INDEX
B.Voc – Healthcare Management – DSC
SEMESTER-III,IV,V & VI

Bachelor of Vocation – Healthcare Management (Semester-3)
Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC CORE COURSE – 7 Communication in Healthcare

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		
Communication in Healthcare	4	3	1	0	Class XII Pass	NA

Learning Objectives

By the end of the term students should be able to demonstrate the use of critical thinking, decisions making and problem-solving skills though effective written and oral business communication.

Learning outcomes

- Student will be able to get an understanding of principles & objectives of Communication.
- Student will be able to understand the importance of Communication in an organization.
- Student will be able to identify barriers of communication and the best methods to communicate effectively.
- Students will be able to effectively use different styles of communication

SYLLABUS OF DSC-7

Unit 1-Communication – Origin, Meaning and Definition (6 Hours)
- Principles of Communication
- Objectives of communication
- Styles of Human Communication

Unit 2-Communication as a process (5 Hours)
- Oral Communication
- Written Communication
- Filtering and distortion of Message
- Common causes that weaken Effective Communication

Unit 3-Interpersonal Communication (12 hours)

- Perception in Interpersonal communication
- Transactional Analysis
- Structure of Transaction
- Principles to initiate communication
- Communication in Organization Setting
- Communication Skills in Interview Setting
- Essential of Effective Communication
- Models of Understanding Interpersonal Relationship

Unit 4-Barriers to Communication (11 hours)

- Organizational Barriers
- Semantic Barriers
- Personal Barriers
- Barriers in Subordinates
- Psychological Barriers
- Other Barriers
- Overcoming Barriers in Communication

Unit 5-Flow of Communication in an Organization (11 hours)

- Downward Communication
- Upward Communication
- Horizontal Communication
- Problems in Downward Communication
- Problems in Upward Communication
- Problems in Horizontal Communication

Practical component (if any) -
N/A
Essential/recommended readings

1. M. Jones, Phil (2017), Exactly what to Say, Box Of Tricks Publishing
2. Kumar, Sanjay; Lata, Pushp (2015), Communication Skills, Oxford University Press.
3. Schiavo, Renata (2013), Healthcare Communication-From Theory to Practice, Jossey-Bass.
4. Garg, Kumar, Dr.Manoj (2020),English Communication-Theory & Practice, Abcibook.
5. Tuhovsky, Ian (2017), The Science of Effective Communication, Rupa & Co.

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		
Medical Terminology- 3	4	3	1	0	Class XII pass	Medical Terminology- 2

Learning Objectives

Includes structure, recognition, analysis, definition, spelling, pronunciation, and combination of medical terms from prefixes, suffixes, roots, and combining forms.

Learning outcomes

- Student will be able to get an understanding of Diseases and disorders of the system as mentioned in the medical terms.
- Student will be able to guide the patients about the treatment options and diagnostic procedures as advised by the physician.
- This subject will enhance the medical terminology vocabulary of different conditions and treatment methods of organ system which is required at Front office and radiology department to guide the patients.
- Students will get an understanding of general Terminology (procedures, diseases, treatment) related to different body system

SYLLABUS OF DSC-8

Unit-1 (10 hours)

Nervous System-
- Basic Anatomy & Physiology of Nervous System
- Common Terms in Nervous System
- Common Diseases
- Diagnostic Tests and Procedures
- Treatment
- Basic Knowledge of Hospital Care / Infrastructure / Facilities/ Intensive Care / Neuro ICU / Stroke ICU/ and other specialized needs for patient
- Importance of Rehabilitation Services for Neuro patients
- Basic understanding of Stroke management

Unit-2 (10 hours)

Musculoskeletal System- procedures, diseases, treatment

- Basic Anatomy & Physiology of Musculoskeletal System
- Common Terms
- Diagnostic Tests and Procedures
- Basic understanding of Pain Management
- Treatment

Unit-3 (10 hours)

Oncology -Types of Cancers

- Diagnostics & Procedures
- Basic Understanding of Medical Oncology, Surgical Oncology, Chemotherapy, Immunotherapy & Radiotherapy
- Treatment
- Psychological aspects of cancer care
- Importance of Cancer Awareness Program

Transplant Medicine

- Introduction to transplantation of Human Organs & tissues
- Different types of transplants
- Care after Transplant

Unit-4 (5 hours)

Cardiovascular System-

- Brief Introduction-Heart
- procedures, diseases, treatment
- Preventive Aspects.

Unit-5 (10 hours)

ENT & Ophthalmology-

- Introduction –Ear, Nose, Throat & Eyes
- Understanding of ENT & Ophthalmology procedures
- Day care Procedures
- Common diseases
- Treatment

Practical component (if any) –N/A

Essential/recommended readings-

1. Stedman, (2005), STEDMAN'S Medical Dictionary, Wolters Kluwer.
2. A. Gylys, Barbara; Wedding, Mary Ellen (2017), Medical Terminology Systems, F.A. Davis Company.

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		
Medical Software Applications-2	4	3	1	0	Class XII pass	Medical Software Applications-1

Learning Objectives
- Basic Understanding of functioning of computers & its application in healthcare with a perspective on Hospital operations
- Create basic awareness on healthcare record systems and infrastructure.

Learning outcomes

- Student will get the basic understanding and awareness about the software being used in hospital.
- Awareness of modules being used in different departments will help the student to work efficiently on the Systems.

SYLLABUS OF DSC-9

Unit-1(9 hours)
- Review of FO module
- Describe various modalities for Patient Registration in HIS
- Describe Important Information and Credentials to be captured in HIS
- Physician Schedules, Appointment entry and rescheduling appointment
- Describe Escalation Matrix in case of Non-Compliance
- Assess the working status of HIS as and when required
- Admission Module-IP Number Generation, Wrist band for tracking of patients, Bed allotment, Requisition of drugs and consumables from the pharmacy, Discharge Summary.

Unit-2-(13 hours)
- Management Information System – Business Intelligence, MIS as a tool to managerial control
- Core Functions of HIS – Patient Management, Clinical Management-Clinical Decision, Medical Forms, Doctors Notes; Revenue Management; Inventory Management –Procures stocks, Medicines and Consumables for day-to-day consumption of hospital needs. This module helps in maintaining the stocks, reordering, financial planning, Inventory Management & Stock
- Maintenance of patient's Database in HIS

Unit-3-(10 hours)

- Introduction to CRM tool
- Describe the Importance of Electronic Health Records / Medical Records/ Computerized patient record system.
  - Software for Pharmacy
  - Lab
  - Radiology
  - Allergy Tracking
  - Consults
  - Dietetics
  - Progress Notes

Unit 4(13 hours)

Modules used in HIS

- Emergency Module –Sends alert to the corresponding departments, Consulting Details, Clinical Follow up, lab Test Reports, Service orders and bookings, Pharmacy/ Surgical Details, Statutory forms
- Basics of HR Module –Recruitment, Training & Development, Compensation Management, Employee Tracking , Work Flows and Benefits
- Basics of Store Module

Practical component (if any) –
N/A

Essential/recommended readings-

1. Kelkar, S.A. (2010), Hospital Informations Systems, PHI.

GENERAL ELECTIVE – 3:Patient Behavior & Psychology

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		
Patient Behaviour & Psychology	4	3	1	0	Class XII pass	Organization & Planning of Hospital Departments

Learning Objectives

It is aimed at helping the students to acquire knowledge & understanding of patient behavior and acquire the skills in managing them effectively in hospital settings.

