Appendix-71
Resolution No. 27 {27-1 (27-1-11)}

INDEX
Bachelor of Vocation – Retail Management & IT
SEMESTER-III,IV,V & VI

Bachelor of Vocation - Retail Management & IT course (Semester-3)

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC CORE COURSE – DSC-7 E-Commerce

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-7 E-commerce	4	3	1	0	Class XII	Nil

Learning Objectives

The course aims to enhance skills for effective and contemporary applications of E-Commerce.

Learning outcomes

By studying this course, students will be able to:

- Describe the challenging needs of the society in the field of E-Commerce.
- Identify various applications in the context of online transactions.
- Explain the steps in designing of website.
- Describe various e-payment systems.
- Analyse security and operational issues in E-Commerce.

SYLLABUS OF DSC-7

UNIT – I (12 Hours)

Introduction to E-commerce: Meaning, nature, concepts , advantages, disadvantages and reasons for online transactions online, Electronic commerce, Types of Electronic commerce, Electronic commerce models, Challenges and barriers to E-commerce environment; E-commerce in India: Transition to E-commerce in India, Indian readiness for E-commerce, E-transition challenges for Indian corporate.

UNIT – II (12 Hours)

Electronic Payment system: Digital payment requirements, Electronic payment system, Types of Electronic payment systems, Concept of e-money, infrastructure issues and risks in EPS, Electronic fund transfer.

UNIT – III (12 Hours)

E-commerce Application: E-commerce applications in retail and other industries, Emerging trends in E-commerce, Mobile commerce; Technological and social considerations, Regulatory and ethical considerations in E-commerce

UNIT – IV (9 Hours)

E-Commerce security: Meaning, need and concepts; Electronic commerce security environment, security threats in E-commerce environment, Basics of encryption and decryption.

Essential/recommended readings

1. Arora Shivani, e-Commerce (Taxmann: New Delhi).
2. Awad, Elias M., Electronic Commerce: From Vision To Fulfillment (PHI Learning: New Delhi).

Suggestive readings

1. Bharat Bhaskar, Electronic Commerce- Framework, Technologies and Applicatonc,(Tata McGraw Hill).
2. Chhabra, T.N., Jain, H. C., and Aruna Jain, An Introduction to HTML (Dhanpat Rai & Co.: New Delhi).
3. Gupta, Pralok, ed., E-COMMERCE In India: Economic And Legal Perspectives (Sage Publications: New Delhi). Kenneth C. Laudon, Carol Guercio Traver, E-commerce, Global Edition (Pearson Education).

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

DISCIPLINE SPECIFIC CORE COURSE – DSC-8 Sales and Distribution 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		
DSC-8 Sales and Distribution Management	4	3	1	0	Class XII	Nil

Learning Objectives

The course aims to enhance an in-depth understanding of sales management and personal selling.

Learning outcomes

By studying this course, students will be able to:

- Understand the compensation and supervision of salesmen besides setting sales territories and targets.
- Develop proficiency in evaluation of sales performance and sales cost analysis.
- Understand the different marketing channels.
- Develop basic understanding of distribution management and evaluation of channel performance.

SYLLABUS OF DSC-8

UNIT – I (12 Hours)

Sales Management; Objectives and Functions; Setting and Formulating Personal Selling Objectives; Recruiting and selecting Sales Personnel; Developing and conducting Sales Training Programmes. Sales organization, Sales function & policies, Personal selling - nature, scope & objectives, Formulating Personal selling strategy.

UNIT – II (12 Hours)

Designing and Administering Compensation Plans; Supervision of Salesmen; Standards and Performance; Motivating Sales Personnel; Sales Meetings and Sales contests. Planning the Sales Effort - Sales planning and Budgeting, Estimating Market Potential and Sales forecasting, Setting the sales territory & quotas, Sales and cost Analysis

UNIT – III (11 Hours)

Marketing Channels, their Structure; Channel Intermediaries-Role and Types; Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organizational Patterns in Marketing Channels: Assessing Performance of Marketing Channels; International Marketing Channels.

UNIT – IV (10 Hours)

Distribution Management - Managing marketing logistics & channels, Channel Integration - VMS, HMS, Channel Management, and Marketing channel Policies & legal issue. Channel Institutions & control, Wholesaling &- Retailing, Channel Information systems, Managing & Evaluating Channel Performance Case & future trends in sales & distribution management.

Essential/recommended readings

1. Gupta, S.L (2005) Sales and Distribution Management: Text and Cases – An Indian Perspective, Excel Books.
2. Havaldar, K. K.& Cavale, V. M. (2007) Sales and Distribution Management: Text & Cases, Tata McGraw-Hill.

Suggestive readings

1. Still, R. R., Cundiff, E. W. & Govoni, N. A. P(1998) Sales Management: Decision Strategies and Cases, Dorling Kindersley.

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

DISCIPLINE SPECIFIC CORE COURSE – DSC-9 Customer Experience 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		
DSC-9 Customer Experience Management	4	3	1	0	Class XII	Nil

Learning Objectives

This course aims to familiarize the students with the concept and importance of the relationship with customers and techniques to enhance customer experience.

Learning outcomes

By studying this course, students will be able to:

- Demonstrate the management of customer life-cycle, importance of trust, value and commitment in building relationship.
- Analyse the CEM techniques and strategies..
- Describe the applications of CEM tools in the retail sector.

SYLLABUS OF DSC-9

UNIT – I (12 Hours)

Introduction to the strategy of CEM and CRM and the interdisciplinary relationship, Customer Experience Innovation, Communicate effectively with stake-holders Develop individual retail service opportunities

UNIT – II (12 Hours)

Business Models and its impact on customer experience: Offline, online, B2C and B2B – social media, platforms and merging offline and online experiences

UNIT – III (12 Hours)

Mapping the customer journey: Process of interaction with a supplier – methods and tools to analyze what's right and what's wrong, Design step-by-step experiences, which enchant customers and at the same time create new opportunities and lead to sustainable competitive advantage

UNIT – IV (9 Hours)

Establish and satisfy customer needs, Monitor and solve customer service problems,   Effective Stakeholder communication,   Effective after sales service**,** Customer feedback Management

Essential/recommended readings

1. Sheth, J. N., & Parvatiyar, A. (2013). Handbook of Relationship Marketing. London, UK: Sage Publications Ltd.

2. S. Shanmugasundaram (2008) Customer relationship management, Prentice Hall of India Private Limted, New Delhi

Suggestive readings

1. Sheth, J. N., Parvatiyar, A., & Shainesh, G. (2017). Customer Relationship Management: Emerging Concept, Tools and Applications. India: McGraw Hill.
2. Stone, M., & Woodrock, N. (1995). Relationship Marketing. London: Kogan Page.

3. Rai Kumar Alok (2011) Customer relationship management- Concept and Cases, Prentice Hall of India Private Limted, New Delhi. 2011

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

GENERAL ELECTIVE –GE-3 Retail Brand Management and CRM

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-3 Retail Brand Management and CRM	4	3	1	0		**Should have studied GE -2 B.Voc-RM&IT**

Learning Objectives

Upon completion of this course, students will be able to understand the significance of retail brand management and its impact on consumer perceptions and loyalty.Analyze the elements of successful retail branding strategies and their alignment with overall business objectives.

