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B.Voc. (Retail Management & IT course)

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Bachelor of Vocation - Retail Management & IT course
(Semester-7)

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC CORE COURSE – DSC-19 : Leadership and motivation

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
DSC-19 Leadership and motivation	4	3	1	0	Class XII	Nil

Learning Objectives

The course aims to create an understanding of the various leadership theories amongst the upcoming leaders in order to decide as to which style of leadership they should follow in numerous situations that they might encounter in their careers or personal lives.

Learning outcomes

1. Describe the meaning of the term leadership and various theories of leadership
2. Interpret the various situations and decide the style of leadership based on the situation
3. Demonstrate qualities of a good leader
4. Analyze styles of several leaders
5. Summarize the theories of motivation and its application in real life

SYLLABUS OF DSC-19

Unit 1(10 hours)

Meaning of Leadership, definitions of leadership, significance of leadership, difference between leadership and management, basic styles of leadership – autocratic, democratic, laissez faire (meaning, features, advantages, disadvantages and suitability), Rensis Likert styles of management, Tanenbaum and Schmidt Model

Unit 2 (10 hours)

Theories of Leadership: Traditional Theories Great Man Theory, Trait Theory, Behavioural Theories- Ohio Studies, Michigan Studies, Managerial Grid, Contingency theories- Fiedler's Theory, Hersey and Blanchard Situational Model, Path Goal Theory, Transformational

Leadership, Transactional Leadership, Charismatic Leadership, Servant Leadership, Ethical Leadership

Unit 3 (10 hours)

Theories of motivation: Maslow's need hierarchy theory, theory x, theory y, Mc Clelland's Theory of Motivation, Alderfer's ERG Theory, Herzberg Theory, Reinforcement theory, equity theory, Vroom's expectance theory

Unit 4(10 hours)

E- Leadership: Meaning, definition, need and significance especially pre covid, during covid and post covid, social media and leadership, use of whatsapp, emails, facebook, LinkedIn, twitter, Instagram, google meet, MS Teams, zoom for electronically connecting the team and the leaders, using collaborative tools like google drive (docs, forms etc.) online.

Unit 5 (5 hours)

Contemporary Leaders: Cases on contemporary leaders like Narendra Modi, Indra Nooyi, Ratan Tata, Narayan Murthy

Essential/recommended readings

1. Chhabra, T.N, (2021), Business organization and Management, Sun India Publications
2. Day, D. V. (2014), The Oxford Handbook of Leadership and Organizations. Oxford, New York: Oxford University Press.
3. Hughes, R. L., Ginnett, R., & Gordon, C. (2019), Leadership: Enhancing the lessons of experience (9th ed.). Mcgraw Hill Education
4. Gupta C.B, (2023), Business organization & management, Sun India Publication ,New Delhi

Suggested Readings-

1. Koontz, H., & Weihrich,H, (2012), Essentials of management : An international and leadership perspective, Paperback
2. Mittal, R. (2015). Leadership: Personal Effectiveness and Team Building. Uttar Pradesh: Vikas Publishing House Pvt. Ltd.
3. Northouse, P. (2018). Leadership: theory and practice. California: SAGE Publications Inc.
4. Prasad, L. M. (2021). Organizational Behavior. Sultan Chand and Sons.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

Undergraduate Curriculum Framework 2022(UGCF)

GENERAL ELECTIVE –GE-7 Legal Framework in Retail Management

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
GE-7 Legal Framework in Retail	4	3	1	0		Should have studied GE –6 B.Voc-RM&IT

Learning Objectives

By the end of this course, students should be able to understand the legal framework governing the Indian retail industry. Identify and analyze the key laws and regulations relevant to retail operations in India. Comprehend the legal obligations and rights of retailers, suppliers, and consumers. Evaluate the impact of legal compliance on retail businesses.

Learning outcomes

By studying this course, students will be able to:

1. Describe the legal structure of the Indian retail industry.
2. List and explain the primary laws and regulations affecting retail operations.
3. Interpret contractual agreements and legal documents in the retail context.
4. Analyze real-life legal cases and their implications on the retail sector.
5. Formulate compliance measures to mitigate legal risks in retail businesses.

SYLLABUS

Unit 1 (9 Hours)

Introduction to Retail Legal Framework: Overview of retail-related laws and regulations, Intellectual property rights in retail; Basics of contract law (Indian Contract Act, 1872)-Contracts in Retail: Types of contracts in retail operations, Key elements of a valid retail contract, Contractual disputes and resolution mechanisms, Key provisions of The Shops and Establishments Act.

