

Structure of B.Voc in Retail Management

SEMESTER I		SEMESTER II	
Subject Code	Name of the subject	Subject Code	Name of the subject
General Component			
101	Business Communications-I	201	Business Communication-II
102	Principles of Management-I	202	Principles of Management-II
103	Managerial Economics	203	Principles of Consumer Behaviour-II
Skilling Component			
104	Introduction to Retailing	204	Life Skills and Computer Concepts
105	Retail Sales Management-I	205	Retail Sales Management-II
106	Principles of Consumer Behaviour-I		

	Course Code	Name of Subject	Hours/ Week	Credits	Exam Hours	Exam		
						Internal	External	Maximum
Semester-I	101	Business Communications-I	4	4	3	50	50	100
	102	Principles of Management-I	4	4	3	50	50	100
	103	Managerial Economics	4	4	3	50	50	100
	104	Introduction to Retailing	6	6	4	75	75	150
	105	Retail Sales Management-I	6	6	4	75	75	150
	106	Principles of Consumer Behaviour	6	6	4	75	75	150

	Course Code	Name of Subject	Hours/ Week	Credits	Exam Hours	Exam		
						Internal	External	Maximum
Semester-II	201	Business Communications-II	4	4	3	50	50	100
	202	Principles of Management-II	4	4	3	50	50	100
	203	Principles of Consumer Behaviour-II	4	4	3	50	50	100
	204	Life Skills and Computer Concepts	6	6	4	75	75	150
	205	Retail Sales Management-II	12	12	8	150	150	300

E-Content Links for Students:

“ MOOCs Course on Retail Management”

<https://swayam.gov.in/course/171-retail-management>

Future of Retail	https://www.youtube.com/watch?v=t49JkakY AoE
Retail Innovation Trends	
Modernizing Invenroty Mgt	https://www.youtube.com/watch?v=mxAKSO7_rpo
Retail Industry in India	
Overview of Retail Industry	https://www.youtube.com/watch?v=1d0O8MAMyAM
Development of Retail Sector in India	https://www.youtube.com/watch?v=EenD0iTww8Y
Indian Economy- The Road Ahead	
Indian Retail Sector will Double by 2020	https://www.youtube.com/watch?v=BqyGaT0RCt0
Innovation Technology in Retail	https://www.youtube.com/watch?v=LOvUO4_5K8I
Instore Innovation at Tesco	https://www.youtube.com/watch?v=2gMxje_xrLo&nohtml5=False
Virtual Stores in Korea	https://www.youtube.com/watch?v=noa4SmYhjTA&nohtml5=False
Microsoft Future	https://www.youtube.com/watch?v=hGKoW-ouQIY&nohtml5=False
	https://www.youtube.com/watch?v=81PHzOrGfHU&nohtml5=False

VisionRetail

**Retail
Concept
Store**

<https://www.youtube.com/watch?v=ckDIRgHF5qE>

The science
of shopping
and Future of
Retail

<https://www.youtube.com/watch?v=qVJAR5eGOKA>

How Science
Fiction is
Shaping the
Future of
Retailing

<https://www.youtube.com/watch?v=k8tg-eL8Y68>

How stores
tracks your
shopping
behavior
The Retail
Revolution

<https://www.youtube.com/watch?v=jeQ7C4JLpug>
<https://www.youtube.com/watch?v=dhL1Me4pOz0&nohtml5=False&spfreload=10>

What
happens
inside those
massive
warehouses?
What
consumers

https://www.ted.com/playlists/207/talks_to_watch_instead_of_shop

want
Consumer
Buying
Decision

https://www.ted.com/talks/joseph_pine_on_what_consumers_want

Process
Distribution
Channels
Online

https://www.youtube.com/watch?v=dcV9y_LLdR8

Distribution
Channels

<https://www.youtube.com/watch?v=ALoo4vrKKUw>

Importance
of Location
for Business

<https://www.youtube.com/watch?v=UMmh66U8cws>

**How Retail
Layout
affects**

https://www.youtube.com/watch?v=K_VEKoLcNh8

**profits
Desiging the
new retail
stores**

<https://www.youtube.com/watch?v=D1G3WjPLMso>

"Liefde"

Retail Store

<https://www.youtube.com/watch?v=nBfz4Hp40N4>

Design

2fresh4yall

Concept

Store Visual

<https://www.youtube.com/watch?v=PpVKqLiVg7k>

MaCRO Space

Planning

<https://www.youtube.com/watch?v=b-Tl-TXGP1Q>

Basic retail
merchandising

<https://www.youtube.com/watch?v=sNcpVcM5-h0>

Philips Retail
Communication

<https://www.youtube.com/watch?v=mNBWZwwjdWA>

Walmart
Supply Chain
Management

<https://www.youtube.com/watch?v=yZC4neLax5o>

Future Supply
Chain 2016
DHL

<https://www.youtube.com/watch?v=US5IO1HfmEo>

International
Supply Chain
DHL RFID

https://www.youtube.com/watch?v=DvEh04LNJ_I

Leadership
Future RFID
Stores

<https://www.youtube.com/watch?v=jXHCZojazME&nohtml5=False>

Wal-Mart
testing R.F.I.D
Technology in
stores !!

<https://www.youtube.com/watch?v=rBXJ9Razofw&nohtml5=False>

<https://www.youtube.com/watch?v=a3UIEHIpYeY&nohtml5=False>