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### **JESUS & MARY COLLEGE**

### **SEMESTER – II**

#### **Bachelor of Voc. – Retail Management & IT**

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## Category-I

### Undergraduate Curriculum Framework 2022(UGCF)

**DISCIPLINE SPECIFIC CORE COURSE – 4 Store Display and Visual Merchandising**

#### 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		
Store Display and Visual Merchandising	4	3	1	0	Class XII Pass	N/A

#### Learning Objectives

Create basic knowledge of store display and visual merchandising and its various aspects.

#### Learning outcomes

- Lectures, discussions, presentations, case discussions, exercises, practical and exposure to current practices. The pedagogy for the course is more students centric.
- An in-depth understanding of store design and display
- Understanding of store image, security and managing communication
- Proficiency in managing visual merchandising
- An introduction to different aspects of visual merchandising
- Knowledge about the growth and future of visual merchandising

#### SYLLABUS OF DSC-4

##### Unit 1 (3 weeks)

Store Design and Display: Introduction, Objectives, Concept of Store Design and Display, Objectives of store design, Purpose and importance of display, Components of display, Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, Saccades and fixation, Replenishes, Planogramming.

##### Unit 2 (3 weeks)

Managing Communication for a Retail Store Offering: Introduction, Objectives, Marketing Communication, Thematic Communication, Methods of Communication, Graphics, Signage, The Loop for Guiding the Shoppers through a Store, Organize the display of products at the store.

##### Unit 3 (4 weeks)

Introduction to Visual Merchandising (VM): Introduction, Objectives, Concept of Visual

Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising, Visual Merchandising in India, Scope of visual merchandising in India, Visual Merchandising as a Support for Positioning Strategy, Prospects of Visual Merchandising, Challenges in Visual Merchandising, Plan visual merchandising.

**Unit 4 (4 weeks)**

The Merchandise Mix: Introduction, Objectives, Concept of Merchandise Mix, Merchandise line, The Assortment of Products, Assortment strategy, Merchandise Mix of Show Off, Role of a merchandiser, Other Atmospherics in Merchandising, Colour scheme, Lighting.

**Practical component (if any) -**

N/A

**Essential/recommended readings**

N/A

**Suggestive readings**

- David Gilbert. (2003) Retail Marketing Management, Dorling Kindersley (India) Pvt. Ltd. New Delhi.
- Fleming P (2003) “Guide to Retail Management” Jaico publications.
- Newman, Andrew J. and Peter Cullen (2007) Retailing Environment and Operations, Thomson Learning, India.
- Neelesh Jain (2008) Retail Management, Global India Publications Pvt. Ltd. New Delhi.
- R.Sudarshan (2007) Retail Management, New Century Publications, New Delhi 2007.
- Swapan Pradhan (2007) Retailing Management- text and cases, Tata Mc Graw Hill, 2012

**Note:** Examination scheme and mode shall be as prescribed by the Retailer’s Association Skill Council of India, from time to time.

**DISCIPLINE SPECIFIC CORE COURSE – 5 Sales 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		
Sales Management	4	3	1	0	Class XII pass	N/A

**Learning Objectives**

The course aims at providing in-depth understanding of sales management in retail stores.

**Learning outcomes**

- Lectures, discussions, presentations, case discussions, exercises, practical and exposure to current practices. The pedagogy for the course is more students centric.
- Introduction to sales management and personnel selling
- Understanding of the compensation and supervision of salesmen besides setting sales territories and targets
- Proficiency in evaluation of sales performance and sales cost analysis
- Understanding of sales personnel training

**SYLLABUS OF DSC-5**

**Unit 1 (4 weeks)**

Sales Management; Objectives and Functions; Setting and Formulating Personal Selling Objectives, Personal selling - nature, scope & objectives, Formulating Personal selling strategy.

**Unit 2 (4 weeks)**

Designing and Administering Compensation Plans; Supervision of Salesmen; Standards and Performance; Motivating Sales Personnel; Sales Meetings and Sales contests.