Learning outcomes

By studying this course, students will be able to:

1. Articulate the importance of retail brand management and its influence on customer loyalty and preference.
2. Develop and execute retail branding strategies that align with the overall brand identity and target audience.
3. Utilize CRM tools and techniques to personalize customer interactions and enhance the customer journey.
4. Implement effective customer segmentation strategies to tailor marketing efforts and improve customer satisfaction.
5. Measure brand equity and CRM performance using relevant metrics and data analytics.
6. Apply ethical principles to retail brand management and CRM practices to build trust with customers.

SYLLABUS

UNIT – I (9 Hours)

Introduction to Retail Brand Management: Understanding retail branding and its significance, Brand equity and its impact on customer behavior, Building a strong brand identity and positioning, Elements of Retail Brand Strategy, Brand vision, mission, and values, Brand personality and brand storytelling, Brand extension and co-branding.

UNIT – II (12 Hours)

Customer Relationship Management (CRM) in Retail: Importance of CRM in retail business, CRM vs. traditional marketing approaches, CRM technologies and tools, Customer Segmentation and Personalization, Types of customer segmentation, Personalization techniques in retail marketing, Customizing the customer experience.

UNIT – III (12 Hours)

CRM Data Analytics and Insights: Collecting and analyzing customer data, Using data to drive CRM decisions, Implementing CRM Strategies, Designing CRM programs and initiatives, CRM communication and touch points; Measuring CRM effectiveness, Managing Customer Loyalty and Retention, Building customer loyalty through CRM, Customer retention strategies and tactics.

UNIT – IV (12 Hours)

Measuring Brand Equity and Customer Satisfaction: Metrics for measuring brand equity, Customer satisfaction surveys and feedback, Net Promoter Score (NPS) and other customer loyalty metrics; Ethical Considerations in Retail Brand Management and CRM, Privacy and data protection in CRM, Transparency and trust in brand communications, Sustainable and socially responsible brand practices.

Essential/recommended readings

1. "Building Strong Brands" by David A. Aaker.
2. "Strategic Brand Management: Building, Measuring, and Managing Brand Equity" by Kevin Lane Keller.
3. "CRM at the Speed of Light: Capturing and Keeping Customers in Internet Real Time" by Paul Greenberg.

Suggestive readings

1. Customer Relationship Management: Concepts and Technologies" by Francis Buttle.
2. "Customer Data Platforms: Use People Data to Transform the Future of Marketing Engagement" by David M. Raab.
3. "The Loyalty Leap: Turning Customer Information into Customer Intimacy" by Bryan Pearson.
4. "The Brand Gap: How to Bridge the Distance Between Business Strategy and Design" by Marty Neumeier.
5. "The CRM Handbook: A Business Guide to Customer Relationship Management" by Jill Dyché.

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

Bachelor of Vocation - Retail Management & IT course

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC ELECTIVE –DSE- 1 Retail Team organization and Dynamics

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-1 Retail Team organization and Dynamics	4	3	1	0		NA

Learning Objectives

Upon completion of this course, students will be able to understand the importance of effective team organization in the retail industry.Analyze the dynamics of retail teams and their impact on overall performance.

Learning outcomes

By studying this course, students will be able to:

1. Assess the effectiveness of retail team organization and propose improvements for enhanced performance.
2. Implement leadership and communication strategies to foster teamwork and collaboration.
3. Develop recruitment and training processes that align with the needs of the retail organization.
4. Design performance management systems to motivate and support retail team members.
5. Apply conflict resolution techniques to maintain a positive work environment and resolve issues.
6. Evaluate the impact of diversity and inclusion on retail team dynamics and propose inclusive practices.

SYLLABUS

UNIT – I (9 Hours)

Introduction to Retail Team Organization: Importance of effective team organization in retail, Team dynamics and their impact on retail performance, Types of retail teams (sales, customer service, merchandising, etc.); Leadership and Communication in Retail Teams: Qualities of effective retail leaders, Communication strategies for team cohesion, Team meetings and feedback mechanisms.

UNIT – II (10 Hours)

Recruitment and Training in Retail Teams: Recruitment strategies for attracting top talent, On boarding and orientation for new team members, Continuous training and skill development; Performance Management in Retail Teams, Setting performance goals and expectations, Performance evaluation and feedback, Employee recognition and incentive programs.

UNIT – III (14 Hours)

Conflict Resolution in Retail Teams: Identifying sources of conflict in retail settings, Techniques for resolving conflicts and fostering collaboration, dealing with difficult team dynamics and personalities,; Problem-Solving in Retail Teams, Analyzing retail challenges and finding solutions as a team, Decision-making processes in retail team settings, Creative problem-solving techniques; Diversity and Inclusion in Retail Team Organization, Benefits of diverse and inclusive retail teams, Promoting diversity in recruitment and hiring practices, Creating an inclusive work environment.

UNIT – IV (12 Hours)

Building Team Culture and Morale: Cultivating a positive team culture in retail settings, Employee engagement and morale-boosting activities, Team-building exercises and workshops; Managing Remote and Hybrid Retail Teams, Strategies for effectively managing remote and hybrid teams, Communication and collaboration tools for dispersed teams, Overcoming challenges of remote work in retail; Real-World Retail Case Studies.

Essential/recommended readings

1. "The 5 Dysfunctions of a Team: A Leadership Fable" by Patrick Lencioni.
2. "Crucial Conversations: Tools for Talking When Stakes Are High" by Al Switzler, Joseph Grenny, and Ron McMillan.
3. "The Retail Revival: Reimagining Business for the New Age of Consumerism" by Doug Stephens.

Suggestive readings

1. "Good to Great: Why Some Companies Make the Leap...And Others Don't" by Jim Collins.
2. "Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead" by Brené Brown.

3. "The Culture Code: The Secrets of Highly Successful Groups" by Daniel Coyle.
4. "Team of Teams: New Rules of Engagement for a Complex World" by General Stanley McChrystal.
5. "The Five Most Important Questions You Will Ever Ask About Your Organization" by Peter F. Drucker.

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

DISCIPLINE SPECIFIC ELECTIVE –DSE-1 Merchandise Planning

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-1 Merchandise Planning	4	3	1	0		NA

Learning Objectives

Upon completion of this course, students will be able to understand the concept of merchandise planning and its significance in retail operations. Analyze market trends, consumer behavior, and external factors influencing merchandise planning decisions. Develop skills in assortment planning and product selection to meet customer demands.

Learning outcomes

By studying this course, students will be able to:

1. Demonstrate a comprehensive understanding of merchandise planning principles and their application in retail settings.
2. Analyze and interpret market data, customer insights, and external factors to make informed merchandise planning decisions.
3. Create effective merchandise assortment plans based on market demands, seasonality, and target audience preferences.
4. Implement inventory management techniques to minimize stockouts and overstock situations while optimizing cash flow.

SYLLABUS

UNIT – I (12 Hours)

Introduction to Merchandise Planning, Definition and importance of merchandise planning in retail, Merchandise planning process and its components, Market Analysis and Consumer Behavior, Analyzing market trends and competitors, Understanding consumer behavior and preferences, Identifying factors influencing buying decisions.

UNIT – II (9 Hours)

Assortment Planning and Product Selection, Creating merchandise categories and subcategories, Product lifecycle management, Assortment optimization techniques

UNIT – III (12 Hours)

Inventory control methods (ABC analysis, EOQ, safety stock), Inventory forecasting and demand planning, Pricing Strategies and Promotional Planning, Pricing tactics (cost-based, value-based, and competitive-based), Promotions and discounts in merchandise planning, Seasonal and event-based promotions.

UNIT – IV (12 Hours)

Utilizing data for merchandise decision-making, Introduction to merchandise planning software and tools, Demand forecasting techniques, Performance Evaluation and Adjustment, Key performance indicators (KPIs) for merchandise planning, Evaluating merchandise plan effectiveness.