Learning outcomes

1. Demonstrate an understanding of psychological theories and concepts relevant to patient behavior.
2. Analyze and interpret patient behavior in healthcare contexts using psychological frameworks.
3. Apply effective communication techniques to establish rapport and trust with patients.
4. Demonstrate cultural sensitivity in healthcare interactions and decision-making.
5. Develop strategies to address patient anxiety and improve coping mechanisms.
6. Devise patient-centered approaches to enhance treatment adherence and compliance.

SYLLABUS OF GE-3

Unit 1(10 hours)
Introduction:
- History and origin of science of psychology
- Definitions & Scope of Psychology
- Relevance to Healthcare Managers
- Methods of Psychology

Unit 2(10 hours)
Biology of behavior
- Body mind relationship modulation process in health and illness
- Genetics and behavior: Heredity and environment
- Brain and behavior: Nervous system, Neurons and synapse, Association Cortex, Rt and Lt Hemispheres
- Psychology of Sensations
- Muscular and glandular controls of behavior

- Nature of behavior of an organism/Integrated responses

Unit 3(15 hours)

Motivation and Emotional Processes

- Motivation: Meaning, Concepts, Types, Theories, Motives and behavior, Conflict resolution
- Emotions & stress
- Emotion: Definition components, Changes in emotions, theories, emotional adjustments, emotions in health and illness
- Stress: stressors, cycle, effect, adaptation & coping

Communication and Patient-Provider Relationship

- Verbal and non-verbal communication skills
- Active listening and empathy
- Building trust and rapport with patients

Unit 4(10 hours)

Developmental Psychology

- Psychology of people at different ages from infancy to old age
- Psychology of vulnerable individuals- challenged, women, sick, etc
- Psychology of groups

Practical component (if any) –
N/A

Essential/recommended readings
N/A

Suggestive readings
1. Introduction to Psychology by Clifford T.Norgan, Richard A.King
2. Psychology 5th Edition by Robert A.Baron/Girishwar Misra
3. Empathy: A History" by Susan Lanzoni
4. "The Compassionate Connection: The Healing Power of Empathy and Mindful Listening" by David Rakel

Discipline Specific Elective 1: Healthcare Organization 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		
Healthcare Organization Operations	4	3	1	0	Class XII pass	NA

Learning Objectives

- To enable the students to understand the fundamental concepts of operations management
- To provide awareness on the roles and responsibilities of operations managers in different organizational contexts

Learning outcomes

1. Understand the key functions and roles within a healthcare organization.
2. Analyze the impact of healthcare policies and regulations on operations.
3. Identify strategies to improve operational efficiency and patient safety.
4. Evaluate the quality of healthcare services within an organization.
5. Apply management principles to healthcare operations.
6. Demonstrate an understanding of healthcare information systems and technology.
7. Discuss the importance of patient-centered care and its impact on organizational operations.

SYLLABUS OF DSE-1

Unit 1(10 hours)
Introduction to Healthcare Operations Management
- Overview of healthcare operations management
- Importance and challenges of managing healthcare operations
- Role of operations management in healthcare quality and patient safety
- Healthcare regulatory environment and compliance considerations

Unit 2(10 hours)
Healthcare Processes & Policies
- Hospital Policies
- Process mapping and flowcharting in healthcare
- Lean principles in healthcare operations

Unit 3(15 hours)
Healthcare Capacity Planning and Resource Management
- Managing healthcare capacity and demand
- Resource allocation and optimization in healthcare

- Scheduling and appointment systems
- Managing healthcare workforce and staffing challenges

Unit 4(10 hours)

Emerging Trends in Healthcare Operations

- Innovations in healthcare technology and management
- Telehealth and its impact on healthcare operations
- Population health management and preventive care
- Global healthcare operations and challenges

Practical component (if any) –
N/A

Essential/recommended readings
N/A

Suggestive readings

1. "Operations Management for Healthcare Organizations: Applying Lean Concepts to Improve Patient Safety and Outcomes" by Lisa M. Anderson and Lisa S. Anderson.
2. "Healthcare Operations Management" by Daniel B. McLaughlin, Julie M. Hays, and Eugene Schneller.
3. "Lean Hospitals: Improving Quality, Patient Safety, and Employee Engagement" by Mark Graban.

Discipline Specific Elective 1: Healthcare Economics & Policy

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		
Healthcare Economics & Policy	4	3	1	0	Class XII pass	NA

Learning Objectives

This course aims to provide students with an understanding of the key principles and concepts of healthcare economics and the role of policy in shaping healthcare systems. Students will examine the economic factors that influence healthcare decision-making, analyze healthcare policies and their impact on access, cost, and quality of care, and explore the challenges and opportunities in healthcare markets.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Explain the key economic concepts relevant to healthcare, such as scarcity, opportunity cost, and efficiency.
2. Analyze the factors influencing the demand and supply of healthcare services and their implications on healthcare delivery.
3. Evaluate the effectiveness of different healthcare financing and reimbursement models.
4. Critically assess the impact of healthcare policies on vulnerable populations and healthcare disparities.

SYLLABUS OF DSE-1

Unit 1(10 hours)
Introduction to Healthcare Economics
- Definition of Economics
- Circular flow of economic activity
- Relation between Economics and Health Economics
- Importance of Health Economics
- Theory of Utility
- Theory of Demand-Determinants of healthcare demand, Elasticity of healthcare demand

Unit 2(10 hours)
- Theory of Production: Concept, factors and its implications. Production function- short and long run. Laws of diminishing marginal returns and variable proportions.

- Theory of cost: short and long run cost function. Fixed and Variable costs- Opportunity Cost- Average and marginal cost
- Market- its concept in economics, Perfect competition- nature, short and long run equilibrium, concept of break even and shut down point

Unit 3(10 hours)

HealthcareFinancing

- Overview of healthcare financing models
- Health insurance systems in India
- Public vs. private healthcare financing in India
- Pricing strategies in healthcare
- Cost-benefit and cost-effectiveness analysis in healthcare

Unit 4(15 hours)

Health Economics

- Indian scenario
- Effect of globalization and privatization
- Importance of PPP Model
- Problem faced by health industry
- Changing scenario of health industry
- Public initiative to eradicate difficulties
- Alternative Models of Hospital Behavior-Utility Maximizing Model, Physician Control Models, The Trend towards Multi Hospital Systems.

Practical component (if any) –
N/A

Essential/recommended readings
N/A

Suggestive readings

1. Indian Healthcare Economic & Policy by Rajeev Ahuja and Roger Jeffery
2. Healthcare Economics Made Easyby Satish Dinkar
3. Healthcare in India: A Comprehensive Analysis by Subrata Kumar Mitra and Vijay Govindarajan
4. Health Economics and Policy by James W. Henderson
5. Health Economics for Hospital Management- Shuvendu Bikash Dutta- Jaypee Brothers Publication

Bachelor of Vocation – Healthcare Management (Semester-4)
Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC CORE COURSE – 10: Quality in Healthcare-Service & Medical Quality

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		
Quality in Healthcare-Service & Medical Quality	4	3	1	0	Class XII pass	NA

Learning Objectives
Create basic awareness on quality in healthcare and its applicability

Learning outcomes

- Student will get the basic understanding and awareness about the quality and the quality standards applicable to different departments of the hospital.
- Students will also understand the importance of Accreditation and International Patient Safety Goals
- Awareness of Quality will enhance patient safety and satisfaction in the hospital and students will be able to effectively implement the organization policies.

