills: Business Writings, Time Management, Motivational Skills, Supervisory and Team Building Skills and Managing Meetings.
Section C
Telesales/ Telemarketing Skills Customer Service Excellence: Meaning-customer service, Ways to improve customer service, Becoming a successful service person, Handling customer complaints, Putting it all into practice

SUGGESTED READINGS:

1. Atkinson and Hilgard's Introduction to Psychology, 14th Edition Edward E. Smith, Susan Nolen-Hoeksema, Barbara Fredrickson, Geoffrey Loftus, 2003
2. Objective Approaches to Personality Assessment, Bernard M. Bass and Irwin A. Berg, Princeton, New Jersey, 1959.
3. Goleman, Daniel. 1998. Working with Emotional Intelligence. Bantam Books. New York
4. Mohan, Krishna and Meera Bannerji, 2001, Developing Communication Skills. Macmillan
5. Effective English Communication for you. Emerald Publishers, Chennai
6. Monippally, Matthukutty. M. 2001. Business Communication Strategies. 11th Reprint. Tata McGraw Hill , New Delhi.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-V)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 502: FINANCIAL MANAGEMENT

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
Finance function-scope & importance ,objectives: Financial goals-profit vs. Wealth; time value of money-discounting and compounding; sources of long term funds, factors affecting long term funds requirement ;
Section B
Cost of capital-concept, components, weighted average cost of capital, cost of equity share capital, retained earnings; operating and financial leverages. Capital structure: determinants of capital structure, capital structure theories.
Section C
Capital budgeting –Process, Project Selection,estimation of project cash flows, capital Budgeting Techniques.
Section D
Dividend policy, forms of dividends theories, bonus shares. Receivables Management, Inventory Management and Cash Management.

SUGGESTED READINGS:

1. I.M.Pandey, Financial Management, Vikas Publishing House Pvt. Ltd.. 11th Edition,2015
2. Khan and Jain , Financial Management, Tata McGraw-Hill Publishing Company Limited, New Delhi,2008
3. Prasanna Chandra: Financial Management- Theory and Practice, Tata McGraw-Hill Publishing Company Limited, New Delhi, 8th Edition, 2011.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-V)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM503 ADVERTISING AND SALES MANAGEMENT

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
. Advertising- Meaning, role and importance of advertising. Advertising objectives (DAGMAR), Advertising budgets, advertising campaign, advertising themes and appeals. Organizational structure of advertising agency and its functions.
. Section B
Media planning and media research: Promotion and distribution decisions, Promotional tools, personal selling, publicity and sales promotion, distribution channel decisions.
Section C
Sales Management-nature, scope , importance .Qualities of good salesman , process of selling, Salesmanship. Sales organization-need for sales organization and their structure, Sales Manager's functions and responsibilities, planning for major customers and sales budgets
Section D
Development and sales training programme, motivating sales staff, incentives planning, Evaluating staff performances, sales forecasting: methods of sales forecasting ,sales planning and control.

SUGGESTED READINGS

1. Philip Kotler, Marketing Management, Pearson Education, Fifteenth edition (2015)
2. C.L. Tyagi, Arun Kumar, Sales Management, Atlantic Publishers & Distributors, 2004.
3. David A. Aaker, Rajeev Batra, John G. Myers, Advertising Management, Prentice Hall, 1992.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-V)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM504: CUSTOMER RELATIONSHIP MANAGEMENT

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
Customer Relationship Management Fundamentals: Theoretical perspectives of relationship, Evolution of relationship marketing, Stages of relationship, Issues of relationship, Purpose of relationship marketing, Approach towards marketing: A paradigm shift, Historical Perspectives, CRM Definitions, Emergence of CRM practice:, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation
Section B
Customer Satisfaction: Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing programme evaluation, Customer Satisfaction Practices, Cases of Customer Satisfaction Service Quality: Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality, Service Quality measurement Scales.
Section C
Customer Relationship Management: Technology Dimensions, CRM: A changing Perspective, - e- CRM in Business , Features of e-CRM, Advantages of e-CRM, Technologies of e-CRM, Voice Portals, Web Phones, BOTs, Virtual Customer Representative, Customer Relationship Portals, Functional Components of CRM, Database Management: Database Construction, Data Warehousing, architecture, Data Mining- Meaning, Significance, Characteristics, tools and techniques, , Call Center, Multimedia Contact Center, Important CRM softwares.
Section D
Customer Relationship Management: Emerging Perspectives: Employee-Organisation Relationship, Employee- Customer Linkage, Factors affecting employee's customer oriented behavior, Essentials of building employee relationship, Employee customer orientation, Service Failure, Service Recovery Management, Service Recovery Paradox, Customer Life time value, customer profitability, customer recall management, customer experience management, Rural CRM, , customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-V)
Syllabus for the Batch From Year 2020 To Year 2023