Essential/recommended readings

1. "Retail Management: A Strategic Approach" by B. Pattnaik and P. R. Kumar
2. "Merchandising Mathematics for Retailing" by Cynthia R. Easterling and Ellen L. Flottman
3. "Retailing Management: Text and Cases" by Swapna Pradhan

Suggestive readings

1. "Merchandising Mathematics for Retailing" by Cynthia R. Easterling and Ellen L. Flottman
2. "Fashion Buying: From Trend Forecasting to Shop Floor" by Dimitri Koumbis
3. "The New Rules of Retail: Competing in the World's Toughest Marketplace" by Robin Lewis and Michael Dart

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

Bachelor of Vocation - Retail Management & IT course

Bachelor of Vocation - Retail Management & IT course (Semester-4)

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC CORE COURSE – DSC-10 Material Planning and Control

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-10 Material Planning and Control	4	3	1	0	Class XII	Nil

Learning Objectives

The course aims to enhance the understanding of the basic concept of material planning and evaluating various costs in material management.

Learning outcomes

By studying this course, the students will be able to:

- Have basic understanding of costing for decision making.
- Have knowledge of standard costing.
- Develop in-depth understanding of budgeting and budgetary control.
- Understand the usage of computers in materials management.
- Develop skill to evaluate the Material Management Function

SYLLABUS OF DSC-10

UNIT–I: (15 Hours)

Costing for Decision making: Marginal Cost, Fixed and Variable Costs (Period and Product Costs), Marginal Costing System, Marginal Cost Equation, Profit -Volume Ratio, Break Even Analysis, Margin of Safety, Cost-Volume Profit Analysis and its Uses, Concept of Relevant Costs in Decision Making.

UNIT – II: (15 Hours)

Budgeting &Budgetary Control: Meaning of Budget, Types of Budgets, Budgetary Control System, Material Requirement Planning, Principal Budget Factor, Budget Manual, Preparation of Different Types of Budgets Like Sales, Production, Material Consumption, Purchase Budget etc. Fixed and Flexible Budget.

UNIT – III: (9 Hours)

Standard Costing: Meaning of standard cost, Standard Costing System, Material Cost Variance Analysis.

UNIT – IV: (6 Hours)

Evaluation of Material Management Function: Meaning and Procedure. Evaluation Tools and Techniques.

Essential/recommended readings

1. Dutta A.K. (1998) Materials Management: Procedures, Text and cases 2nd edition, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Gopalakrishnan, P. and Sundarson, M. (2007) Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi.

Suggestive readings

1. Maheshwari• & Mittal (2010) Management Accounting 3rd edition, Shree Mahavir Book, Depot, New Delhi.
2. Saxena, V.K. and Vashist CD (2015) Cost and Management Accounting, 7th edition• Sultan Chand and Sons, New Delhi.

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

DISCIPLINE SPECIFIC CORE COURSE – DSC-11 **Retail Branding and Strategy**

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-11 Retail Branding and Strategy	4	3	1	0	Class XII	Nil

Learning Objectives

The course aims to provide a basic understanding of strategic approaches to management of retail.

Learning outcomes

By studying this course, students will be able to:

- Develop preliminary understanding of the meaning of brand
- Understand the consumers perspective about the brand
- Develop proficiency in managing the brand portfolio
- Have comprehensive understanding of retailing organizations and their growth

SYLLABUS OF DSC-11

UNIT – I (12 Hours)

Brand: Meaning, Definition, Role of Brand, Brand Positioning & Personality of a Brand, Consumer's concept of 'Self-Image', Brand Proposition, Brand Name & Brand Awareness.

UNIT – II (12 Hours)

Managing Brand Portfolio, Contemporary view of the role of Brand Management, Various issues related to Brand Management, Process involve in Building & Managing Brand in retail management.

UNIT – III (12 Hours)

Retailing organizations, Formulation and evaluation of strategic options within retailing organizations, Mergers, Acquisition and strategic alliances involving retailers, Analysis of organization structure and design among retail organizations.

UNIT – IV (9 Hours)

Strategic Management: 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.

Essential/recommended readings

1. Siva Kumar (2007) Retail Marketing, Excel Books.
2. B.R. Londhe (2006) Retail and Distribution Management, Nirali Prakashan, Mumbai.
3. Bajaj, Tuli & Srivastava (2010) Retail Management, Oxford University Press, New Delhi.

Suggestive readings

1. R.K Srivastava (2011) Cases in Retail management, WILEY; First Edition.
2. Wayne D. Hoyer & J. Maclnnis (2012) Consumer Behaviour, Cengage Learning; 6th edition.

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

DISCIPLINE SPECIFIC CORE COURSE – DSC-12 Basics of Consumer Protection

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-12 Basics of Consumer Protection	4	3	1	0	Class XII	Nil

Learning Objectives

This course seeks to familiarize the learners with their rights and responsibilities of a consumer and the procedure to redress their complaints. The learner should be able to comprehend the business firm's interface with consumers and the related regulatory and business environment.

Learning outcomes

By studying this course, the students will be able to:

- Describe the concept of consumer and post-purchase voicing of consumer grievances.
- Demonstrate how to exercise the consumer rights provided under Consumer Protection Act, 2019.
- Comprehend the filing, hearings, and appeal provisions.
- Identify the role of industry regulators in consumer protection.
- Demonstrate the impact of standards on quality of products.

SYLLABUS OF DSC-12

UNIT–I: (12 Hours)

Nature of markets: Liberalization and Globalisation of the Indian Consumer Market, online and offline markets; Organized and unorganized market, Grey market Concept of price in retail and wholesale, MRP, Fair price, labelling and packaging: legal aspects.

UNIT – II: (9 Hours)

The Consumer Protection Act, 2019- Genesis of the Consumer Protection law in India; Basic concepts: Consumer, goods, service, defect in goods, deficiency in service, spurious goods, unfair trade practice, restrictive trade practice, unfair contract, product liability, consumer rights.

UNIT – III: (12 Hours)

Grievance Redress Mechanism under the CPA, 2019- Who can File a Complaint? Grounds of Filing a Complaint, Limitation Period, Procedure for Filing and Hearing of Complaint, Reliefs provided, Appeal, Enforcement of Order, Offences and Penalties.

UNIT – IV: (12 Hours)

Consumer Movement in India; Voluntary Consumer Organisations (VCOs); National Consumer Helpline, GAMA, CONFONET, e-daakhil, Quality and Standardisation: AGMARK, ISI mark, Hallmarking, Consumer Grievance Redressal under the BIS Act, 2016.

Essential/recommended readings

1. Aggarwal, V. K., Law of Consumer Protection, 4th ed. (Bharat Law House, Delhi, 2021)
2. Khanna, Sri Ram and Hanspal, Savita, Consumer Affairs & Customer Care, 1 st ed. (VOICE Society Regd., 2020)
3. Kapoor, Sheetal, Consumer Affairs and Customer Care, 1st ed. (Scholar Tech Press, Delhi, 2021)

Suggestive readings

1. Rao, Rajyalakshami, Consumer is King (Universal Law Publishing Company, 2022)
2. The Consumer Protection Act, 2019.
3. The Bureau of Indian Standards, 2016.

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

GENERAL ELECTIVE –GE-4 Visual Merchandising and Space Planning

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-4 Visual Merchandising and Space Planning	4	3	1	0		Should have studied GE -3 B.Voc-RM&IT

Learning Objectives

Upon completion of this course, students will be able to understand the principles and importance of visual merchandising in retail environments.Analyze the elements of effective visual merchandising and their impact on consumer behavior.