SYLLABUS OF DSC-10

Unit-1(12 hours)
Quality – An Overview
- Dimensions of Quality-
- Scope and Importance in Healthcare
- Quality Concept, Quality Assurance,
- Total Quality Management, Quality Circle,
- Medical Quality
- NABH, JACHO, ISO

Unit-2(12 hours)

- Medical Documentation Audits
- Introduction
- Definition of Medical Audit
- Need and Purpose of Medical Audit
- Types of Medical Audit
- Medical Audit Committee
- Medical Documentation Audits
  - Physician Documents
  - Nursing Documents

Organization Policies
- Emergency Codes
- Hospital Waste Management
- Hospital Infection Control

Unit 3(12 hours)
Quality Standards applicable to the Front Office
- Customer Service Excellence and Patient Satisfaction
- Patient Satisfaction Metrics- Quantitative Measures and Qualitative Measures
- Call Centre Experience –Service Enquiry, Appointment Fixing, Complaints
- OPD Services - Establishing Eye Contact, Greetings, End conversation with a standard closing statement as per the Hospital protocol
- In-Patient Experience
- Measure Patient Satisfaction
- Importance of Feedback & Closure

Unit 4(9 hours)
- What Defines Quality in Healthcare
- Quality Initiatives in ensuring Patient Safety-International Patient Safety Goals
- Quality Indicators in Healthcare
- Concept of Lean & Six Sigma
1. Introduction
2. Objectives
3. Importance of Lean & Six Sigma in Health Care Management
- Importance of Quality Improvement Projects

Practical component (if any) –
N/A

Essential/recommended readings-
1. Joshi, S.K. (2013), Quality Management in Hospitals, Jaypee Brothers Medical Publishers

DISCIPLINE SPECIFIC CORE COURSE – 11: Insurance Management (TPA 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		
Insurance Management (TPA Operations)	4	3	1	0	Class XII pass	NA

Learning Objectives

After completion of this module student should be able to describe the concept of health Insurance and Insurance management process in healthcare

Learning outcomes

- Student will get the basic understanding and awareness about the health insurance and different types of policies available to the insurer.
- Students will also understand the TPA's and the role of the same as a mediator between Health Insurance Organizations and Insurers.
- Awareness of TPA & Insurance policies will help students to effectively manage & handle the payment queries of the patients visiting the hospital

SYLLABUS OF DSC-11

Unit-1(12 hours)
Introduction to Health Insurance
- Concept of Health Insurance
- Definition, History & Scope of Health Insurance
- Types of Health Insurance
- Health Insurance in Private Health Sector (CGHS, ECHS, TPA, ESI.)
- Health Insurance in developing and developed countries
- Underwriting of Health Insurance

Unit 2(12 hours)
- Different Health Insurance Policies
- Analysis and Management

- GOI & State Govt. Policy in implementation of Health insurance
- Government Medical Services and Health Insurance Schemes
- IRDA Guidelines
- Hospital Empanelment: Criteria & Procedure
- Various Definitions under Mediclaim – Health Insurance Policies
- Standard Exclusions

Unit-3(9 hours)
- Concept of combined Life Insurance and Health Insurance
- Portability of Health Insurance
- Pre-Existing Diseases

Unit 4(12 hours)
- Hospitals / TPA / Insurance Company / Relationship and Problems.
- Cashless Mediclaim Processing & TPA
- Planned Hospitalization
- Emergency Hospitalization
- Claim Processing of Health Insurance

Practical component (if any) –
N/A

Essential/recommended readings-
1. Gupta, Dr. L.P., (2014), Health Insurance for Rich & Poor in India, Dr. L.P.GUPTA
2. Patukale, Prof.Kshitij, Mediclaim and Health Insurance, Prabhat Prakashan.
3. Dayal, Dr. Hargovind (2017), Fundamentals of Insurance, Notion Press.
4. Alexander, Sally, Risk and Insurance Management Manual for Libraries, Updated (ALCTS Monograph), ALA Editions.
5. IRDA Guidelines on Health Insurance - Govt. of India- https://www.financialservices.gov.in

DISCIPLINE SPECIFIC CORE COURSE – 12: Hospital Policies

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		
Hospital Policies	4	3	1	0	Class XII pass	NA

Learning Objectives

On completion of this module the students should be familiar with the various hospital policies of relevance

Learning outcomes

- Student will get the basic understanding and awareness about the different Hospital Policies with respect to NABH Accreditation standards.
- Students will also understand the importance & methodology of Incidence Reporting Systems and different incidents which needs to be documented
- Awareness of Patient & Staff Policies will give the students confidence of making hospitals safe place for patients/visitors/staff.

SYLLABUS OF DSC-12

Unit-1(10 hours)
Introduction to Hospital Policies
- Definition and Importance of SOP's, Policies, Manuals & Procedures.
- **AAC –** Registration Policy, Admission Policy, Bed Management Policy, Discharge Policy, Transport Policy, Admission to ICU Policy, Initial assessment Policy, Reassessment Policy, LAMA Policy.

Unit-2(10 hours)

- **COP –** Emergency Services, Ambulance Services, unique needs of End-of-Life Care, Care of Pediatric Patients, High Risk Obstetrical Pts., Rehabilitative Services, Patient Restraint Policy,
- **PRE –** Patient & Family Rights & Responsibilities, Patient and Family Education, Patient Confidentiality and Privacy, Patient Feedback (How to voice Complaint), Service Recovery, Policy on Informed Consent**,** Complaint Management process.

Unit-3(15 hours)
Patient & Staff Safety Policies
- Policy on Emergency Codes
- Hospital disaster Management

- Adverse Events
- Patient Identification
- Other Safety Codes
- Safety – Clinical Storage Guidelines, Electrical Equipment, Hazardous Material Spill, Handling of Cytotoxic Drugs
- Possession of Weapons by Patient and Visitors
- House Keeping Services Safety.

Unit 4(10 hours)

Incidence Reporting

- Incidence Investigation and Analysis
- Incidence Review
- Incident Report Form
- Benefits of doing Investigation
- How to Conduct an Investigative Interview
- Who should conduct the Investigation
- Root Cause Analysis
- Corrective & Preventive Actions
- Safety Orientation & Training

Practical component (if any) –

N/A

Essential/recommended readings-

1. Agarwal, Dr. Arun K. (2019), Standard Operating Procedures (SOP) for Hospitals in India, Notion Press.
2. NABH Accreditation Standards For Hospital- https://www.nabh.co>standard
3. References- Measures of Patient Safety Based on Hospitals- https://www.ncbi.nlm.gov
4. Accreditation Standards for Hospitals- https://www.babh.co

GENERAL ELECTIVE – 4:Patient Safety & Benchmarking in Healthcare

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		
Patient Safety & Benchmarking in Healthcare	4	3	1	0	Class XII pass	Patient Behavior& Psychology

Learning Objectives

By the end of this course, students should be able to:
- Explain the significance of patient safety in healthcare and its impact on patient outcomes.
- Identify potential risks, errors, and adverse events in healthcare processes.
- Apply patient safety principles and best practices to enhance the quality of care.
- Understand the concept of benchmarking in healthcare and its role in improving performance.
- Analyze healthcare data and implement benchmarking techniques to evaluate and compare healthcare outcomes.
- Develop strategies for continuous improvement and patient safety culture in healthcare organizations.

Learning outcomes

Upon successful completion of this course, students will:
- Demonstrate a comprehensive understanding of patient safety concepts and their importance in healthcare.
- Recognize and assess potential risks and errors in various healthcare scenarios.
- Apply patient safety strategies effectively to reduce adverse events and improve patient outcomes.
- Demonstrate proficiency in benchmarking methodologies and their application to healthcare performance analysis.
- Evaluate and interpret healthcare data to identify areas for improvement and measure progress.
- Formulate actionable plans to enhance patient safety and quality of care in healthcare organizations.