**Unit 3 (3 weeks)**

Planning the Sales Effort - Sales planning and Budgeting, Estimating Market Potential and Sales forecasting, Setting the sales territory & quotas, Sales and cost Analysis.

**Unit 4 (3 weeks)**

Developing and conducting Sales Training Programmes. Sales organization, Sales function & policies, Retail markets - Competition and Best Practices.

**Practical component (if any) –**

N/A

**Essential/recommended readings**

N/A

**Suggestive readings**

- Still, R. R., Cundiff, E. W. & Govoni, N. A. P(1998) Sales Management: Decision Strategies and Cases, Dorling Kindersley.
- Gupta, S.L (2005) Sales and Distribution Management: Text and Cases – An Indian Perspective, Excel Books.
- Havaldar, K. K. & Cavale, V. M. (2007) Sales and Distribution Management: Text & Cases, Tata McGraw-Hill.

**Note:** Examination scheme and mode shall be as prescribed by the Retailer's Association Skill Council of India, from time to time.

**DISCIPLINE SPECIFIC CORE COURSE – 6: Profitability Management in Retail Store**

**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		
Profitability Management in Retail Store	4	3	1	0	Class XII pass	N/A

**Learning Objectives**

The course will enhance the understanding the profitability management in retail stores and its various aspects.

**Learning outcomes**

- Lectures, discussions, presentations, case discussions, exercises, practical and exposure to current practices. The pedagogy for the course is more students centric.
- Class room sessions, interactive learning, Role plays
- Introduction to inventory management.
- Understanding of merchandise management.

**SYLLABUS OF DSC-6**

**Unit 1 (4 weeks)**

Inventory management, Managing inventory turnover , Controlling cost and inventory shrinkage, labour scheduling, store maintenance, calculation of shrinkage, preventing shop lifting, reducing employee theft.

**Unit 2 (3 weeks)**

Merchandise Management Process and types of Merchandise, Evaluating merchandise management performance (GMROI), Plan visual merchandise

**Unit 3 (3 weeks)**

Develop Sales Strategy and Campaigns, Monitor and manage store performance, Technology in Retail, Manpower planning and training

**Unit 4 (4 weeks)**

Point of purchase communication- Significance of POP communication, POP display materials - leaflets, special fittings, Demonstrators, Managing sales and service delivery to increase store profitability, Manage a budget.

**Practical component (if any) –**

**N/A**

**Essential/recommended readings**

**N/A**

**Suggestive readings**

- Vedmani G Gibson - Retail Management - Functional Principles and Practice (Jaico Publication).
- SwapnaPradhan - Retailing Management- Tata McGraw Hill.
- Mrs.Suja R Nair - Retailing Management - Himalaya Publication House.
- Angadi, Ansuya - A Text Book of Retailing Management, S. Chand Group.
- Chetan Bajaj, RajnishTuli and Nidhi V Srivastava - Retail Management, Oxford University Press

**Note:** Examination scheme and mode shall be as prescribed by the Retailer's Association Skill Council of India, from time to time.

**GENERIC ELECTIVES (GE-2)**

**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	Department offering the course
		Lecture	Tutorial	Practical/ Practice			
Introduction to Human Resource Management	4	3	1	0	Class pass XII	NA	B.Voc.

**Learning Objectives**

The objective of the course is to acquaint students with the techniques and principles to manage human resource of an organization.

**Learning outcomes**

1. Lectures, discussions, presentations, case discussions, exercises, practical and exposure to current practices. The pedagogy for the course is more students centric.
2. Apply and evaluate a learning process starting with training needs, analysis, assessment and evaluation process.
3. Explore the role of training needs of employees.
4. Evaluate the training methods used in industry.

