

UNIVERSITY OF DELHI
BACHELORS OF VOCATION- RETAIL MANAGEMENT & IT
(SEMESTER-I)
based on

Undergraduate Curriculum Framework 2022 (UGCF)

(Effective from Academic Year 2022-23)



University of Delhi

BACHELORS OF VOCATION- RETAIL MANAGEMENT & IT

DSC –I: INTRODUCCION TO RETAIL AND STORE OPERATIONS

Course Title	Nature of the Course	Total Credits	Components			Eligibility Criteria/Prerequisite
INTRODUCATION TO RETAIL AND STORE OPERATIONS	DSC –I	4	L	T	P	Class XII Pass

Contents of the course and reference is in Annexure-I

DSC –2: CONSUMER BUYING BEHAVIOR AND RETAIL SALES

Course Title	Nature of the Course	Total Credits	Components			Eligibility Criteria/Prerequisite
CONSUMER BUYING BEHAVIOR AND RETAIL SALES	DSC –2	4	L	T	P	Class XII Pass

Contents of the course and reference is in Annexure-II

DSC –3: CUSTOMER SERVICE & CUSTOMER RELATIONSHIP MANAGEMENT

Course Title	Nature of the Course	Total Credits	Components			Eligibility Criteria/Prerequisite
CUSTOMER SERVICE & CUSTOMER RELATIONSHIP MANAGEMENT	DSC –3	4	L	T	P	Class XII Pass

Contents of the course and reference is in Annexure-III

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GE –I: COMPUTER FUNDAMENTALS

Course Title	Nature of the Course	Total Credits	Components			Eligibility Criteria/Prerequisite
COMPUTER FUNDAMENTALS	GE –I	4	L	T	P	Class XII Pass

OR

GE –I: PRINCIPLES OF MANAGEMENT

Course Title	Nature of the Course	Total Credits	Components			Eligibility Criteria/Prerequisite
PRINCIPLES OF MANAGEMENT	GE –I	4	L	T	P	Class XII Pass

Contents of the course and reference is in Annexure-IV

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DSC-1**Introduction to Retail and Retail Store Operations****Credit-4****Course Objectives:**

Create basic awareness of Retail store, its operations and Indian perspective.

Teaching and Learning Strategies

- Lectures, discussions, presentations, case discussions, exercises, practical and exposure to current practices. The pedagogy for the course is more students centric.
- Basic knowledge of retailing and its evolution in India.
- Understanding of retail planning and operation management, aspects of store layout
- Proficiency retail HRM, retail selling skills.
- Basic knowledge of retail location, merchandising and franchising, outsourcing

Unit 1: Introduction

Concept of Retailing, Evolution of Retail environment in India, Indian Retail Industry, Importance of retailing in economy, The Wheel of Retailing-The Accordion Theory, Emerging Trends in Retailing, Career options in retailing.

Unit 2

Retail Strategic Planning and Operation Management, Organized and Unorganized Retail Sector, Types of Retail Formats, Retail Structure in India, E-retail & retail sales.

Unit 3

Retail Human Resources Management, Customer Service, GAPs Model, Customer Relationship Management, Legal and Ethical Issues in Retailing.

Unit 4

Retail selling skills- Pre-Store Opening, Store Opening and Closing, Loss Prevention & Shrinkage, Store Merchandise Planning, Buying and Handling, Merchandise Pricing, Retail Communication Mix, Promotional Strategy.

Assessment & Evaluation

Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:

1. Objective/knowledge testing,
 2. Competency based evaluation using validated assessment tools and practical skill demonstration.
- Projects/assignments with a grading rubric/scale emphasizing module competencies

Suggested Readings-

1. Bajaj C, Tuli R. Shrivastava N.V. (2010) Retail Management, Oxford University Press.
2. K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill.
3. Michael Levy, Barton Weitz, Ajay Pandit (2017) Retailing Management, Tata McGrawHill.
4. Piyush Kumar Sinha and Dwarika Prasad Uniyal (2018) Managing Retailing 3rd edition, Oxford University Press (OUP).