SYLLABUS OF GE-4

Unit 1(5 hours)
Introduction to Patient Safety
- Importance of patient safety in healthcare
- Patient safety culture and its impact
- Common patient safety challenges and errors

Unit 2(10 hours)
Understanding Adverse Events
- Types of adverse events and their causes
- Root cause analysis and error investigation
- Strategies to prevent adverse events
- Sentinel events and near miss events
- Incident Reporting System

Unit 3(10 hours)
Patient Safety Best Practices
- International Patient Safety Goals
- Medication safety and medication reconciliation
- Infection control measures
- Surgical safety and surgical checklist implementation

Unit 4(10 hours)
Benchmarking in Healthcare
- Definition and objectives of benchmarking
- Types of benchmarking in healthcare
- Data sources and metrics for benchmarking
- Developing improvement plans based on benchmarking results

Unit 5(10 hours)
Patient Safety Culture
- Creating a culture of safety in healthcare organizations
- Teamwork and communication in patient safety
- Human factors and their impact on patient safety
- Performance indicators for patient safety
- Continual monitoring and improvement strategies
- Patient engagement and its role in sustaining safety efforts

Practical component (if any) –
N/A

Essential/recommended readings
- Reason, J. (2000). Human error: Models and management. BMJ Books.
- Institute of Medicine (US) Committee on Quality of Health Care in America. (2001). Crossing the quality chasm: A new health system for the 21st century. National Academies Press.

Suggestive readings

- Leape, L. L. (2014). Patient safety: A human factors approach. CRC Press.
- Vincent, C. (Ed.). (2016). Patient safety. John Wiley & Sons.

Discipline Specific Elective 2 :HRM in Healthcare

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
HRM in Healthcare	4	3	1	0	Class XII pass	NA

Learning Objectives

By the end of this course, students should be able to:
- Understand the unique challenges and dynamics of Human Resource Management (HRM) in the healthcare industry.
- Explore the role of HRM in promoting a positive organizational culture and employee engagement within healthcare settings.
- Develop skills in talent acquisition, recruitment, and retention strategies specific to healthcare professionals.
- Analyze the importance of training and development programs for healthcare staff to enhance their skills and knowledge.
- Gain insights into effective performance management and evaluation methods in healthcare organizations.
- Examine the legal and ethical considerations related to HRM in the healthcare sector.
- Learn about effective communication and conflict resolution techniques in healthcare teams.
- Understand the impact of healthcare policies and regulations on HRM practices.

Learning outcomes

Upon successful completion of this course, students will:
- Explain the key HRM challenges faced by healthcare organizations and propose strategies to address them effectively.
- Assess the role of HRM in fostering a positive and inclusive work environment in healthcare settings.
- Formulate talent acquisition and retention plans tailored to the specific needs of the healthcare industry.
- Design and implement training programs that enhance the skills and knowledge of healthcare professionals.
- Apply performance management techniques to evaluate healthcare staff and promote continuous improvement.
- Demonstrate an understanding of the legal and ethical considerations in HRM practices within healthcare organizations.
- Employ effective communication and conflict resolution skills to resolve HR-related issues in healthcare teams.

- Analyze the impact of healthcare policies and regulations on HRM decisions and compliance.

SYLLABUS OF DSE-2

Unit 1(5 hours)
Introduction to HRM in Healthcare
- Overview of HRM and its significance in the healthcare sector.
- Key challenges and opportunities in HRM specific to healthcare organizations.
- Understanding the healthcare industry's unique workforce requirements.

Unit 2(10 hours)
Organizational Culture and Talent Acquisition
- The role of HRM in shaping the organizational culture within healthcare settings.
- Strategies to promote employee engagement and job satisfaction in healthcare teams.
- Employee motivation and its impact on patient care.
- Recruitment strategies for attracting and selecting skilled healthcare professionals.
- Effective interviewing techniques and assessment methods for healthcare candidates.
- Diversity and inclusion in healthcare hiring.

Unit 3(5 hours)
Training and Development in Healthcare
- Identifying training needs and designing relevant programs for healthcare staff.
- Implementing continuous learning initiatives to enhance healthcare professionals' skills.
- Evaluating the effectiveness of training programs in healthcare settings.

Unit 4(5 hours)
 Performance Management in Healthcare
- Establishing performance management systems for healthcare employees.
- Performance appraisal methods and feedback mechanisms in healthcare organizations.
- Addressing performance issues and fostering improvement.

Unit 5(10 hours)
Legal and Ethical Considerations in HRM

- Understanding healthcare-related employment laws and regulations.
- Ethics in HRM decisions, especially concerning patient privacy and confidentiality.
- Managing conflicts between ethical principles and organizational objectives.

Unit 6(10 hours)
Communication and Conflict Resolution in Healthcare Teams
- Effective communication strategies in healthcare settings.
- Handling conflicts and promoting teamwork among healthcare professionals.
- Building effective working relationships in a diverse healthcare workforce.

Practical component (if any) –
N/A

Essential/recommended readings
1. Human Resource Management in Healthcare: Principles and Practice, Author: Diane Huber

2. Strategic Human Resources Management in Health Services Organizations, Author: S. Robert Hernandez
3. Healthcare Human Resource Management, Author: Walter J. Flynn, Robert L. Mathis, John H. Jackson
4. The Healthcare Quality Book: Vision, Strategy, and Tools, Third Edition, Author: Maulik Joshi, Elizabeth R. Ransom, David B. Nash, Scott B. Ransom

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		
Financial Management in Healthcare	4	3	1	0	Class XII pass	NA

Learning Objectives

By the end of this course, students will be able to:
1. Understand the unique financial challenges faced by healthcare organizations.
2. Apply financial management techniques to improve the financial performance of healthcare institutions.
3. Analyze and interpret financial statements of healthcare organizations.
4. Develop effective budgeting and cost control strategies for healthcare settings.
5. Evaluate the financial implications of healthcare policies and regulations.
6. Make informed financial decisions to address healthcare industry-specific challenges.

Learning outcomes

Upon successful completion of this course, students will be able to:
1. Analyze the financial structure of healthcare organizations and propose improvements for enhanced financial performance.
2. Develop and implement budgeting and cost control strategies to optimize resource allocation.
3. Identify the financial impact of different healthcare policies and regulations on organizations.
4. Formulate financial plans and recommendations for healthcare organizations' sustainable growth.
5. Apply financial analysis techniques to assess investment opportunities and risk management in the healthcare sector.

SYLLABUS OF DSE-2

Unit 1(5 hours)
Introduction to Financial Management in Healthcare
- Overview of financial management concepts- Nature, scope, functions, goals, sources of finance
- Unique financial challenges in the healthcare industry
- Role of financial management in healthcare decision-making

Unit 2(15 hours)
Budgeting and Cost Control in Healthcare
- Budgeting process and techniques
- Cost behavior analysis in healthcare organizations
- Cost control strategies and cost reduction measures

- Capital Budgeting – Nature of Investment Decisions – Investment Evaluation criteria – Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Payback Period, Accounting Rate of Return (ARR)

Working Capital Management including cash Management, Receivables Management, Inventory Management, Types & Determinants of working capital, credit management

Unit 3(10 hours)

Healthcare Reimbursement Systems

- Fee-for-service vs. value-based reimbursement
- Government and private payer systems
- Impact of reimbursement systems on financial management

Financial Planning and Decision-Making in Healthcare

- Capital budgeting and investment decisions
- Funding sources for healthcare projects
- Financial risk assessment and management

Unit 4(10 hours)

Healthcare Policy and Financial Implications

- Regulatory environment in healthcare
- Health insurance policies and their financial impact
- Healthcare reform and its financial consequences
- Concept of business plan, project plan
- Merger & Acquisition

Healthcare Revenue Cycle Management

- Patient billing and collections
- Revenue cycle optimization
- Managing accounts receivable and bad debts

Practical component (if any) –
N/A

Essential/recommended readings

1. Financial Management in Health Services by Finkler, S.A., Ward, D.M., & Calabrese, T.D.
2. Healthcare Finance: An Introduction to Accounting and Financial Managementby Louis C. Gapenski
3. Financial Management of Health Care Organizations: An Introduction to Fundamental Tools, Concepts, and Applications by William N. Zelman, Michael J. McCue, and Noah D. Glick
4. Financial Management, P. Chandra-TMH Publications

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DISCIPLINE SPECIFIC CORE COURSE – 13: Bio Medical Waste Management & Radiation Safety

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		
Bio Medical Waste Management & Radiation Safety	4	3	1	0	Class XII pass	NA

Learning Objectives
- To understand the significance of nosocomial infections, biomedical waste and its proper disposal
- To understand the harmful effects of Radiation and measures taken to ensure radiation safety

Learning outcomes

- Student will get the basic understanding and awareness about the different types of biomedical waste generated in the hospital
- Students will also understand the importance of segregation of BMW and different methods to treat different wastes.
- Awareness of Radiation Hazards in hospital will give students the methods of monitoring & reporting hazards.