Learning outcomes

By studying this course, students will be able to:

1. Apply the principles of visual merchandising to create captivating and engaging retail displays.
2. Design and execute effective window displays that attract customers and communicate brand messages.
3. Utilize space planning techniques to optimize the use of retail floor space and enhance the shopping journey.
4. Analyze consumer behavior in the context of visual merchandising and space planning.
5. Implement technology-driven visual merchandising solutions to enhance customer engagement.
6. Assess store layout designs and propose improvements to maximize sales and foot traffic.

SYLLABUS

UNIT – I (9 Hours)

Introduction to Visual Merchandising and Space Planning: Definition and importance of visual merchandising, Role of space planning in retail environments, Relationship between visual merchandising and store layout; Elements of Effective Visual Merchandising: Colour, lighting, and visual composition, Merchandise presentation and styling, Signage and branding in visual displays, Window Displays and Storefronts.

UNIT – II (12 Hours)

Psychology of Visual Merchandising: Understanding consumer behavior in retail settings, Visual merchandising and buying impulses, creating emotional connections through displays, Space Planning and Store Layout, Store layout design principles, Traffic flow management and customer navigation, Maximizing retail floor space for optimal product placement.

UNIT – III (12 Hours)

Technology in Visual Merchandising: Augmented reality (AR) and virtual reality (VR) applications, Digital signage and interactive displays, Incorporating technology into visual displays, Visual Merchandising for Different Retail Formats, Visual merchandising in department stores, Visual presentation in boutique and specialty stores, Visual strategies for pop-up shops and temporary spaces.

UNIT – IV (12 Hours)

Retail Fixture and Display Design: Selecting and arranging retail fixtures, Creating flexible and adaptable display systems, Sustainability and eco-friendly fixture design, Promotional Visual Merchandising, Promotional strategies and seasonal displays, Visual merchandising for sales and special events, Coordinating promotional campaigns with visual displays; Real-World Retail Case Studies: Analyzing successful visual merchandising and space planning examples, Identifying challenges and proposing innovative solutions.

Essential/recommended readings

1. "The Art of Visual Merchandising: Display and Decoration in the Retail Store" by Martin M. Pegler.
2. "Visual Merchandising: Display and Design of Retail Stores" by Tony Morgan.
3. "New Retail Space" by Raul A. Barreneche.

Suggestive readings

1. Space Planning for Commercial and Residential Interiors" by Sam Kubba.
2. "Window and Interior Display: The Principles of Visual Merchandising" by Tony Morgan.
3. "Visual Merchandising and Display" by Martin M. Pegler.
4. "Store Design and Visual Merchandising: Creating Store Space That Encourages Buying" by Claus Ebster and Marion Garaus.
5. "Retail Design: Theoretical Perspectives" edited by Lynne C. Lancaster and David G. Duman.

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

DISCIPLINE SPECIFIC ELECTIVE –DSE-2 Warehouse 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-2 Warehouse Management in Retail	4	3	1	0		NA

Learning Objectives

Upon completion of this course, students will be able to understand the role and significance of efficient warehouse management in the retail supply chain.Analyze the key components and processes involved in warehouse operations. Comprehend the principles of inventory management and control in a retail warehouse setting.

Learning outcomes

By studying this course, students will be able to:

1. Assess the efficiency of retail warehouse management practices and propose enhancements.
2. Implement inventory management techniques to ensure accurate stock levels and minimize stockouts.
3. Optimize warehouse layout and space utilization for improved productivity.
4. Design and execute effective order picking and packing processes to meet customer demands.
5. Utilize technology-driven warehouse management solutions for enhanced efficiency and accuracy.
6. Implement safety protocols and compliance measures to create a secure warehouse environment.

SYLLABUS

UNIT – I (12 Hours)

Introduction to Warehouse Management in Retail: Importance of efficient warehouse management in retail operations, Role of the warehouse in the retail supply chain, Warehouse management challenges and trends: Key Components of Warehouse Operations, Receiving and checking inbound shipments, Storage and shelving systems in retail warehouses, Order processing and outbound logistics: Inventory Management and Control, Inventory tracking and stock rotation methods, Demand forecasting and replenishment strategies, Minimizing stock outs and excess inventory.

UNIT – II (12 Hours)

Warehouse Layout and Space Utilization: Principles of efficient warehouse layout design, Racking systems and material handling equipment, Maximizing space utilization in a retail warehouse, Order Picking and Packing Strategies, Order picking methods (batch picking, zone picking, etc.), Packing techniques for different types of products, Order verification and accuracy checks.

UNIT – III (9 Hours)

Technology Applications in Warehouse Management: Warehouse management systems (WMS) and their features, Barcode scanning and RFID technology in retail warehouses, Automation and robotics in warehouse operations, Safety and Compliance in Retail Warehouses, Warehouse safety guidelines and best practices, Occupational health and safety considerations.

UNIT – IV (12 Hours)

Returns Management and Reverse Logistics: Handling customer returns and reverse logistics processes, Reworking and restocking returned products, Managing the environmental impact of returns; Warehouse Performance Metrics and Analysis, Key performance indicators (KPIs) for retail warehouse management, Data analytics for warehouse performance evaluation, Continuous improvement in warehouse operations.

Essential/recommended readings

1. "Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse" by Gwynne Richards.
2. "Essentials of Inventory Management" by Max Muller.
3. "Warehouse Management and Inventory Control" by G. Don Taylor.

Suggestive readings

1. "Warehousing and Fulfillment: A Comprehensive Guide to Distribution Logistics" by Kenneth B. Ackerman.
2. "Lean Warehousing: The Comprehensive Guide to Lean Warehousing Principles" by Tim McMahon.
3. "The Distribution Management Handbook" by James L. Ginter, Douglas M. Lambert, and J. Paul Dittmann.
4. "Warehouse Management Using Microsoft Dynamics AX: 2018 Edition" by Scott Hamilton.
5. "Warehouse Management with SAP ERP: Functionality and Technical Configuration" by Martin Murray and Sanil Kimmatkar.

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

Bachelor of Vocation - Retail Management & IT course
Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC ELECTIVE –DSE-2 Retail Technology and Innovation

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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-2 Retail Technology and Innovation	4	3	1	0		NA

Learning Objectives

Upon completion of this course, students will be able to understand the significance of retail technology and innovation in modern business environments. Analyze the impact of retail technology on consumer shopping behavior. Evaluate the various technologies and tools used in retail. Explore the challenges and opportunities of implementing retail technology in different retail formats.

Learning outcomes

By studying this course, students will be able to:

1. Articulate the role of technology and innovation in shaping the retail industry.
2. Critically analyze the influence of retail technology on consumer behavior and preferences.
3. Identify and apply appropriate retail technologies for specific retail formats and business models.
4. Evaluate the impact of digitalization on the supply chain and inventory management in retail.
5. Develop effective strategies to address ethical and privacy challenges associated with retail technology.

SYLLABUS

UNIT – I (12 Hours)

Introduction to Retail Technology and Innovation: Definition and scope of retail technology, The role of innovation in the retail industry, Historical overview of retail technology adoption, Online shopping trends and preferences, The psychology of online buying decisions, Impact of mobile technology on consumer behavior.

UNIT – II (10 Hours)

Key Technologies Shaping Retail: Artificial Intelligence and machine learning applications in retail, Internet of Things (IoT) and smart retail solutions, Augmented Reality (AR) and Virtual Reality (VR) in retail.