Unit 2 (12 Hours)

Consumer Protection Laws: The Consumer Protection Act, 2019 and its applicability to retailers, Consumer rights and remedies, Retailer's responsibilities towards consumer protection; Intellectual

Property Rights in Retail: Trademarks and their importance in branding, Copyrights in retail marketing and promotions, Protection of designs and patents for retail products.

Unit 3 (12 Hours)

Competition Law in Retail: The Competition Act, 2002 and its implications for retail businesses, Anti-competitive practices in the retail industry, Merger and acquisition regulations for retail companies; Taxation and GST in Retail: Tax obligations for retailers (income tax, sales tax, GST), Input tax credit and compliance under the Goods and Services Tax (GST) regime, Tax implications of e-commerce retailing.

Unit 4 (12 Hours)

Employment Laws in Retail: The Payment of Wages Act, 1936 and The Minimum Wages Act, 1948, Employment contracts and employee rights, The Industrial Disputes Act, 1947, Workplace health and safety; Ethical Considerations in Retail, Ethical challenges in the retail industry, Data protection and privacy laws (Provisions of the IT Act, 2000 and Digital Personal Data Protection Act, 2023), Corporate social responsibility (CSR) in retail.

Essential/recommended readings

1. "Business Law for Management" (2018), K.R. Bulchandani, Himalaya Publishing House
2. "Consumer Behavior and Retailing" (2016), Arpita Khare and Shruti Gupta, Oxford University Press
3. "Consumer Protection Act: Law and Practice" (2004) by S. K. Verma

Suggestive readings

1. "Competition Law in India: A Practical Guide" (2016), by Abir Roy, Kluwer Law International
2. "GST: Law, Analysis and Procedures" (2024) by R. K. Jain.
3. "Labour and Industrial Laws" (2019) by P.K. Padhi was published in its Fourth Edition in July by PHI Learning Pvt. Ltd.
 - a. "Intellectual Property Law" (2002) by P. Narayanan

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Bachelor of Vocation - Retail Management & IT course

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC ELECTIVE –DSE-5 Business Development in Retail Sector

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
DSE-5 Business Development in Retail	4	3	1	0		NA

Learning Objectives

By the end of this course, students should be able to understand the fundamentals of strategic management and its significance in the retail sector. Analyze the internal and external environments of retail firms to identify opportunities and challenges. Formulate and evaluate retail strategies that align with the organization's vision and mission. Implement and manage strategic initiatives to achieve sustainable competitive advantage.

Learning outcomes

By studying this course, students will be able to:

1. Create a comprehensive strategic plan for a retail organization.
2. Analyze and interpret retail industry trends and developments.
3. Apply strategic management frameworks to solve retail-related business problems.
4. Assess and critique the strategic decisions of retail companies.
5. Demonstrate effective communication skills in presenting strategic recommendations.
6. Collaborate in teams to develop and execute retail strategies.

SYLLABUS

Unit 1 (9 Hours)

Introduction to Retail Business Development: Overview of retail industry trends and challenges, Retail business models and types, Role of business development in retail; Internal Analysis in Retail, Customer Insights, Conducting market research in retail; Market target and segmentation- Identifying target markets and customer segments, Understanding customer behavior and preferences.

Unit 2 (12 Hours)

Strategic analysis- External Analysis in Retail: SWOT analysis, PESTEL analysis, Competitor Analysis, Value chain analysis for retail firms, Industry analysis and Porter's Five Forces, Retail Strategy Formulation, Corporate, business, and functional-level strategies, Differentiation vs. cost leadership in retail, Strategies for international expansion.

Unit 3 (12 Hours)

Retail Strategy Implementation: Organizational structure and design, Strategic control and performance measurement, Strategy execution, Strategic leadership in retail firms, Managing strategic change in the retail industry, Technology and Innovation in Retail, Digital transformation in retail, Omni-channel retailing.

Unit 4 (12 Hours)

Retail formats: store-based vs. non-store-based, Franchising and licensing in retail, Market entry strategies for international retail expansion; Customer Experience and Brand Positioning in Retail, Retail branding and positioning strategies, Loyalty programs and customer relationship management, Data-Driven Decision Making in Retail, Retail analytics and data management.