SYLLABUS OF DSC-13

Unit 1- (12hours)
Introduction to Biomedical Waste
- Definition
- Classification of Bio- Medical waste
- Sources of Bio-Medical Waste
- Effects- Air, Water &Land Pollution
- Process of BMW Management – Segregation, collection, transportation, disposal

Unit -2(9 hours)

Types of BMW

- Liquid BMW, Radioactive waste, Metals / Chemicals /Drug waste
- Importance
- BMW Management & methods of disinfection

Unit 3(12 hours)

- Modern technology for handling BMW
- Monitoring & controlling of cross infection (Protective devices),
- Potential Health Risk -Needle Stick Injury, Exposure to Cytotoxic drugs, Chemical burns, Air Pollution,

Unit-4(12 hours)

- Radiation Hazards in a hospital,
- Safe use of Radioactive Drugs,
- Radioactive Waste Safe Disposal Guidelines
- Monitoring & Reporting
- Radiation safety -Training

Practical component (if any) –
N/A

Essential/recommended readings-

1. Gupta, Suharshi (2021), Biomedical Waste Management, LAP Lambert Academic Publishing.
2. Bio-Medical Waste Act & Rules Govt. of India- https://health.delhigovt.nic.in
3. Guidelines for Management of Healthcare waste as per Biomedical Waste Management Rules, 2016- https://cpcb.nic.in
4. Challenges in Biomedical Waste Management in Cities- https://www.hilarispublisher.com>open-acess

DISCIPLINE SPECIFIC CORE COURSE – 14: General Safety Codes, Fire Safety & Disaster Management in Hospitals

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
General Safety Codes, Fire Safety & Disaster Management in Hospitals	4	3	1	0	Class XII pass	NA

Learning Objectives

On completion of this module the students should be familiar with the General Safety Codes, Fire Safety & Disaster Management in Hospitals

Learning outcomes

- Students will get the basic understanding and awareness about the General Safety codes being followed in hospital for different kinds of emergencies.
- Students will be able to identify different risks and hazards in the hospital
- Students will be able to identify difference between emergency, accident and disasters and how to be prepared for different types of disasters.
- As the hospital work and surge of admissions increase during disasters, students will be able to work on proper planning and implementation of successfully managing the situation in various disasters.

SYLLABUS OF DSC-14

Unit 1(12 hours)

General Safety Codes in a hospital – Bomb Threat, Violent Patient, Cardiac arrest, Child abduction, Fire, Disaster, Clinical Storage Guidelines, Compressed gas Safety Precautions
Hazardous Material Spill, Handling of Cytotoxic Drugs, Laser maintenance

Unit 2(12 hours)

Assessment of Risks and Hazards in Hospital-

- Disruption of Services – Electric, Failure of Elevators, Failure of Operating Theatre Air Conditioning System, Disruption of Services-Water
- Management – Accident Investigation and Analysis
- Safety Orientation Training
- Annual Evaluation of The Effectiveness of Safety Management Program

Unit 3(9 hours)

Fire Safety

- Minor Fire
- Major Fire (without Evacuation)
- Major fire (With Partial/full evacuation)
- Composition of firefighting team
- Duties of staff involved in fire
- Mock Drill
- Emergency Exit Plan

Unit 4(12 hours)

Hospital Disaster Management

- Basics of disaster management and Mass casualties
- Components of disaster plan : pre-hospital and hospital
- Disaster alertness in Hospital
- Disaster management planning and implementation
- Severity of illness amongst disaster victims and risk assessment
- Mock exercise on disaster management in Hospital

Practical component (if any) – N/A

Essential/recommended readings

1. National Disaster Management Guidelines- https://ndma.gov.in
2. Hospital Disaster Management Guidelines- https://nidm.gov.in
3. Muller, Robert J., (2017), Hospital Emergency Management: A Bible for Hospital Emergency Managers, CreateSpace Independent Publishing Platform.

DISCIPLINE SPECIFIC CORE COURSE – 15: Hospital Infection Control

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Hospital Infection Control	4	3	1	0	Class XII pass	NA

Learning Objectives
On completion of this module the students should be familiar with the hazards of Infections and Infection control practices in Hospitals

Learning outcomes

- Students will understand different types of hospital acquired infections and the ways infections are transmitted
- Students will understand the infection control and prevention measures to be implemented in the hospital to make it a safe place.
- Knowledge of Disinfection & Sterilization policies to be followed in the hospital will make students equipped about the practices to be followed in patient care areas.

SYLLABUS OF DSC-15

Unit 1(12 hours)
Epidemiology of communicable diseases, disease transmission
- Host defence immunizing agents, cold chain, immunization, disease monitoring and surveillance.
- Screening and surveys
- Notifiable diseases

Unit 2(12 hours)
Infection Control & Prevention-
- Hazards of infection
- Hospital Acquired Infection(HAI)
- Types of HAI
- Surveillance of HAI
- Risk Factors,
- Hospital Infection Control Measures- Universal Precautions, Hand Hygiene Protocols
- Investigation of an epidemic and role of hospital in its control.
- Hospital Infection Control committee

Unit 3(12 hours)
General Cleaning Disinfection and Sterilization-
- Cleaning and Disinfecting of Environmental Surfaces in Patient-Care Areas
- Antiseptics and disinfectants
- Methods of sterilization and disinfection

Unit 4(9 hours)
Spill Management-
- Types of Spillages
- Policy on Spill Management
- General Precautions

Practical component (if any) –
N/A

Essential/recommended readings
- S. Sastry, Apurba; R., Deepashree (2019), Essentials of Hospital Infection Control, Jaypee Brothers Medical Publishers.
- Singh, Sanjeev; Gupta, Shakti Kumar; Kant, Sunil (2012), Hospital Infection Control Guidelines, Jaypee Brothers Medical Publishers.

GENERAL ELECTIVE – 5:E-Skills & Software used in healthcare

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
E-Skills & Software used inhealthcare	4	3	1	0	Class XII pass	Patient Safety & Benchmarking in Healthcare

Learning Objectives

This course provides an introduction to the essential E-Skills and Software used in the healthcare industry. Students will explore various technologies and software applications that play a crucial role in modern healthcare settings, including electronic health records, telemedicine, healthcare analytics, and patient management systems. Through hands-on exercises and case studies, students will gain practical knowledge to leverage technology effectively in healthcare delivery.

Learning outcomes

Upon successful completion of this course, students will be able to:
1. Understand the significance of E-Skills and Software in healthcare and its impact on patient care and overall healthcare efficiency.
2. Identify and use various healthcare software applications for tasks like patient record management, medical billing, and telemedicine consultations.
3. Analyze healthcare data using software tools and techniques to derive meaningful insights and improve decision-making processes.
4. Demonstrate competence in navigating electronic health records and other health information systems.
5. Evaluate the potential benefits and risks of using E-Skills and Software in healthcare contexts.