DSC-2**Consumer Buying Behavior and Retail Sales****Credit -4****Course Objectives:**

Create understanding of consumer behavior, its effects on retail sales.

Teaching and Learning Strategies

- Lectures, discussions, presentations, case discussions, exercises, practical and exposure to current practices. The pedagogy for the course is more students centric.
- understanding of market strategy, analysis and consumer behavior
- Proficiency in understanding shopper behavior
- Basic understanding of the process of buyers' decision making
- Understanding of consumer behavior in terms of perception and attitude.

Unit 1: Introduction

Concept of Consumer and consumer market, Importance of consumer behavior, Consumer Buying Process, Factors affecting buyer behavior, Types of buying decisions, Post-Purchase behavior.

Unit 2

Nature of markets: Liberalization and Globalization of the Indian Consumer Market, online and offline markets, Organized and unorganized market, Grey market Concept of price in retail and wholesale.

Unit 3

Different types of purchase situations, retailing and the purchase process, determinants of retail success or failure, point -of- purchase materials, consumer logistics, location based retailing, importance of customer satisfaction, factors affecting satisfaction level, motivating consumer.

Unit 4

Group and personal influences on individuals, reference group and its influence on individuals, word of mouth and opinion leaders in advertising and marketing strategy, reaching the consumer, gaining consumer's attention, shaping consumer's opinion; opinions change, product's and advertising's role in shaping consumer opinion, company's role in helping consumers to remember.

Assessment & Evaluation

Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:

1. Objective/knowledge testing,
 2. Competency based evaluation using validated assessment tools and practical skill demonstration.
- Projects/assignments with a grading rubric/scale emphasizing module competencies

Suggested Readings-

- Blackwell, Roger, Miniard, Paul & Engel, James; Consumer Behaviour; Thomson Learning; New Delhi
- Loudon, David J. & Dellabitta, Albert; Consumer Behaviour; Tata McGraw Hill; New Delhi
- Schiffman, Leon G. & Kanuk, Leslie Lazar; Consumer Behaviour; Pearson Education; New

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- Solomon, Michael R.; Consumer Behaviour – Buying, Having and Being; Pearson Education; New Delhi
- Nair, Suja R.; Consumer Behaviour in Indian Perspective ; Himalaya Publishing House; New Delhi

**DSC-3****Customer Service and Customer Relationship Management****Credit- 4****Course Objectives:**

Fundamental understanding of customer and customer relationship management (CRM)

Teaching and Learning Strategies

- Lectures, discussions, presentations, case discussions, exercises, practical and exposure to current practices. The pedagogy for the course is more students centric.
- Perspective on business intelligence and application service providers
- Ability to analyze Sales force automation and its implication for CRM
- Proficiency in skills evaluate CRM
- Skills involved in implementation of CRM

Unit 1: Introduction

Definition of customer and CRM, CRM technology components, customer life style, customer interaction, Difference between CRM and e-CRM, features of e-CRM, CRM Theory & Development and Relationship Marketing.

Unit 2:

CRM Evaluation: measurement of CRM effectiveness including CRM's impact on company efficiency, effectiveness, and employee behavior, Positive Image Building, Customer Relationship Management.

Unit 3:

Customer perception of services, Customer needs and expectations, Personalized and Post-Sales Service Support, Resolving customer concerns.

Unit 4:

Ethics and Future of CRM, Monitoring and Solving Customer Service Issues, Continuous Service improvement, Organizing Service Delivery.

Assessment & Evaluation

Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:

1. Objective/knowledge testing,
 2. Competency based evaluation using validated assessment tools and practical skill demonstration.
- Projects/assignments with a grading rubric/scale emphasizing module competencies

Suggested Readings-

- Kumar V. & Werner J. (2008) Customer relationship management, Willey India.
- Mukherjee Kaushik (2008) Customer relationship management, Prentice Hall of India Private Limited, New Delhi.
- Rai Kumar Alok (2011) Customer relationship management- Concept and Cases, Prentice Hall of India Private Limited, New Delhi. 2011
- S. Shanmugasundaram (2008) Customer relationship management, Prentice Hall of India Private Limited, New Delhi

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GE-1

Computer Fundamentals**Credit- 4****Course Objectives:**

Create basic understanding of computer fundamentals and its uses.