UNIT – III (11 Hours)

RFID and inventory tracking systems, Demand forecasting and supply chain optimization, Automation in warehousing and fulfilment centres, Retail Data Analytics and Personalization: Customer data collection and privacy concerns, Utilizing data analytics for personalized marketing, Customer segmentation and targeting strategies.

UNIT – IV (12 Hours)

Ethical Considerations in Retail Technology: Data privacy and security issues, The impact of technology on employment in the retail sector, Sustainable and responsible retail practices, Integrating Technology for Enhanced Customer Experience, Mobile apps and in-store technology, Virtual shopping experiences and interactive displays, Loyalty programs.

Essential/recommended readings

1. "The Tech Whisperer: On Technology and Retail" by Alok Bardiya
2. "Digital Retailing in India: Evolution or Revolution" by Abhay Kumar

Suggestive readings

1. "The Retail Revival: Reimagining Business for the New Age of Consumerism" by Doug Stephens
2. "The Everything Store: Jeff Bezos and the Age of Amazon" by Brad Stone

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

Bachelor of Vocation - Retail Management & IT course (Semester-5)

DISCIPLINE SPECIFIC CORE COURSE – DSC-13 Introduction to Logistic 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		
DSC-13 Introduction to Logistic Management	4	3	1	0	Class XII	Nil

Learning Objectives

The course aims to provide an understanding Integrated Logistics & Quality Customer Service.

Learning outcomes
By studying this course, students will be able to:

- Have basic understanding of the concept of logistics
- Understand the logistics management
- Develop proficiency in understanding logistics strategies
- Develop the skill of effectively outsourcing logistics

SYLLABUS OF DSC-13

UNIT – I (10 Hours)
Logistics Framework: Concept, Objective and Scope, Transportation, Warehousing, Inventory Management, Packing and Unitization, Control and Communication.

UNIT – II (10 Hours)

Role of Information Technology in Logistics, Logistics Service Firms and Third Party Logistics outsourcing- challenges and future directions.

UNIT – III (14 Hours)

Retail Logistics Network Design for Global Operations: Global Logistics Network Configuration, Orienting International Facilities, Considerations and Framework, Trade-offs Associated with each Approach, Mapping the Different Approaches, Capacity Expansion Issues, Information Management for Global Logistics

UNIT – IV (11 Hours)

Role and importance, Factors influencing transportation and warehousing decision, Importance of Multimodal Transport and containerization, Cost effectiveness of various modes of transport and types of warehouses.

Essential/recommended readings

1. Chopra, S. & Meindl, P. (2007). Supply Chain Management: Strategy, Planning and Operation, Pearson Education.
2. David J Bloomberg, Stephen Lemay, (2015) Logistics 8th edition, Pearson Education.
3. Hult, M. G., Closs, D., Frayer, D. Global (2014). Supply Chain Management: Leveraging Processes, Measurements, and Tools for Strategic Corporate Advantage. Mc Graw Hill Ltd.

Suggestive readings

4. Shapiro, J.F. (2007). Modelling the Supply Chain, Cengage Learning.
5. Simchi-Levi, D., Kaminsky, P., Simchi-Levi, E. & Ravi, Shankar (2008). Designing and Managing the Supply

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

DISCIPLINE SPECIFIC CORE COURSE –DSC-14 Supply Chain 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		
DSC- 14 Supply Chain Management	4	3	1	0	Class XII	Nil

Learning Objectives

The course aims to provide basic understanding of supply chain management.

Learning outcomes
By studying this course, students will be able to:

- Have knowledge of supply management systems
- Have in-depth understanding of cross functional teams and supply management, information sharing
- Develop proficiency in quality management concepts
- Understand the importance of supply chain in retail.

SYLLABUS OF DSC-14

UNIT – I (14 Hours)
Introduction to supply chain management; global optimization; future trends in supply chain management; increasing supply chain responsiveness, Procurement Process and sourcing decision; procurement process perspective, strategies & trends in procurement, The sourcing decision and strategies, E- Procurement, risk and benefits of outsourcing.

UNIT – II (12 Hours)

Supply management systems: B2B, Strategic Supply Management. Enabling Concepts in Supply: Buyer-supplier relationship: Developing and Managing collaboration and Alliance relationship, Social issues & Relationship development in S.C.M.

UNIT – III (10 Hours)

Cross-functional teams and supply-Management Activities. Challenges and problems with cross functional approach, ERP Systems, Negotiations and Bidding, Information sharing.

UNIT – IV (9 Hours)

Quality Management Concepts: ISO Certification. Methods of Control: Product, Process, Risk, Evolution, Management Approaches, Quality Management Support System.

Essential/recommended readings

1. Chopra S, Meinde P & Kalra D.V. (2009) SCM-Strategy Planning & Operation, 3rd Edition, Pearson Education.
2. Fawcelt, Ellram & Ogden (2007) Supply Chain Management, From Vision to Implementation, Pearson education.

Suggestive readings

1. Render Barry, Stair, Hanna & Badri (2008) Quantative Analysis for Management, 10th Edition, Prentice Hall.
2. Saxena Anurag & Kaushik Sircar (2008) Logistics and SCM, Jaico Publishing House, 2008
3. Vohra N.D. (2006) Quantitative Techniques in Management, 3rd edition, McGraw Hill 2006

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

DISCIPLINE SPECIFIC CORE COURSE –DSC-15 Packing and Packaging 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		
DSC-15 Packing and Packaging Management	4	3	1	0	Class XII	Nil

Learning Objectives

The course aims to provide knowledge to differentiate packaging and packing.

Learning outcomes
By studying this course, students will be able to:
- Get an overview of types of packaging
- Develop basic understanding of packing considerations
- Have an understanding of different materials used for packing
- Develop proficiency in managing the economics of packaging

SYLLABUS OF DSC-15

UNIT – I (12 Hours)
Packing and Packaging: Meaning, Functions and Essentials of Packing and Packaging. Difference, Types of packing: for Storage, Overseas Shipment, Inland Transportation, Packaging for Product content Protection, Test of packaging: Mechanical, Climatic & Lab test, International Care labeling code, Packaging cost.

UNIT – II (12 Hours)

Packaging Types, Requirements of Consumer Packaging, Channel Member Packaging and Transport Packaging, Shrink packaging, Identification codes, bar codes, and electronic data interchange (EDI), Universal Product Code, GSI Standards.

UNIT – III (12 Hours)

Packaging/Packing Materials & Components: Various Materials/Metals, Packaging Demands of Consumer goods Industry, Packaging Demands of Industrial Users, Technology Trends in Packaging Industry, Aseptic processing, Authentication, Automatic identification and data capture.

UNIT – IV (9 Hours)

Packaging Economics: Packaging Cost Vs Product cost, Cost Reduction in Packaging, Packing for Inventory Control, Value Analysis, Packing and Value Engineering, Standardization in Packaging, Quality assurance, Radio- frequency identification, Track and trace.

Essential/recommended readings

1. Calver, G. (2003) 'What Is Packaging Design', Rot vision.
2. Dean, D. A. (2000) 'Pharmaceutical Packaging Technology' Taylor & Francis.
3. McKinley, A. H. (2004) 'Transport Packaging', IoPP.

Suggestive readings

1. Scott Boylston (2009) Designing Sustainable Packaging, Lawrence King.
2. Soroka, W (1995) 'Fundamentals of Packaging Technology', IPP.