SYLLABUS OF GE-5

Unit 1(5 hours)
Introduction to E-Skills in Healthcare
- Overview of E-Skills in the context of healthcare
- Importance of technology in improving patient care and outcomes
- Ethical and legal considerations related to technology use in healthcare

Unit 2(10 hours)
Introduction to Healthcare Information System
- Definition, Meaning, Scope, Importance & Challenges of HIS
- Introduction to E-Prescription, CPRS, Electronic Health Records
- Important Modules of Hospital Management System

Unit 3(15 hours)
Application of HIS in Hospitals
- Back office & Front Office
- IPD & OPD
- Patient Registration & Appointment Scheduling
- Admission Discharge Transfer (ADT)
- Computerized Physician Order Entry (CPOE)
- Roster Management
- Laboratory Information System
- Radiology Information System
- CSSD
- Pharmacy
- Operation Theatre
- Inventory Management

Unit 4(10 hours)
- Knowledge Management System
- Management Information System
- Clinical Decision Support System
- Executive Support System
- Introduction to Marketing Information System
- Telemedicine & its application
- Overview of mHealth apps and their diverse uses

Unit 5(5 hours)
Emerging Technologies in Healthcare
- Exploring AI, IoT, and other cutting-edge technologies in healthcare
- Potential applications and challenges of emerging technologies
- Discussing the future of technology in healthcare

Practical component (if any) –
N/A

Essential/recommended readings

1. Healthcare Information Technology Exam Guideby Kathleen McCormick
2. Healthcare Analytics for Quality and Performance Improvementby Trevor L. Strome
3. Telemedicine Technologies: Information Technologies in Medicine and Telehealth by Bernard Fong, et al.

4. Mobile Health: A Technology Road Mapby Robert Istepanian, et al.
5. Artificial Intelligence in Healthcareedited by Adam Bohr and Rick Lawrence
6. Hospital Information Systems by S.A Kelkar, PHI
7. Management Information System by Ashok Arora & Akshaya Bhatia, Excel Book.

Discipline Specific Elective 3 :Material Management in Healthcare

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		
Material Management in Healthcare	4	3	1	0	Class XII pass	NA

Learning Objectives

This course provides an overview of material management principles and practices in the healthcare industry. It focuses on the effective management of medical supplies, equipment, and other materials to ensure their timely availability, cost-effectiveness, and quality in healthcare settings. Students will explore various aspects of material procurement, inventory control, distribution, and vendor management specific to healthcare organizations.

Learning outcomes

Upon successful completion of this course, students will be able to:
1. Understand the importance of material management in healthcare and its impact on patient care, safety, and operational efficiency.
2. Identify and apply various material management techniques and best practices in healthcare settings.
3. Analyze and optimize the inventory management process to reduce costs while maintaining adequate stock levels.
4. Evaluate the selection criteria for healthcare suppliers and establish effective vendor relationships.
5. Utilize technology and software tools to enhance material management processes in healthcare organizations.

SYLLABUS OF DSE-3

Unit 1(5 hours)
Introduction to Material Management in Healthcare
- Definition, scope and importance of materials management
- Aims, objectives & principles of materials management;
- Material Cycle
- Importance of material management in healthcare
- Material management challenges in healthcare settings
- Integrated Approach to Material planning & control

Unit 2(10 hours)

Inventory Control
- Definition & objectives of inventory control
- Types of inventory cost
- Pareto' law
- ABC/VED/SDE analysis
- Basic inventory management techniques
- Economic Order Quantity (EOQ) and Reorder Point (ROP) analysis
- Stock rotation and expiry management in healthcare

Unit 3(10 hours)

Material Procurement in Healthcare
- Purchasing process -Meaning of purchasing, Objectives of purchasing, 5 R"s of purchasing, Centralized & Decentralized purchasing, General principles of procurement of medicine
- Identifying healthcare material needs and requirements
- Request for Proposal (RFP) and Request for Quotation (RFQ) processes
- Supplier selection and evaluation criteria
- Vendor Management

Unit 4(5 hours)

Stores Management
- Responsibilities and functioning of stores
- Types of Medical Stores, planning of hospital stores
- Location, lay-out planning and design of hospital stores
- Preservation of stores, documentation & evaluation of stores

Unit 5(10 hours)

Equipment Management
- Classification of Hospital equipment
- Planning and selection of equipment
- Factors affecting utilization of equipment
- Equipment failure, documentation, equipment maintenance and its types and Equipment audit.

Unit 6(5 hours)

Future Trends/Sustainability in Material Management
- Emerging technologies and innovations in healthcare material management
- Predictive analytics and artificial intelligence applications in material management
- Green procurement and eco-friendly materials
- Waste management and disposal considerations in healthcare
- Sustainable practices in material management

Practical component (if any) –
N/A

Essential/recommended readings
1. Production (Operation) Management, L.C Jhamp-Everest
2. Production and materials management, K. Sridhara Bhatt-Himalaya
3. Hospital stores management an integral approach, Shakti Gupta-JAYPEE

4. Hospital Stores Management, Shakti Gupta, Sunilkanth – Jaypee Brothers
5. Materials Management, Gopalakrishna, P., Prentice Hall, New Delhi, 1997.
6. Hospital Stores Management- An Integrated Approach, by Dr. Gupta Shakti, JaypeeBrothers.
7. Material Management by Dr. PawanArora, Global India Publication Pvt Ltd
8. Procurement and Materials management for Hospitals, Rex H Gregor, Harold C. Mickey
9. Institute of Supply Chain Management. (Website: https://www.iscm.co.in/)

Discipline Specific Elective 3 :Trends & Innovations in Healthcare

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		
Trends & Innovations in Healthcare	4	3	1	0	Class XII pass	NA

Learning Objectives

By the end of this course, students should be able to:
1. To understand the latest trends and innovations in the healthcare industry.
2. To explore the impact of technology on healthcare delivery and patient outcomes.
3. To analyze the challenges and opportunities presented by healthcare innovations.
4. To evaluate the ethical and regulatory considerations related to healthcare advancements.
5. To develop critical thinking skills for assessing the potential of emerging healthcare trends.

Learning outcomes

Upon successful completion of this course, students will:
1. Identify and discuss the major trends and innovations in healthcare.
2. Explain the role of technology in healthcare and its impact on patient care.
3. Assess the advantages and disadvantages of various healthcare innovations.
4. Analyze the ethical implications and regulatory aspects of implementing new healthcare technologies.
5. Critically evaluate the potential of emerging trends in improving healthcare outcomes.