SUGGESTED READINGS:

1. V. Kumar, Werner Reinartz- Customer Relationship Management, Springer-Verlag Berlin Heidelberg, 2012.
2. Alok Kumar Rai - Customer Relationship Management: Concepts and Cases -PHI Learning, 2nd Edition, 2012.
3. Dyche- Customer Relationship Management handbook, Prentice Hall
4. Mukesh Chaturvedi, Abhinav Chaturvedi- Customer Relationship Management: An Indian Perspective, Excel Books, 1st Edition, 2006.
5. Atul Parvatiyar, G. Shainesh- Customer Relationship Management: Emerging Concepts, Tools, and Applications- Tata McGraw-Hill Education, 2001

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-V)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 505: BUSINESS LAWS

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
Indian Contract Act (1872): Nature of contract, Classification, Offer and acceptance, Capacity of Parties to contract, Free consent; Consideration, Legality of object, Agreement declared void, Performance of contract; Discharge of contract.
Section B
Sales of Goods Act (1930): Formation of contract of sale; Goods and their classification, Price; conditions and warranties, Transfer of property in goods; Performance of the contract of Sale.
Section C
Negotiable Instruments Act (1881): Definition of negotiable instruments, Features; Promissory note, bill of exchange, Cheque; Holder and holder in the due course; Crossing of a Cheque, types of crossing. Negotiation, Dishonour and discharge of negotiable instrument
Section D
The Consumer Protection Act (1986): Definition of consumer, Features, Grievance Redressal Machinery.

SUGGESTED READINGS:

1. Singh, Avtar, (2000) "The Principles of Mercantile Law", 7th Edition, Eastern Book Company, Lucknow.
2. Kapoor, N.D. (2004), "Business Law", 3rd Edition, Sultan Chand & Sons, New Delhi.
3. Tulsian, P.C. (2006), "Business Law", 2nd Edition, Tata McGraw Hill, New Delhi.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-V)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 506: FUNDAMENTALS OF VISUAL MERCHANDISING -I

M. Marks: 75

Practical: 75

Introduction to VM-1

- Store Displays and design
- Mannequins
- Props & Signage
- Tools and Materials of the Trade
- Fixtures and Lighting
- Store Planning and Layout
- Store Renovation including budgets

Detailed practical sessions and regular visits to various stores will be organized. Students will be trained to put up displays etc.

SUGGESTED READINGS:

1. David Gilbert, Retailing Marketing, Prentice Hall - Pearson Education
2. George H, Lucas Jr, Robert P. Bush, Larry G. Gresham, Retailing, All India Publishers and Distributors, Chennai
3. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-V)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 507: CAPSTONE PROJECT

M. Marks: 75

Practical: 75

Capstone is a project which summarizes the knowledge of students which they have gained practically in all the semesters . Students will make a real time project in which they will open their own retail outlet. For this purpose, students will pursue independent research on a problem of their choice and prepare a project under the guidance of an expert and will produce a substantial paper that will reflect a deep understanding of the topic.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-VI)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM601: RETAIL OPERATIONS MANAGEMENT

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
Retail Operations – concept , elements and components. Retail supply management: definition & scope, integrated supply chain planning, innovations in supply chain management.
Section B
CRM in retailing- process, planning and implementing loyalty programs. Category Management- Meaning, definition, scope and importance, components and steps involved in category management. Brands-meaning, manufacturer's brands vs. private label brands.
Section C
Retailing Information systems, Retail market strategy, Strategic planning process. Retail Marketing Mix, Personal Selling in Retail process, Retail Promotion: Role, objectives and significance.
Section D
Store Management- Store layout and planning, floor space management, planogram, inventory planning: quick response inventory planning, managing displays, cashiering process, store promotion and events-meaning and types, management of store promotions and events.