Teaching and Learning Strategies

Lectures, discussions, presentations, case discussions, exercises, practical and exposure to current practices. The pedagogy for the course is more students centric.

Unit 1:

- Introduction: Introduction to computer system, uses, types.
- Data Representation: Number systems and character representation, binary arithmetic
- Human Computer Interface: Types of software, Operating system as user interface, utility programs

Unit 2:

Devices: Input and output devices (with connections and practical demo), keyboard, mouse, joystick, scanner, OCR, OMR, bar code reader, web camera, monitor, printer, plotter

Memory: Primary, secondary, auxiliary memory, RAM, ROM, cache memory, hard disks, optical disks

Unit 3:

Computer Organisation and Architecture: C.P.U., registers, system bus, main memory unit, cache memory, Inside a computer, SMPS, Motherboard, Ports and Interfaces, expansion cards, ribbon cables, memory chips, processors.

Unit 4:

Overview of Emerging Technologies: Bluetooth, cloud computing, big data, data mining, mobile computing and embedded systems, Orientation to POS software(s).

Practical : The practical assignment must include connecting parts of a computer and assembling it to an extent, media formatting and installation of software

Assessment & Evaluation

Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:

1. Objective/knowledge testing,
 2. Competency based evaluation using validated assessment tools and practical skill demonstration.
- Projects/assignments with a grading rubric/scale emphasizing module competencies

Suggested Readings-

- Goel, Computer Fundamentals, Pearson Education, 2010.
- P. Aksoy, L. DeNardis, Introduction to Information Technology, Cengage Learning, 2006
- P. K. Sinha, P. Sinha, Fundamentals of Computers, BPB Publishers, 2007

GE-1



Principles of Management

Credit- 4

Course Objectives:

The course aims to equip learners with essential management related knowledge and skills and their applicability in real world.

Teaching and Learning Strategies

- Understand the evolution of management and its significance
- Comprehend and analyze applicability of managerial functions
- Recognize the role of decision-making in business
- Analyze the role of directing in management
- Appreciate the function of controlling and contemporary issues in management

Unit 1:

Principles of management - concept, nature and significance; Evolution of Management thought: Classical (Fayol's principles of management; Taylor's scientific management), Neoclassical (Hawthorne Experiments), Modern approach (Systems Approach; Contingency Approach).

Unit 2:

Management functions and their relationship- planning, organizing, staffing, directing and controlling; Functional areas of management – an overview; Coordination - concept, characteristics and importance.

Unit 3:

Planning- meaning, strategic and operations planning; Decision-making- concept, importance and bounded rationality; Organizing- division of labour & specialization; Organisational structures; Factors affecting organisational design.

Unit 4:

Directing- concept and importance; Concept and theories of Motivation- Maslow's need hierarchy, Herzberg's two-factor theory, Theory X&Y; Leadership-meaning and importance; Communication-meaning and importance; Staffing- concept, importance and process.

Assessment & Evaluation

Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:

1. Objective/knowledge testing,
 2. Competency based evaluation using validated assessment tools and practical skill demonstration.
- Projects/assignments with a grading rubric/scale emphasizing module competencies

Suggested Readings-

- Drucker, P. F. (1954). The Practice of Management. Newyork: Harper & Row.
- Drucker, P. F. (1999). Management Challenges for the 21st Century. Harper Collins Publishers Inc.
- Griffin. Management Principles and Application. Cengage.
- Koontz, H., & Weihrich, H. (2012). Essentials of Management: An International and

Leadership Perspective. McGraw Hill Publications

- Kumar, Pardeep. Management: Principles and Applications. JSR Publication House LP, Delhi.