SYLLABUS OF DSE-3

Unit 1(5 hours)
Introduction to Healthcare Trends and Innovations
- Overview of healthcare industry advancements
- Importance of staying updated with the latest trends
- Impact of innovations on patient care and outcomes

Unit 2(15 hours)
Technology in Healthcare
- Telemedicine and remote patient monitoring
- Electronic health records (EHR) and interoperability
- Artificial intelligence and machine learning applications in healthcare

Precision Medicine
- Personalized treatment approaches
- Genomics and genetic testing in healthcare

- Challenges and opportunities in precision medicine

Unit 3(20 hours)

Internet of Medical Things (IoMT)

- Connected medical devices and wearables
- Data security and privacy concerns in IoMT
- Enhancing patient engagement through IoMT

Virtual Reality (VR) and Augmented Reality (AR) in healthcare

- Applications of VR/AR in medical training and education
- VR/AR in pain management and therapeutic interventions
- Future possibilities and limitations of VR/AR in healthcare

Robotics and Automation in Healthcare

- Surgical robots and robotic-assisted procedures
- Automation in pharmaceutical manufacturing and drug delivery
- Ethical considerations in the use of healthcare robots

Unit 4(5 hours)

Future of Healthcare Innovations

- Predicting upcoming trends in the healthcare industry
- Potential disruptions and transformative innovations
- Preparing for a career in the evolving healthcare landscape

Practical component (if any) –
N/A

Essential/recommended readings

1. Article: "The Impact of Technology on Healthcare Delivery" - Journal of Healthcare Management
2. Report: "Trends and Innovations in Precision Medicine" - World Health Organization
3. Whitepaper: "Internet of Medical Things: Transforming Healthcare" - Deloitte
4. Book: "Healthcare Robotics: Technologies and Applications" - Richard G. Marklin
5. Article: "Blockchain in Healthcare: Opportunities and Challenges" - Health Information Science and Systems Journal
6. Deep Medicine: How Artificial Intelligence Can Make Healthcare Human Again - Eric Topol
7. The Creative Destruction of Medicine: How the Digital Revolution Will Create Better Healthcare- Eric Topol
8. The Fourth Industrial Revolution - Klaus Schwab

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DISCIPLINE SPECIFIC CORE COURSE – 16: Health Services Legal & Ethical Issues

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		
Health Services Legal & Ethical Issues	4	3	1	0	Class XII pass	NA

Learning Objectives
After completion of the module student should be able to describe the important Legal & Ethical Issues associated with Healthcare

Learning outcomes

- Students will understand different laws, acts, rules and regulations which the hospital have to comply to.
- Students will understand the acts pertaining to different departments in the hospital and their importance for the smooth functioning of hospital as per the legislature of the country
- Knowledge of Medical Negligence, Consent and contracts will help the students in understanding the importance of legalities with respect to the health of the patients.

SYLLABUS OF DSC-16

Unit 1(12 hours)
Introduction to Act, Law, Rules and Regulations
Medical Ethics
- Medical Ethics as per MCI-Duties of Doctors
- Ethical Dilemmas in Healthcare Industry

Unit 2(12 hours)
Laws applicable to Hospital
- Law of Contracts, Specific Performance
- Medical jurisprudence and functioning of hospitals
- Consent & its Importance

Unit 3(12 hours)
 Important Acts
- Consumer Protection Act and Hospitals
- I.D. Act, W.C. Act
- West Bengal Clinical Establishment Act and Rules
- ESI Act, Trade Union Act
- Organ transplantation Act
- Pc PNDT Act
- MTP Act
- ART & Surrogacy Act

Unit 4(9 hours)
- Medico-Legal Cases
- Medico- Legal Problems in relation to health administration
- Medical Negligence and Types

Practical component (if any) –
N/A

Essential/recommended readings
1. Bhat, Sandeep (2023), Reflection on Medical Law and Ethics in India, Eastern Law House.

DISCIPLINE SPECIFIC CORE COURSE – 17: Management of Non-Clinical Departments - Support and Utility Services

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		
Management of Non- Clinical Departments - Support and Utility Services	4	3	1	0	Class XII pass	NA

Learning Objectives

On completion of this module the students should be familiar with the various aspects of planning, operating and evaluation of different support and utility services in hospitals

Learning outcomes

- Students will understand planning, organization, structure, location, functions, policies and quality parameters of different departments of support & utility services.
- Knowledge of functioning of all these departments will help the students to implement and manage the operations of these departments.

SYLLABUS OF DSC-17

Unit 1(9 hours)
Introduction- Support Services Departments; Planning, Organization Structure, Location and Function of support service departments.

Unit 2(14 hours)
Policies and Quality Parameters
- Methods of Sterilization CSSD- Methods of Sterilization
- Pharmacy Department
- Radiology Department
- Nuclear Medicine
- Laboratory Services
- Medical Record Department

Unit 3(9 hours)
Introduction to Utility Services Departments-Planning, Organization Structure, Location, Functions, Policies and Quality Parameters

Unit 4(13 hours)
Understanding of different utility service departments-
- Laundry services
- Security Services
- Transportation Services (External & Internal)-Ambulance Services
- Hospital Stores
- Mortuary (Preservation, transportation & religious formalities)
- Kitchen services
- House Keeping Department
- Engineering & Maintenance Department

Practical component (if any) –
N/A

Essential/recommended readings-
1. Das, Joydeep (2015), Hospital Administration and Management, Jaypee Brothers Medical Publisher.
2. Goel, Dr. Sonu (2013), Hospital Administration, Elsevier India.

DISCIPLINE SPECIFIC CORE COURSE – 18: Hospital Engineering & Bio-Medical Engineering

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		
Hospital Engineering & Bio-Medical Engineering	4	3	1	0	Class XII pass	NA

Learning Objectives

On completion of this module the students should be familiar with the equipment management process and its various components and their roles in hospital system

Learning outcomes

- Students will understand the different medical equipment used in hospital, they will understand in detail the requirement, procurement and functioning of all the equipment.
- Students will also get an understanding of different types of maintenance contracts required for all the biomedical equipment

SYLLABUS OF DSC-18

Unit 1(10 hours)
Introduction
List of common Medical Equipment used in Hospital
- General Requirements
- Local, National and International availability of Medical Equipment

Unit 2-(15 hours)
Purchase / Installation / Commissioning of Medical Equipment
- Equipment selection guideline, Estimation of cost and Q.C. Planning
- Justification of purchase proposal, Hospital Need Assessment
- Equipment selection guideline, Estimation of cost and Q.C. Planning

Unit -3(10 hours)
Budgeting of Biomedical Equipment
- Replacement of old equipment and Buyback Policy

- Estimation of Breakeven point and Profit – Projection in hospital budget

Unit 4(10 hours)
Medical Equipment Maintenance
- In-house, AMC and CMC
- Preventive Maintenance
- Calibration of Equipment

Practical component (if any) –
N/A

Essential/recommended readings-
1. Willson, Keith; Ison, Keith; Tabakov, Slavik (2013), Medical Equipment Management, CRC Press.

GENERAL ELECTIVE – 6: Legal System of Healthcare Industry

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Legal System of Healthcare Industry	4	3	1	0	Class XII pass	E-Skills & Software used in healthcare

Learning Objectives

This course provides an in-depth understanding of the laws and regulations that govern the healthcare industry in India. Students will explore various legal aspects related to healthcare, including licensing, medical practice, patient rights, medical malpractice, and more. The course aims to equip learners with the knowledge and skills to navigate legal challenges and ensure compliance in the healthcare sector.

Learning outcomes

Upon successful completion of this course, students will be able to:
1. Explain the key laws and regulations governing the Indian healthcare industry and their implications.
2. Apply legal principles to real-world scenarios in the healthcare sector.
3. Evaluate the legal risks and compliance requirements for healthcare organizations.
4. Analyze the legal and ethical aspects of patient care and decision-making.
5. Demonstrate proficiency in identifying and addressing legal issues in healthcare practices.