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

GENERAL ELECTIVE –GE-5 Sourcing and Vendor 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-5 Sourcing and Vendor Management	4	3	1	0		Should have studied GE-4B.Voc-RM&IT

Learning Objectives

Upon completion of this course, students will be able tounderstand the importance of sourcing and vendor management in the retail industry.Analyze the sourcing needs and requirements of a retail business.Evaluate and select appropriate vendors to meet the retail business's needs.Develop effective vendor management strategies to enhance collaboration and performance.

Learning outcomes

By studying this course, students will be able to:

1. Assess the sourcing and vendor management practices of a retail business and recommend improvements.
2. Formulate effective sourcing strategies tailored to the specific needs of a retail organization.
3. Develop a vendor selection process and criteria to align with the retail business's objectives.
4. Design a vendor management framework to foster better collaboration and mutual success.
5. Analyze and negotiate contractual agreements with vendors to maximize value and minimize risk.
6. Implement risk management techniques to mitigate potential disruptions in the supply chain.

SYLLABUS

UNIT – I (12 Hours)

Introduction to Sourcing and Vendor Management in Retail, Overview of sourcing and vendor management concepts in the retail industry, Importance of effective sourcing strategies for retail businesses; Sourcing Needs Analysis: Identifying and understanding the sourcing needs of a retail business, Conducting market research and supplier assessment.

UNIT – II (9 Hours)

Vendor Selection and Evaluation, Vendor selection criteria and processes in retail, Performance evaluation and supplier scorecards;Vendor Management Strategies: Building strong vendor relationships and effective communication, Collaborative planning, forecasting, and replenishment (CPFR).

UNIT – III (12 Hours)

Contract Negotiation and Management, Contracting methods and negotiation techniques in retail sourcing, Key contract clauses and legal considerations; Risk Management in Vendor Relationships: Identifying and assessing risks in the retail supply chain, Developing risk mitigation strategies and contingency plans.

UNIT – IV (12 Hours)

Sourcing and Vendor Management's Impact on the Bottom Line, Financial analysis and cost optimization in sourcing decisions, Measuring vendor performance and its effect on profitability; Ethical and Sustainable Sourcing in Retail: Ethical considerations in sourcing decisions, Implementing sustainability initiatives in the supply chain.

Essential/recommended readings

1. "Strategic Sourcing in the Retail Industry" by Michael Hugo and Judith Lynch
2. "Vendor Management Best Practices: Optimizing Supply Chain Collaboration" by Eric Evans
3. "The Procurement Game Plan: Winning Strategies and Techniques for Supply Management Professionals" by Charles Dominick and Soheila R. Lunney

Suggestive readings

1. Supplier Relationship Management: How to Maximize Vendor Value and Opportunity" by Christian Schuh, Michael F. Strohmer, and Stephen Easton
2. "The Sustainable Supply Chain: How to Create a Green Infrastructure with a Competitive Advantage" by Robert Sroufe and Steven Melnyk
3. "Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond" by Deepak Malhotra and Max Bazerman
4. "Supply Chain Risk Management: An Emerging Discipline" by Gregory L. Schlegel and Robert J. Trent

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Bachelor of Vocation - Retail Management & IT course
Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC ELECTIVE –DSE-3 Retail Store Operations

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-3 Retail Store Operations	4	3	1	0		NA

Learning Objectives

By the end of this course, students will be able to understand the fundamental concepts and theories related to retail store operations management.Evaluate and design an effective retail store layout to enhance the overall shopping experience. Implement inventory management techniques to optimize stock levels and minimize carrying costs. Develop strategies to improve customer service and handle customer complaints and inquiries.

Learning outcomes

By studying this course, students will be able to:

1. Demonstrate a comprehensive understanding of retail store operations management principles.
2. Compare and contrast different retail formats and their respective advantages and limitations.
3. Create and justify a well-designed retail store layout to enhance customer engagement and sales.
4. Propose an efficient inventory management plan based on demand forecasting and stock analysis.

SYLLABUS

UNIT – I (12 Hours)

Overview of Retail Industry and its significance, Retail Management Process and Functions, Retail Store Formats and Types, Retail Store Operations, Store Planning and Design, Inventory Management and Control, Supply Chain and Logistics Management in Retail.

UNIT – II (12 Hours)

Visual Merchandising Strategies and Techniques, Store Layout and Space Management, Customer Experience and Service Management, Understanding Customer Behavior and Preferences, Building Customer Loyalty and Retention, Customer Feedback and Satisfaction Measurement.

UNIT – III (12 Hours)

Retail Analytics and Data-Driven Decision Making, Importance of Retail Analytics, Collecting and Analyzing Retail Data, Using Data for Business Decision Making; Leadership and Team Management in Retail, Retail Store Team Structure and Roles, Effective Leadership and Communication Skills, Motivating and Managing Retail Store Teams.

UNIT – IV (9 Hours)

Compliance, Ethics, and Sustainability in Retail, Legal and Regulatory Compliance in Retail, Ethical Practices in Retail Operations, Sustainable Retailing and Corporate Social Responsibility.

Essential/recommended readings

1. "Retail Management: A Strategic Approach" by B. Rajagopal.
2. "Indian Retail: Evolving Growth Strategies and Future Prospects" by Shoppers' Stop and R. Srinivasan.

Suggestive readings

1. "Retailing Management" by Swapna Pradhan.
2. "Retail Marketing Management" by Nisha and Swapna Pradhan.
3. "Strategic Retail Management: Text and International Cases" by Amitabh Mishra and Piyush Kumar Sinha.

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

Bachelor of Vocation - Retail Management & IT course

DISCIPLINE SPECIFIC ELECTIVE –DSE-3 Multichannel Retail Marketing

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-3 Multichannel Retail Marketing	4	3	1	0		NA

Learning Objectives

Upon completion of this course, students will be able to understand the concept of multichannel retail marketing and its importance in the modern business landscape. Analyze and compare different multichannel retail strategies used by Indian and international retailers. Identify the key challenges and opportunities in multichannel retail marketing.

Learning outcomes

By studying this course, students will be able to:

1. Explain the concept and significance of multichannel retail marketing and its role in enhancing customer experience and loyalty.
2. Critically evaluate and compare various multichannel retail strategies used by both Indian and international retailers.
3. Identify and analyze the challenges and opportunities specific to multichannel retail marketing.
4. Apply multichannel marketing techniques to address the needs and preferences of target customers effectively.

SYLLABUS

UNIT – I (12 Hours)

Introduction to Multichannel Retail Marketing: Definition and evolution of multichannel retailing, Advantages and disadvantages of multichannel retail strategies, The impact of customer behavior on multichannel marketing, Multichannel Retailing Strategies, Offline vs. online vs. hybrid retail models, The role of mobile commerce and apps in multichannel retailing.

UNIT – II (10 Hours)

Digital Marketing in Multichannel Retailing: Search engine optimization (SEO) and search engine marketing (SEM), Social media marketing and influencer strategies, Email marketing and personalized communications.

UNIT – III (12 Hours)

Importance of data analytics in multichannel retailing, Key metrics and KPIs for evaluating multichannel marketing effectiveness, Data privacy and ethical considerations in data collection and analysis Integrating Offline and Online Channels; Creating seamless customer experiences across channels, Click-and-collect and ship-from-store strategies, Show rooming and web rooming in multichannel retailing.

UNIT – IV (11 Hours)

Building customer loyalty through rewards and incentives, Strategies to reduce churn and increase customer lifetime value, Voice commerce and conversational AI in retail, Sustainability and ethical considerations in multichannel marketing.