SUGGESTED READINGS:

1. A.J.Lamba: The Art of Retailing, Tata McGraw-Hill Education Pvt. Ltd., 1st edition, 2002
2. Gilbert : Retail Marketing Management, Pearson Education India, 2003
3. A. Sivakumar: Retail Marketing, Excel Books India, 2007
4. Levy & Weitz: Retailing Management, McGraw-Hill Education; 8th edition , 2011
5. Swapna Pradhan :Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-VI)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM602: MARKETING MANAGEMENT

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
<p>Introduction to marketing: Meaning, nature ,scope and importance of marketing, marketing philosophies, Marketing concept and its evolution; Marketing mix; Role of Marketing in developing economy</p> <p>Understanding marketing environment: Company’s Micro environment, Macro environment, Responding to the Marketing Environment, consumer and organization buyer behaviour, market measurement</p>
Section B
<p>Marketing research: market segmentation:-meaning, benefits and bases of segmentation, targeting, positioning:-meaning and importance, major bases of positioning a product.</p> <p>Product Decisions:Concept of a product, Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labelling; Product life-cycle–strategic implications; New product development and consumer adoption process.</p>
Section C
<p>Pricing decisions: determinants of price, pricing process, policies and strategies.</p> <p>Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions;</p>
Section D
<p>Promotion and distribution decisions: Communication process, promotion tools: Advertising, personal selling, publicity and sales promotion</p> <p>Emerging trends and issues in marketing: Consumerism, rural marketing, societal marketing, direct and online marketing, green marketing, retail marketing, customer relation marketing.</p>

SUGGESTED READINGS

1. Kotler Philip, Marketing Management, Pearson Education, Fifteenth edition (2015)
2. Ramaswamy, V.S. and Namakumari, S., “Marketing Management: Global Perspective, Indian Context”,4th Edition, MacMillan.
3. Kurtz, David L. and Boone, Louis E., “Principles of Marketing”, 12th Edition, Thomson South Western.
4. Saxena, Rajan, “Marketing Management”, 2006, Tata McGraw-Hill, New Delhi.
5. Czinkota, M.R. and Kotabe, M. Marketing Management. ,Vikas Publishing, New Delhi
6. Kotler Philip, Marketing Management: Analysis, Planning, Implementation & Control, Prentice Hall of India, New Delhi.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-VI)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM603: PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
Introduction- Concept of Production & Operations Management, Product and Service Continuum. Types of Production Systems. Operations Strategy: Linkage with Corporate Strategy and capabilities , Product Development Process, Production Process- selection, design and analysis, Facility- location and layout, capacity planning.
Section B
Scheduling for manufacturing systems: Production Scheduling Techniques – Sequencing. Economic Batch Quantity, Network Analysis. Basics of job design, Work study and Work measurement.
Section C
Contemporary issues in Production and operations management- Essentials of Quality control and Total Quality Management, ERP, Supply Chain Management, Environmental Management, Value Engineering and Analysis.
Section D
Basics of ISO: its significance in today's competitive environment.

SUGGESTED READINGS:

1. Operations Management Theory & Practice, B. Mahadevan, Pearson Education
2. Operations Research, P. Rama Murthy, New Age International Publishers
3. Operations and Supply Chain Management: F. Robert Jacobs, Richard B. Chase, McGraw Hill/Irwin, 14th edition, 2013.
4. Techniques of Value analysis and Engineering: Lawrence D. Miles
5. Operations and Supply Chain Management: F. Robert Jacobs, Ravi Shankar, Richard B. Chase, McGraw Hill Education, 14th edition, 2014.

