

PROGRAMME STRUCTURE

Sem	Code	Subject	General/Skill	Credit	Marks
One	1.1	Marketing Management	General	4	ESA 60 ISA 40
	1.2	Principles of Management	General	4	ESA 60 ISA- 40
	1.3	Communication Skills	Skill	4	ESA 60 ISA-40
	1.4 R	Introduction to Retailing	Skill	4	ESA - 60 ISA - 40
	1.5R	Retail operations and regulations	Skill	4	ESA - 60 ISA - 40
	1.6	Project Work	Skill		ESA - 60 ISA - 40

**B-VOC IN RETAIL MANAGEMENT & INFORMATION TECHNOLOGY
ISEMESTER**

COURSE CODE: (B-VOC GENERAL 1.1)

MARKETING MANAGEMENT

No. of Lecture Hrs/Weeks: 04

Total No. of Lecture Hrs:64

Exam hours: 03

IA Marks :40

Exam Marks: 60

Course objective: To understand the concept of marketing management. To learn about marketing process. To understand the marketing environment.

Course Specific Outcomes (CSO): The Course will provide the participants with the basic concepts of marketing. Students will demonstrate effective understanding of relevant functional area of marketing and its applications. Students will demonstrate analytical skills in marketing management.

PEDAGOGY:

Lecturing in combination with case analysis. group discussion and seminars.

Module 01: Introduction to Marketing: (16 Hours)

Meaning, Definitions, Importance, Scope, Marketing Process, Types of Market, Evolution of Marketing, Core Concepts of Marketing, Marketing Concepts, Emerging Trends in Marketing.

Module 02: Analyzing Marketing Environment and Opportunities: (14 Hours)

Environmental Factors, Indian Market and Its Environment, Segmenting. Targeting, and Positioning,
Bases for segmenting Consumer Market. Targeting strategies.

Module 03: Market offering and Strategies: (12 Hours)

Product meaning, characteristics, Product Mix, Product life cycle, Brand, Brand strategies, Pricing; meaning and types. Factors Influencing Pricing, and Pricing Strategies.

Module 04: Marketing Channels and Advertising: (12 Hours)

Meaning, Functions of Marketing Channels. Levels of Distribution Channels, Channel Management Decision, Advertising; Meaning and Definitions, Nature and Types of Advertising, Direct Marketing.

Module 05: Skill Development: (10 Hours)

Process of New Product Development, Preparing of Advertisement Copy, Preparing a chart of Distribution network of Different Products. (Activity Based).

References:

- Philip Kotler (2002) "Marketing Management". (11th Edition), Pearson Education.

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COURSE CODE: (B-VOC GENERAL 1.2)

PRINCIPLES OF MANAGEMENT

No. of Lecture Hrs/Weeks: 04

Exam hours: 03

Total No. of Lecture Hrs: 64

IA Marks :40

Exam Marks: 60

COURSE OBJECTIVES:

To enable the students to study the evolution of Management, to study the functions and principles of management and to learn the application of the principles in an organization. And to the students to develop cognizance of the importance of management principles.

COURSE SPECIFIC OUTCOME (CSO)

Principles and practices of management is an introductory course on management process from manager's perspective. The course seeks to help the students acquire the requisite knowledge, and abilities needed to the successfully manage the organisation.

PEDAGOGY: Lecturing in combination with case analysis, group discussion and seminars.

Module 1: INTRODUCTION TO MANAGEMENT (14 Hours)

Introduction of Management Scope, importance and principles of management Science or Art - Manager Vs. Entrepreneur-types of managers - managerial roles and skills - Evolution and growth of management thought, Management and decision making, Management by objectives, Management by exception, Levels of management, Functional areas of management. Current trends and issues in Management.

Module 2: PLANNING (12 Hours)

Planning general, Nature and importance of planning -planning process -Classification and methods of planning. Making planning effective, planning skills, strategic planning in the Indian industry, meaning of a Decision, types of decision, and models of decision making behaviour.

Module 3: ORGANISING AND DIRECTING (16 Hours)

Meaning. importance principles and process of Organisation. Organisation theory, Authority, Responsibility and power, Delegation of Authority. Sources of authority, limitations of authority, organisation structure, Organisation Development, Span of management, Direction in management organisation. Foundations of individual and group behaviour- motivation- motivation theories- motivational techniques -job satisfaction -job enrichment- leadership- types and theories of leadership- communication -process of communication - barrier inCommunication- effective communication - communication and IT.

Module 4: CONTROLLING**(12 Hours)**

Controlling, Control aids or tools and technique of control. - budgetary and non-budgetary control techniques - use of computers and IT in Management control -Productivity problems and management-control and performance direct and preventive control-reporting.

Module5: SKILL DEVELOPMENT**(10 Hours)**

Case studies and skill development activities- Management activities, Group discussion - presentation- Quiz etc.

REFERENCES.

Management, text cases- V SP Rao, V Hari Krishna.

Management-SCHERMERHORN- Eighth edition- Wiley-India edition.

Principles of management - Fourth edition- PC Tripathi, P N Reddy - Mc Graw Hill.