Essential/recommended readings

1. "The New Rules of Retail: Competing in the World's Toughest Marketplace" by Robin Lewis and Michael Dart
2. "Omnichannel Retail: How to Build Winning Stores in a Digital World" by Tim Mason
3. "Retail Marketing Management: Principles and Practice" by Chetan Bajaj and Rajnish Tuli

Suggestive readings

1. Customer Centricity: Focus on the Right Customers for Strategic Advantage" by Peter Fader
2. "The Long Tail: Why the Future of Business is Selling Less of More" by Chris Anderson
3. "Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking" by Foster Provost and Tom Fawcett
4. "Retailing Management" by Michael Levy and Barton A. Weitz

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

Bachelor of Vocation - Retail Management & IT course (Semester-6)

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC CORE COURSE –DSC-16 Retail Planning and Legal Framework

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-16 Retail Planning and Legal Framework	4	3	1	0	Class XII	Nil

Learning Objectives

The course aims to provide fundamental understanding of strategic management of retail in India.

Learning outcomes
By studying this course, students will be able to:

1. Get holistic knowledge of retail operations.
2. Develop ability to manage the various aspects of human resources involved in retailing.
3. Develop proficiency in legal framework documentation involved in retailing.
4. Have comprehensive knowledge of mall management.

SYLLABUS OF DSC-16

UNIT – I (10 Hours)
Introduction to Strategic Management : Retailing, Role, Relevance & Trends, Retail Customer, Retail Market Segmentation & franchising, Relationship marketing in Retailing.

UNIT – II (10 Hours)

Social Marketing in Retail Management Strategic Management, Retail in India, Services Marketing and Management, Brand Management, International / Strategies, Pricing, Advertising & sales promotion.

UNIT – III (12 Hours)

Operations in Retailing: Retails location strategy, Product and Merchandise Management, TQM, EDP / MIS Logistics & SCM Security Measures, Footfalls / computerized methods non-computerized methods, Visual / Display methods, Merchandising & Management.

UNIT – IV (13Hours)

Legal framework for Retailing: License, Contracts & Recovery, Legal Process, PF/ESIC & Exemptions, PPF, IR Law: Shops & establishments, IPR Patents, Copy right & Trademarks, Procedural Compliance for Establishing an Retail Store, Customer Rights, Consumer Protection Acts, Unfair Trade Practices, Holding of Contests and Schemes, The Standards of Weights and Measures Act, Procedures applicable for a Retail Store.

Essential/recommended readings

1. Mathur U.C. (2010) Retail Management, I.K. International Publishing House Pvt. Ltd. New Delhi.
2. Nair Suja (2006) Retail Management, Himalya Publishing House, New Delhi.
3. Pradhan Swapna (2009) Retailing Management, Tata McGraw-Hill, New Delhi.

Suggestive readings

1. Varley Rosemary (2001) Retail Product Management, Routledge, New York.
 V.S.Ramaswamy and S.Namakumari (2017) Marketing Management, Macmillan• Publishers India Ltd. New Delhi.

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

DISCIPLINE SPECIFIC CORE COURSE –DSC-17 Enterprise Resource Planning

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-17 Enterprise Resource Planning	4	3	1	0	Class XII	Nil

Learning Objectives

The course aims to provide an overview of enterprise resource planning (ERP).

Learning outcomes
By studying this course, students will be able to:

1. Get the knowledge of selection and implementation of ERP and business process re-engineering
2. Develop basic understanding of ERP packages and framework
3. Develop the knowledge of technical architecture of ERP systems
4. Get understanding of ERP, supply chain management and SAP

SYLLABUS OF DSC-17

UNIT – I (12 Hours)
Enterprise Resource Planning: Evolution of ERP, difference between integrated and traditional information systems, early and new ERP packages, overview of ERP packages, ERP products and markets, players and characteristics, benefits of ERP implementations, critical success factors, pitfalls.
.

UNIT – II (12 Hours)

Opportunities and problems in ERP selection and implementation, ERP implementation, identifying ERP benefits, team formation-consultant intervention, Business Process Reengineering (BPR) concepts: emergence of reengineering, business process, rethinking of processes, identification of reengineering

UNIT – III (12 Hours)

Retailing organizations, Formulation and evaluation of strategic options within retailing organizations, Mergers, Acquisition and strategic alliances involving retailers, Analysis of organization structure and design among retail organizations.

UNIT – IV (9 Hours)

Technical Architecture of ERP Systems: Communication and networking facilities, distributed computing, client server systems, concepts of business objects, distributed object, computing architecture, support for data mining and warehousing, EDI, internet and related technologies, Net technologies.

Essential/recommended readings

1. Jyothindra Zaveri (2012) Enterprise Resource Planning Himalaya Publishing House Pvt. Ltd.
2. Motiwalla F. Luvai (2011) Enterprise Systems for Management 2 edition, Pearson.

Suggestive readings

1. Ptak, Carol A. & Eli Schragenheim (2000) Enterprise Systems for Management, St. Lucie Press NY.
2. D.P. Goyal, Enterprise Resource Planning.

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

DISCIPLINE SPECIFIC CORE COURSE –DSC-18 Crisis 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		
DSC-18 Crisis Management in Retail	4	3	1	0	Class XII	Nil

Learning Objectives

To provide students with the ability to understand the principles, strategies and techniques for incident response and crisis management.

Learning outcomes
By studying this course, students will be able to:

1. Develop the knowledge and skills necessary for implementing an effective structure and processes for responding to and managing incidents and crises.
2. Get the knowledge of different types of crisis in retail.
3. Get the understanding of disaster management in retail.
4. Develop proficiency in designing crisis management strategies.

SYLLABUS OF DSC-18

UNIT – I (10 Hours)
Introduction to Crisis Management and Incident Management- Different Types of Crisis in retail, Crisis Leadership and Team Building, Crisis Management Centres - design and operation
.

UNIT – II (10 Hours)

Information Management - situational awareness & decision making under pressure, Media and Crisis Communications, Media Interview Training, Using Social Media in a Crisis

UNIT – III (12 Hours)

Exercise Excellence - design, delivery, review, Preparing for Epidemics, Pandemics and Disasters in the Workplace, Supporting People after Traumatic Incidents.

UNIT – IV (13 Hours)

Disaster Management **-** Basics of disaster management and Mass casualties**,** Components of disaster plan- pre and post, Disaster alertness, Disaster management planning and implementation, Severity of illness amongst disaster victims and risk assessment **,** Mock exercise on disaster management in Retail.

Essential/recommended readings

1. Marchesani Ph D V J, "The Fundamental of Crisis Management", Page Publishing, Inc.
2. Yunus D Saleh, "Crisis Management", Mill City Press Inc**.**

Suggestive readings

1. Bernstein Jonathan, "Manager's Guide to Crisis Management", Briefcase Books Series.

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

GENERAL ELECTIVE –GE-6 Sales and Service excellence

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-6 Sales and Service excellence	4	3	1	0		Should have studied GE -5B.Voc-RM&IT

Learning Objectives

By the end of this course, students should be able to understand the fundamental concepts of sales and service excellence.Identify and analyze customer needs to tailor sales strategies accordingly. Develop effective sales communication and negotiation skills. Implement relationship-building techniques to foster long-term customer loyalty.

Learning outcomes

By studying this course, students will be able to:

1. Demonstrate an understanding of the key principles and theories related to sales and service excellence.
2. Evaluate customer needs and preferences to design customized sales approaches.
3. Employ effective communication and persuasion techniques to close sales successfully.
4. Apply relationship-building strategies to retain existing customers and attract new ones.
5. Address customer complaints and conflicts with empathy and professionalism.
6. Utilize data-driven insights to optimize sales strategies and performance.
7. Exhibit ethical behavior and integrity in all sales and service interactions.