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-VI)
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BVRM604: TAXATION LAW & PRACTICE IN BUSINESS

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
Introduction, Meaning, Type, (Direct and Indirect) Features, Scope, Merits & Demerits. Central Sales Tax, Service Tax and VAT.
Section B
Basic Concepts of Income Tax, Residential Status and Tax Incidence, Income Exempted from Tax. Income from Profits and Gains of Business and Profession. Income from Capital Gains, Income from Other Sources.
Section C
Deductions from Gross Total Income, Set Off and Carry Forward of Losses, Clubbing of Income, Assessment of Companies.
Section D
Filing of Return, PAN, Deduction of Tax at Source, Advance Payment of tax, VAT / Service Tax/ Indirect Tax.

SUGGESTED READINGS:

1. Malhotra H.C., Income Law and Practice, Sahitya Bhawan Publication
2. Singhanian V.K, Student Guide to Income Tax, Taxmann Publication
3. Lal B.B., Vashisht N., Income Tax Law and Practice, I K International Publishing House; 33rd Edition edition , 2012

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-VI)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM605: ELEMENTS OF SALESMANSHIP

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
Introduction: Concept of Salesmanship, Changing Roles and Functions of a Salesman. Importance of Personal Selling In the Context of Competitive Environment. Types of Selling.
Section B
Salesman Career: Career Counselling & Guidance, Types of Salesman, Retail, Wholesale, Specialized Salesman, Duties, Responsibilities, Opportunities and Growth in the Sales Field, Qualities, Physical, Mental, Psychological, Social and Cultural -Rewards in Selling: Financial and Non-Financial Incentives, Sources of Recruitment of Sales Force, Methods of Training Salesmen.
Section C
Buyer Behaviour: Introduction -Classification of Buyer-Industrial, Government and ultimate consumers. Buying Motives-Rational and Emotional Factors Influencing Purchase of a Product. Shopping Behaviour-Frequency, Place and Unit of Purchase. Analysis and Consumer Profile-Age, Sex, Income, Educational, Cultural and Linguistic Background, etc. Methods of Identifying Customer Perceptions Influencing Decision Regarding Purchase of Product -Finding out Customer's Needs, Problems and Potentialities.
Section D
Sales Presentation: Introduction -Planning for Sales Presentation, Setting Objectives for Sales Planning, Sales Talk, Supporting evidence, etc. -Steps in Sales Presentation -Establishing Report, Introducing Product by Highlighting Benefits and Providing Information regarding Product Features and Benefits.

SUGGESTED READINGS:

1. Kishore Chand Raut & Promod K Sahu, Salesmanship and Sales Management, 3rd edition Vikas Publishing House
2. Paul Wisley Ivey, Elements of Retail Salesmanship, Hard Press, 2012.
3. Gupta S.L., Sales and Distribution, Excel Books, New Delhi, 2008.
4. Pradhan, Jakate and Mali, Elements of Salesmanship and Publicity, Kitab Mahal.
5. Leon G. Schiffman, Consumer Behaviour, Pearson, 2010

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-VI)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 606: FUNDAMENTALS OF VISUAL MERCHANDISING -II

M. Marks: 75

Practical: 75

Introduction to VM-II

- Store Displays and design
- Mannequins
- Props & Signage
- Tools and Materials of the Trade
- Fixtures and Lighting
- Store Planning and Layout
- Store Renovation including budgets

Detailed practical sessions and regular visits to various stores will be organized. Students will be trained to put up displays etc.

SUGGESTED READINGS:

1. David Gilbert, Retailing Marketing, Prentice Hall - Pearson Education
2. George H, Lucas Jr, Robert P. Bush, Larry G. Gresham, Retailing, All India Publishers and Distributors, Chennai
3. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi

Bachelor of Vocation (B.Voc.) (Retail Management) (Semester-VI)
Syllabus for the Batch From Year 2020 To Year 2023

BVRM 607: TRAINING PROJECT

Time: 8 Weeks

M. Marks: 75
Project Report: 50
Project Presentation: 25

All the students will submit their Training Reports (in duplicate) within a period of one month in the department; this period shall be counted from the last date of completion of their training. The supervisor in the organization under whose guidance the training is carried out will be required to grade the student's report. Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate (out of 25 marks) on the basis of the assessment report provided by the organization where the Training has been completed and his/her own assessment about the work done by the student. The evaluation of the remaining 50 marks shall be made by external examiner appointed by the university who shall evaluate the report on the basis of presentation and the assessment report received from the organization where student has undergone Training.