Essential/recommended readings

1. "Retail Management: A Strategic Approach" (2019) by Swapna Pradhan
2. "Retail Management: Concepts and Techniques" (2020) by Piyush Kumar Sinha and Dwarika Prasad Uniyal
3. "Retailing Management" (2021) by Levy, Weitz, Grewal, and Kapoor

Suggestive readings

1. "Strategic Retail Management: Text and International Cases" (2017) by Joachim Zentes, Dirk Morschett, and Hanna Schramm-Klein
2. "Retailing Management" (2023) by Michael Levy and Barton A. Weitz
3. "The New Rules of Retail: Competing in the World's Toughest Marketplace" (2010) by Robin Lewis and Michael Dart

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Bachelor of Vocation - Retail Management & IT course
(Semester-8)

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC CORE COURSE – DSC-20 Sustainability in Retail sector

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
DSC-20 Sustainability in Retail sector	4	3	1	0	Class XII	Nil

Learning Objectives

This course aims to familiarize the students with the concept and process of sustainability in retail sector.

Learning outcomes

After completion of the course, learners will be able to:

1. Describe the need of sustainable development in view of environmental, legal and ethical aspects.
2. Explore the opportunities for sustainable marketing strategies.
3. Identify the consumer behavior for sustainability.
4. Demonstrate how sustainable marketing can be applied in retail strategies.
5. Discover sustainable supply chain system retail.
6. Understand the dynamics of AI in sustainability.

SYLLABUS OF DSC- 20

Unit 1(11 hours)

Introduction to Sustainable Development: Meaning, Importance, Components of sustainability, Impact of retail on environment, Sustainable Marketing, Green marketing, Rural marketing, Social marketing, Sustainable supply chain management.

Unit 2 (12 hours)

Strategic responses to sustainability: Approaches to Strategic Analysis of the retailing environment, Approaches to the analysis of resources, Competence and Strategic capability, Application of technique such as Value Chain Analysis & Bench Marking, business ethics and corporate social responsibility.

Unit 3 (12 hours)

Smart and Sustainable Quality Improvement: Evaluating Quality Standards in Sustainability, Building Smart & Intelligent retail stores with aspect to sustainability, Sustainable retail equipment.

Unit 4 (10 hours)

Challenges and Innovations in Sustainability: Role of Leadership in building sustainability, Challenges faced by Retail industry, Systems and processes required, Change journey from traditional approach to sustainability.

Essential/recommended readings

1. Rethinking Marketing: Sustainable Marketing Enterprise in Asia, (2012) Second Edition by Philip Kotler, Pearson
2. Sustainable Marketing: A holistic Approach, (2021), Mark Peterson.
3. The Sustainable Business Case Book, 2019.

Suggested Readings-

1. Reddy, Nanda Kishore and Ajmera, Santosh, (2018) Ethics, Integrity and Aptitude, McGrawHill Education.
2. Sharma, J.P. (2012) Corporate Governance, Business Ethics, and CSR, Ane Books Pvt Ltd, New Delhi.
3. Ghosh P. K. (2010) Business Ethics, Vrinda Publications.
4. John R. Boatright (2008) Ethics and the Conduct of Business, Pearson Education.

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Undergraduate Curriculum Framework 2022(UGCF)

GENERAL ELECTIVE –GE-8 Retail Salesperson Training and Development

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
GE-8 Retail Salesperson Training and Development	4	3	1	0		Should have studied GE –7 B.Voc-RM&IT

Learning Objectives

By the end of this course, students should be able to understand the fundamentals of retail sales and its significance in the retail industry. Demonstrate effective communication skills for engaging with customers and understanding their needs. Develop a customer-centric approach to deliver exceptional customer service. Identify and apply various sales techniques to drive sales and achieve targets.

Learning outcomes

By studying this course, students will be able to:

1. Exhibit proficiency in retail sales techniques and strategies.
2. Demonstrate excellent customer service skills and build lasting customer relationships.
3. Utilize effective communication skills to engage with customers and meet their needs.
4. Achieve sales targets and contribute to the growth of the retail business.
5. Adapt to technological advancements and integrate them into the sales process.
6. Work collaboratively with team members to enhance overall sales performance.

SYLLABUS

Unit 1 (12 Hours)

Introduction to Retail Sales: Understanding the retail industry and its dynamics, Role and importance of salespersons in retail, Customer-Centric Approach, Importance of customer service in retail, Building positive customer experiences, Handling customer complaints and feedback.

Unit 2 (12 Hours)

Effective Communication Skills: Verbal and non-verbal communication techniques, Active listening and empathy, Persuasive communication in sales, Sales Techniques; Sales process and stages: Closing sales

and overcoming objections, Upselling and cross-selling, Product Knowledge, Understanding product features and benefits, Delivering product presentations effectively.