**SYLLABUS OF GE-2**

**Unit 1(3 weeks)**

**Introduction**

Human Resource Management: Concept and Functions, Role, Status and competencies of HR Manager, HR Policies, Evolution of HRM, HRM vs HRD. Emerging Challenges of Human Resource Management like Workforce diversity, Downsizing, Work life balance

**Unit 2(3 weeks)**

**Acquisition of Human Resource**

Human Resource Planning- Quantitative and Qualitative dimensions; job analysis — job



description and job specification; Recruitment - Concept and sources; Selection — Concept and process; test and interview; placement and induction

### **Unit 3 (4 weeks)**

#### **Performance Appraisal**

Nature, objectives and importance; Modern techniques of performance appraisal; potential appraisal and employee counseling; job changes - transfers and promotions; Compensation: concept and policies; job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation.

### **Unit 4 (4 weeks)**

#### **Maintenance**

Employee health and safety; employee welfare; social security; Employer-Employee relations- an overview; grievance-handling and redressal; Industrial Disputes: causes and settlement machinery

#### **Practical component (if any) -**

**N/A**

#### **Essential/recommended readings**

**N/A**

#### **Suggestive readings**

1. Gary Dessler. A Framework for Human Resource Management. Pearson Education.
2. DeCenzo, D.A. and S.P. Robbins, Personnel/Human Resource Management, Pearson Education.
3. Bohlander and Snell, Principles of Human Resource Management, Cengage Learning
4. Ivancevich, John M. Human Resource Management. McGraw Hill.
5. Wreather and Davis. Human Resource Management. Pearson Education.
6. Robert L. Mathis and John H. Jackson. Human Resource Management. Cengage Learning.
7. TN Chhabra, Human Resource Management, Dhanpat Rai & Co., Delhi
8. Biswajeet Patttanayak, Human Resource Management, PHI Learning

**GENERIC ELECTIVES (GE-2)**

**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
		Lecture	Tutorial	Practical/ Practice		
Communication Management	4	3	1	0	Class XII pass	NA

**Learning Objectives**

The course aims to train students to enhance written as well as oral communication in management. This course will help students in understanding the principles and techniques of communication

**Learning outcomes**

1. Lectures, discussions, presentations, case discussions, exercises, practical and exposure to current practices. The pedagogy for the course is more students centric.
2. Analyze the need of communication in management.
3. Interpret the need for effective listening.
4. Understand the basics of written and spoken communication.
5. Demonstrate the role of group discussion and interviews.
6. Summarize business reports and proposals.

**SYLLABUS OF GE-2**

**Unit 1 (4 weeks)**

Meaning and Objectives of Communication. Process of Communication. Forms of communication: formal and informal; upward, downward, diagonal and lateral. Role of a Manager. Barriers to effective Communication and Overcoming them. Effectiveness in Managerial Communication. Make use of grapevine. Role of verbal and non-verbal communication; interpreting non-verbal communication.

**Unit 2 (3 weeks)**

Meaning and objectives of Listening. Features of a good listener. Analyzing poor listening. Effective listening skills and barriers to effective listening.

**Unit 3 (3weeks)**

Nature, forms and classification of Groups. Role of managers in Group Discussions. Effective Group Decision Making. Group Conflict.

**Unit 4 (4 weeks)**

Planning and conducting meetings. Meeting Process. Ways to Effectively lead a meeting. Evaluating meeting and drafting minutes of a meeting. E-mail, Business Reports and Proposals: E-mail Etiquettes, smartness and presentation. Business Reports and proposals: Writing and purpose.

**Practical component (if any) -**

N/A

**Essential/recommended readings**

N/A

**Suggestive readings**

1. Bell, Reginald & Martin, Jeanette (2014). Managerial Communication. Business Expert Press.
2. Lesikar, R.V. & Flatley, M.E. (2001). Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
3. Ludlow, R. & Panton, F.(1992). The Essence of Effective Communications, Prentice Hall of India Pvt. Ltd., New Delhi.
4. Owen Hargie, David Dickson, Dennis Tourish (1999). Communication in Management. Gower Publishing, Ltd.
5. R. C. Bhatia (2008), Business Communication, Ane Books Pvt Ltd, New Delhi.