SYLLABUS OF GE-6

Unit 1(5 hours)
Introduction to Indian Healthcare Laws
- Laws pertaining to establishment of hospitals
- Legal requirements under Medical Council Acts
- West Bengal Clinical Establishment Act and rules

Unit 2(15 hours)
Acts pertaining to Hospitals
- Legal aspects relating to Organ transplantation
- MTP Act 1971
- Basics of Drugs and Cosmetic Acts
- Euthanasia
- ESI Act
- PNDT Act

- Human experimentation, Clinical trials
- Industrial dispute Act
- Central Births & Death Registration Act
- Consumer Protection Act

Unit 3(10 hours)

Legal liability of hospitals
- Criminal, civil and tortuous
- Liability for negligence
- Absolute liability and vicarious liability
- Legal remedies available to patients

Unit 4(15 hours)

Medical ethics
- Ethical Principles & rules
- Core concepts of medical ethics
- Law & ethics-a comparison
- Elements of medical malpractice
- Medical negligence and liability
- Confidentiality
- Autonomy & Informed Consent

Practical component (if any) –
N/A

Essential/recommended readings

1. Healthcare Laws in Indiaby Shailaja Chandra
2. Law and the Practice of Medicine in India by Anant Bhan and Amar Jesani
3. Medical Law and Ethics by Amitava Sengupta

4. Indian Medical Law: A Treatise on Crimes against Medical Profession by Sandeep Joshi
5. Medical negligence and legal remedies, 3rd edition, universal law Publisher, Anoop Kaushal K, New Delhi, 2004.
6. Medico-legal Aspects of Patient Care, 3rd Edition, R. C. Sharma, Peepee Publishers & Distributers2008

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		
Healthcare Marketing	4	3	1	0	Class XII pass	NA

Learning Objectives

By the end of this course, students should be able to:
1. Understand the unique challenges and opportunities in the healthcare industry regarding marketing and promotion.
2. Analyze the target audience and consumer behavior in healthcare settings.
3. Develop effective marketing strategies to promote healthcare products and services.
4. Explore ethical considerations and regulatory frameworks in healthcare marketing.
5. Utilize digital marketing techniques and technologies to enhance healthcare campaigns.
6. Measure and evaluate the success of healthcare marketing initiatives.

Learning outcomes

Upon successful completion of this course, students will:
1. Describe the key concepts and principles of healthcare marketing.
2. Conduct market research to identify healthcare consumer needs and preferences.
3. Design and implement healthcare marketing strategies that align with industry best practices.
4. Evaluate the ethical implications of various marketing tactics in the healthcare sector.
5. Apply digital marketing tools and platforms to create targeted healthcare campaigns.
6. Measure the effectiveness of healthcare marketing efforts using relevant metrics.

SYLLABUS OF DSE-4

Unit 1(10 hours)
Introduction to Healthcare Marketing
- Meaning and importance of marketing
- Role of marketing in modern organizations
- Basic concepts of marketing
- Evolution of marketing
- Scanning the marketing environment
- Marketing Mix

- Understanding Consumer Behavior-Analyzing patient decision-making processes, Factors influencing healthcare consumer choices

Unit 2(15 hours)

Marketing Research & Strategies
- Techniques for gathering healthcare market data
- Analyzing market trends and opportunities
- Competitive analysis in the healthcare sector
- Product and service positioning in healthcare
- Creating value propositions for healthcare offerings
- Developing a healthcare marketing mix

Unit 3(10 hours)

Promotion of Business in Hospitals
- Service Marketing – Patient care and communication
- Advertisement and Branding
- Marketing promotional activities
- Corporate marketing
- Marketing and medical ethics
- Ethical guidelines for healthcare marketers
- Building a strong healthcare brand identity

Unit 4(10 hours)

Digital Marketing in Healthcare
- Leveraging social media for healthcare marketing
- Search engine optimization (SEO) for healthcare websites
- Email marketing and online advertising in the healthcare industry

Practical component (if any) –

N/A

Essential/recommended readings
1. Marketing for Healthcare Organizations, Kotler, P., & Bucher, T. (2020). Pearson.
2. Stevens, R. (2018). Healthcare Marketing: A Case Study Approach, Stevens, R. (2018). CRC Press.
3. Healthcare Marketing: A Comprehensive Guide for Medical Practice, Hollander, S. C., & Pulos, E. (2015). Jones & Bartlett Learning
4. Essentials of Health Care Marketing**,** Berkowitz, E. N. (2017). Jones & Bartlett Learning
5. Marketing Management by Philip Kotler, Pearson publishers, 2003
6. Marketing Management by Rajan Saxena, TMH, 2005.
7. Marketing-the best practices by K.Douglar, Hoffman&Czinkota, Thomson, 2004
8. Basic Marketing by William D. Rerreult&Mc Carthy, TMH,2005
9. Marketing Management by V.S.Ramaswamy, Namakumari, Macmillan, 2006

Discipline Specific Elective 4: Developing Strategy in Healthcare

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Developing Strategy in Healthcare	4	3	1	0	Class XII pass	NA

Learning Objectives

1. Understand the fundamental concepts and theories of strategic management to devise short & long-term goals for healthcare
2. Analyze the external and internal factors influencing an organization's strategic decisions.
3. Develop skills in formulating and implementing effective business strategies.
4. Evaluate the role of innovation, sustainability, and ethics in strategic decision-making.
5. Assess the impact of globalization on strategic management practices.
6. Apply strategic management frameworks to real-world healthcare business scenarios.

Learning outcomes

By the end of this course, students will be able to:
1. Identify and explain the key principles and theories of strategic management.
2. Conduct a comprehensive strategic analysis of a given organization.
3. Formulate actionable business strategies that align with the organization's goals.
4. Evaluate and recommend strategic alternatives for healthcare growth and sustainability.
5. Demonstrate an understanding of the ethical and social implications of strategic decisions.
6. Communicate strategic recommendations effectively to stakeholders.

SYLLABUS OF DSE-4

Unit 1(5 hours)
Introduction to Strategic management
- Importance of Strategic management
- Strategic management process: strategy and tactics
- Strategic vision and mission, strategists in Strategic Management
- Levels of strategy: Corporate, business, and functional
- Porter's value chain: concept and applications

Unit 2(15 hours)
Strategic analysis in Healthcare Organizations
- Introduction & need for strategic analysis
- Internal Analysis and External Environmental Analysis

- SWOT Analysis
- PESTEL Analysis
- Competitor Analysis
- Value chain analysis
- Core competencies and capabilities

Unit 3(10 hours)

Level of strategy

- Corporate Level Strategy: Grand Strategy
- Portfolio analysis: BCG Matrix
- Business level Strategy: Generic Business Strategy
- Functional strategy analysis: Plans and policies: Financial, Marketing, Operational, Personnel
- Globalization and its impact on business strategy
- Multinational and global strategies

Unit 4(15 hours)

Corporate Governance and Ethics

- Corporate governance principles and practices
- Role of the board of directors
- Ethical considerations in strategic decision-making
- Corporate social responsibility (CSR) and sustainability

Strategy Implementation

- Organizational structure and design
- Strategic control and performance measurement
- Strategy execution and managing change
- Strategic leadership and culture

Strategic Evaluation and Control

- Criteria for evaluating strategies
- Balanced Scorecard approach
- Learning from strategic failures and successes
- Making strategic adjustments

Practical component (if any) –
N/A

Essential/recommended readings

1. Kazmi, A: Business policy and Strategic management, Tata McGraw Hill.
2. Dess and Miller, Strategic Management,Tata McGraw Hill.
3. Cherunilam, F: Strategic Management, Himalaya Publishing House.
4. Budhiraja, S.B. and Athreya, M.B: Cases in Strategic Management, Tata McGraw Hill.
5. Thomson and Strickland: Strategic Management, McGraw Hill.
6. Hill, C. W., Jones, G. R., & Schilling, M. A. (or latest edition), Strategic Management: Theory & Cases: An Integrated Approach.
7. Peter. M. Ginter, Strategic Management of Healthcare Organizations

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.**

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.

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.

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

DISCIPLINE SPECIFIC ELECTIVE –DSE-2 Retail Technology and Innovation

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

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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.

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

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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		
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.

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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

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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.**

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.

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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		
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.

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

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 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

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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.