Unit 3 (11 Hours)

Technology in Retail Sales: Utilizing Point-of-Sale (POS) systems, Online and offline integration in retail sales; Teamwork and Collaboration, Importance of teamwork in a retail environment, Resolving conflicts and working collaboratively.

Unit 4 (10 Hours)

Personal Branding for Sales Success: Developing a personal brand as a salesperson, leveraging personal branding for sales growth, Ethics and Legal Compliance, Ethical considerations in retail sales, Legal regulations and consumer rights.

Essential/recommended readings

1. "Retailing Management: Text and Cases"(2020), Swapna Pradhan, Tata McGraw Hill Education.
2. "Customer Relationship Management"(2020), Kaushik Mukerjee, PHI Learning Pvt. Ltd.
3. "Retail and Marketing Management" (2019), Arif Sheikh and Kaneez Fatim, Himalaya Publishing House.
4. "Retail and Marketing Management"(2021), Arif Sheikh and Kaneez Fatima, Himalaya Publishing House

Suggestive readings

1. "Impact of Training on Retail Salesperson Performance: An Indian Perspective"(2019), A. V. Shah, Indian Journal of Marketing.
2. "Soft Skills and Their Role in Enhancing Retail Sales in India"(2020), Dr. P. K. Gupta, Journal of Retail and Consumer Services.
3. "Training and Development Practices in Indian Retail: A Study of Challenges and Opportunities"(2021), S. K. Sharma, International Journal of Retail Management.
4. "Transforming Indian Retail through Training and Skill Development"(2022), Retailers Association of India (RAI).
5. "Skill Development in Indian Retail: The Road Ahead"(2021), Dr. Ramesh C. Sinha, FICCI.

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Bachelor of Vocation - Retail Management & IT course

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC ELECTIVE –DSE-6 Disaster Management in Retail

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
DSE-6 Disaster Management in Retail	4	3	1	0		NA

Learning Objectives

By the end of this course, students should be able to identify potential hazards and risks specific to the retail environment. Understand the principles and concepts of disaster management and their application in the retail sector. Develop effective disaster preparedness and response plans for retail establishments. Analyze the impact of disasters on retail operations and implement business continuity strategies.

Learning outcomes

By studying this course, students will be able to:

1. Formulate comprehensive disaster management plans tailored to retail settings.
2. Implement appropriate measures to mitigate potential risks in retail environments.
3. Demonstrate effective communication and coordination during disaster situations.
4. Assess the impact of disasters on retail businesses and devise recovery strategies.
5. Enhance the overall safety and resilience of retail establishments against various hazards.

SYLLABUS

Unit 1 (10 Hours)

Introduction to Disaster Management in Retail: Definition of disasters and their types, Importance of disaster management in the retail industry-in the purview of Covid-19, Disaster risk assessment and vulnerability analysis in retail environments, Frameworks for disaster management: NDMA Guidelines (India) , Overview of disaster management cycle (mitigation, preparedness, response, recovery).

Unit 2 (12 Hours)

Risk Assessment and Hazard Identification in Retail: Identifying potential hazards specific to retail stores, Conducting risk assessments and vulnerability analyses, Strategies to minimize risks and hazards in the

retail environment; Disaster Preparedness for Retail Establishments: Developing comprehensive disaster management plans, Emergency response protocols for different types of disasters, Training retail personnel in disaster preparedness.

Unit 3 (11Hours)

Business Continuity and Recovery in Retail: Assessing the impact of disasters on retail operations, Developing business continuity strategies for retail establishments, Implementing recovery plans and resuming operations after disasters, Role of insurance in disaster risk management.

Unit 4 (12 Hours)

Coordination and Communication during Disasters: Collaborating with relevant authorities and agencies, Effective communication with employees, customers, and stakeholders during disasters, Coordinating resources and support for disaster response, Case Studies and Best Practices in Disaster Management in Retail, Analyzing real-world examples of disaster management in retail, Learning from successful disaster management strategies in the industry.

Essential/recommended readings

1. "Disaster Management" (2003) by Harsh K. Gupta, Universities Press.
2. "Retail Management" (2017) by Gibson G. Vedamani, Jaico Publishing House.
3. "Introduction to Disaster Management" (2010) by Satish Modh, Macmillan Publishers India.

Suggestive readings

1. National Disaster Management Authority (NDMA) Guidelines (India).
2. National Institute of Disaster Management (NIDM) reports and resources.
3. Industry reports from organizations like FICCI and Retailers Association of India (RAI).

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