Principles and practice of management- L M Prasad

Management concepts and practices... Dr. Manmohan Prasad- Himalaya publishing house.

principles of management- T. Ramasamy- Himalya publishing house.

Management-a Global perspective- HEINZ WEIHRICH.

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COURSE CODE: (B-VOC SKILL 1.3)

COMMUNICATION SKILLS

No. of Lecture Hrs/Weeks: 04

Exam hours: 03

Total No. of Lecture Hrs: 64

IA Marks :40

Exam Marks: 60

Course Objective: The focus intent to groom the students through the need and essentials of English communication skills with theoretical and practical experience sharing in attune with exporate expectations.

Coarse Specific Outcomes (CSO)

On completion of this course, the students will be able to: to be familiar with complete course outline/course objectives /learnings outcomes/Evaluation pattern & assignments. To distinguish among various levels of organizational communication barriers communication barriers while developing and understanding of communication as a process in an organization. To draft effective business correspondence with brevity and clarity.

PEDAGOGY:

Lecturing in combination with case analysis. group discussion and seminars.

Module-1: Introduction to Communication

(14 Hours)

Age of Globalization and the Need for Communicating in English. An Introduction Definition, Nature and Scope of Communication

Module-2: Basics of Communication

(16 Hours)

Importance and Purpose of Communication, Processof Communication, Types of communication- Verbal and Non-Verbal Communication. Purpose of Listening.

Module-3: Techniques of communication

(12 Hours)

Effective Communication, Essentials of Effective Communication, Communication techniques, Barriers to Communication

Module-4 Forms of communication**(12Hours)**

Need of Communication in Organization, Internal Operational Communication, External operational Communication. Horizontal (Lateral) Communication, Vertical (Downward) communication, Vertical (Upward) Communication, Preparing Agenda and Minutes for meetings, Writing Notices and Memos, Drafting an E-mail, Press Release, Correspondence with Govt/Authorities, Office Orders, Enquiries and Replies)

Module-5 Skill Development**(10Hours)**

Communication as skill for career building, preparing for career, Preparing a CV/Resume and Effective Profiling, Presentation skills & mock Interview and Role plays.

References Books:

1. Business Communications-Meenakshi Raman Prakash Singh-Oxford University Press
2. Communication- CS. Rayudu, Himalaya Publishing house
3. Business Compunctions-Homai Pradhan, N. S. Pradhan, Himalaya Publishing house
4. Communication skills-Dr. Nageshwar Rao, Dr Rajesndar P. Das, Himalaya Publishing house
5. Elements of Business Communications-P.R. Chandha, Sangeeta Magan
6. Business Communications, Varinder Kumar, Kalyani Publishers

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COURSE CODE: (B-VOC SKILL 1.4)

INTRODUCTION TO RETAIL MANAGEMENT

No. of Lecture Hrs/Weeks: 04

Exam hours: 03

Total No. of Lecture Hrs: 64

IA Marks : 40

Exam Marks: 60

Module 1

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

Module 2

Retail Functions - Functions of Retailing. Retail as a career

Module 3

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

Module 4

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

Module 5

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

Books Recommended

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

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COURSE CODE: (B-VOC SKILL 1.5)

RETAILING OPERATIONS AND REGULATIONS

No. of lecture Hrs/Weeks: 04

Exam hours: 03

Total No. of Lecture Hrs:64

IA Marks :40

Exam Marks: 60

Module 1

Introduction to Retailing: Importance of retailing in economy; Meaning and nature of retailing; Career options in retailing; Retailing in India: Growth, present size and nature; Technology induction in retailing UPC, POS terminal, RFID, etc. Future of retailing.

Module 2

Types of Retailing: Stores classified by owners; Stores classified by merchandising categories; Wheel of retailing; Traditional retail formats modern retail formats in India; Store and non-store based formats; Cash and carry business Meaning, nature and scope;

Module 3

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

Module 4

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

Module 5

Management of Retailing Operations: Retailing management and "the total performance model; functions of retail management; Strategic retail management process an overview; Retail planning Retail planning importance and process; developing retailing strategies, objectives and action plans.

Beaks Recommended

1. Newman. Andrew J. and Peter Cullen, Retailing Environment and Operations, Thomson Learning. India. 2007.
2. Larson Carl M., Robert E. Wegand and John S. Wright, Basic Retailing, practice Hall. New Jersey, 1982.
3. Davidson. William R., Alton F. Doody and Daniel J. Sweeney, Retailing Management, The Ronald Press Company, New York, 4th edition, 1975.

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COURSE CODE: (B-VOC SKILL 1.6)

PROJECT WORK

Time Period: 4 Weeks

IA Marks: 40

Project Report Marks: 60

Course Objective:

- To have practical exposure in Retail organization.
- To understand the process of work and issues involved

Course Specific Outcomes (CSO):

- 1) Able to understand the different job profiles of Retail organization
- 2) Gaining the retail management Skills

Guide Lines:

- The student needs to select Retail organization which are approved by the Department
- He/she should work on particular project related to Retail organization and submit as a Report not less than 40 pages, A4 size (Font – Times New Roman and Font size should be 12 and spacing should be 1.5).
- The Project report should be submitted to the department. The department needs to be conducted Viva to evaluate the practical knowledge of the students.