SYLLABUS

UNIT – I (12 Hours)

Introduction to Sales and Service Excellence: Definition and importance of sales and service excellence, Historical perspectives and current trends in sales and customer service, Understanding Customer Behavior, Customer psychology and decision-making processes, Customer segmentation and targeting strategies.

UNIT – II (9 Hours)

Sales Communication and Negotiation Skills: Effective communication techniques in sales, Negotiation strategies to reach win-win outcomes, Customer Relationship Management (CRM), Building and maintaining customer relationships, CRM tools and technology.

UNIT – III (12 Hours)

Handling Customer Complaints and Challenging Situations: Dealing with difficult customers, Conflict resolution and problem-solving techniques, Data Analytics in Sales and Service, Utilizing data to make informed sales decisions, Customer analytics and predictive modelling.

UNIT – IV (12 Hours)

Upselling and Cross-selling Strategies: Identifying upselling and cross-selling opportunities, Techniques for suggestive selling, Ethics and Integrity in Sales and Service, Importance of ethical behavior in sales and customer service, Ethical dilemmas and their resolutions.

Essential/recommended readings

1. "The Psychology of Selling" by Brian Tracy
2. "Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless" by Jeffrey Gitomer
3. "To Sell Is Human: The Surprising Truth About Moving Others" by Daniel H. Pink

Suggestive readings

1. "The Challenger Sale: Taking Control of the Customer Conversation" by Matthew Dixon and Brent Adamson
2. "Customer Success: How Innovative Companies Are Reducing Churn and Growing Recurring Revenue" by Nick Mehta, Dan Steinman, and Lincoln Murphy
3. "Customer Relationship Management: Concept, Strategy, and Tools" by V. Kumar and Werner Reinartz
4. "Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die" by Eric Siegel

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Bachelor of Vocation - Retail Management & IT course
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DISCIPLINE SPECIFIC ELECTIVE –DSE-4 Personnel 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-4 Personnel Management in Retail	4	3	1	0		NA

Learning Objectives

By the end of this course, students will be able to understand the importance of personnel management in the retail industry and its impact on organizational success.Identify the key functions and responsibilities of personnel managers in a retail setting. Apply effective recruitment and selection techniques to hire the right talent for retail positions. Develop strategies for employee training, development, and performance improvement in a retail environment.

Learning outcomes

By studying this course, students will be able to:

1. Demonstrate a comprehensive understanding of personnel management principles and their applications in the retail sector.
2. Apply various recruitment and selection techniques to attract and hire suitable candidates for retail positions.
3. Design and implement effective employee training programs to enhance their skills and knowledge in a retail environment.
4. Asses and manage employee performance, providing constructive feedback and support for improvement.
5. Formulate employee engagement strategies to boost morale and reduce turnover in a retail setting.

SYLLABUS

UNIT – I (12 Hours)

Introduction to Retail Personnel Management: Definition and significance of personnel management in the retail sector, Evolution of personnel management practices in retail, Role of personnel managers in retail organizations; Recruitment and Selection in Retail: Job analysis and job descriptions for retail positions, Effective recruitment strategies: internal and external sources, Selection techniques and conducting interviews for retail positions.

UNIT – II (12 Hours)

Training and Development in Retail, Identifying training needs in the retail workforce, Designing and implementing retail-specific training programs, Evaluating the effectiveness of training initiatives, Performance Management in Retail, Setting performance standards and expectations in retail jobs, Performance appraisal methods and their relevance in retail, Providing feedback and coaching for improved performance.

UNIT – III (12 Hours)

Employee Engagement in Retail: Understanding employee motivation and engagement in the retail context, Designing employee recognition and reward programs in retail, Promoting work-life balance and employee well-being, Employee Relations and Conflict Management, Addressing employee grievances and resolving conflicts in retail, Implementing disciplinary actions and maintaining a positive work environment, Dealing with employee turnover and retention strategies.

UNIT – IV (9 Hours)

Ensuring fairness, diversity, and inclusivity in retail HR practices, Ethical challenges and best practices in retail HR management, Emerging Trends in Retail Personnel Management, Technology's impact on HR practices in the retail industry, Adapting to remote work and virtual teams in retail, Sustainable HR practices in the retail sector.

Essential/recommended readings

1. "Retail Management: A Strategic Approach" by Swapna Pradhan
2. "Human Resource Management in Retail" by S. Venkata Subbaiah
3. "Retail Marketing Management: Principles and Practice" by Chetan Bajaj and Ricky W. Griffin

Suggestive readings

1. "Retail Human Resource Management: Contemporary Issues and Cases" by Barry J. Babin and Brian D. Tietje
2. "Strategic Human Resource Management in Retailing" by Janet H. Marler and Shad S. Morris
3. "Human Resource Management in Retail: A Research Agenda" by Mike Noon and Stephen Bach

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

Bachelor of Vocation - Retail Management & IT course
Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC ELECTIVE –DSE-4 Retailing in India- Growth & Challenges

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-4 Retailing in India- Growth & Challenges	4	3	1	0		NA

Learning Objectives

Upon completion of this course, students will be able to understand the evolution and current status of the retail sector in India. Identify the factors contributing to the growth of the Indian retail industry. Analyze the challenges faced by retailers and the broader retail ecosystem. Evaluate the impact of technology and digitalization on retailing in India.

Learning outcomes

By studying this course, students will be able to:

1. Describe the historical development and transformation of the retail industry in India.
2. Analyze the key drivers that have led to the growth of organized and unorganized retail in the country.
3. Identify the major challenges faced by retailers, including supply chain issues, competition, and changing consumer behavior.
4. Discuss the impact of e-commerce and digital disruption on traditional retail models.

SYLLABUS

UNIT – I (10 Hours)

Growth Drivers of Indian Retail, Rise of the middle class and increasing disposable income, Urbanization and changing consumer lifestyles, Demographic dividend and youth population, Technological advancements and digitalization.

UNIT – II (11 Hours)

E-commerce and its impact on traditional retail, Challenges Faced by Indian Retailers, Supply chain and logistics issues, Intense competition and pricing pressures, Regulatory hurdles and licensing requirements, Consumer preferences and brand loyalty.

UNIT – III (12 Hours)

Role of Government Policies in Retail Growth, FDI regulations and its impact on the sector, Goods and Services Tax (GST) and its implications, Retail trade reforms and liberalization, Technology and Digital Transformation in Retail, Data analytics and personalized marketing, Inventory management and AI-driven solutions.

UNIT – IV (12 Hours)

Future Trends and Opportunities, Emerging retail trends in India and globally, Opportunities in niche markets and regional retailing, Sustainable and socially responsible retail practices, Social and Economic Impact of Retail Growth, Employment generation, Impact on traditional mom-and-pop stores, Effects on local economies and small-scale industries.

Essential/recommended readings

1. "The Retail Revolution in India" by Rajiv Lal and Arar Han
2. "Indian Retail Industry: Past, Present & Future" by Dr. C.S. Mukundan
3. "The New Rules of Retail: Competing in the World's Toughest Marketplace" by Robin Lewis and Michael Dart

Suggestive readings

1. "Retail Management: A Strategic Approach" by Barry Berman and Joel R. Evans
2. "Retail Marketing Management" by David Gilbert
3. Retailing Management" by Michael Levy and Barton A. Weitz

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