

Savitribai Phule Pune University, Pune
Ganeshkhind, Pune-411007 (MS) India



Skill Development Centre (SDC),
(Deen Dayal Upadhyay KAUSHAL Kendra)

Bachelor of Vocation
(B. Voc.)

Course Structure

(As per UGC guidelines for implementing B. Voc. program)

For

Retail Management (Semester- III and IV)

(Choice Based Credit System)

(Effective from June 2017 and onwards)

SAVITRIBAI PHULE PUNE UNIVERSITY
PROPOSED STRUCTURE AND SYLLABUS FOR
BACHELOR IN VOCATION (**RETAIL MANAGEMENT**)
SEMESTER PATTERN WITH CREDIT SYSTEM

The B.Voc (Retail Management) (Semester pattern with credit system) degree programme of Skill Development Centre, Savitribai Phule Pune University

Eligibility and Admission

Admission to B.Voc (Retail Management Programme) is open to following students:

I: Students already acquired NSQF certification Level 4 in a particular industry sector and opted admission in the skill based courses under NSQF in the institutions recognized under Community Colleges / B.Voc Degree programme / Deen Dayal Upadhyay KAUSHAL Kendra's in same trade with job role for which he / she was previously certified at school level.

II: Students who have acquired NSQF Certification Level 4 but may like to change their trade and may enter into skill based courses in a different trade.

III: students who have passed 10+2 examination (Regular or Vocational) from a recognized board.

The admission will be based on performance in the entrance test, consisting of objective type of questions to be conducted by the university department.

Duration and Structure of Programme

The B.Voc (Retail Management) (Semester pattern with credit system) degree programme shall be of 3 years duration divided into three parts, Part I, Part II and Part III and 6 semesters. (At each part there will be 12 courses of 60 credits (1200 marks). Each part would comprise of two semesters each with 3 subjects of 4 credits each for general components and 3 subjects of 6 credits each for skilling component. The B.Voc (Retail Management) degree examination Part I, II and III in aggregate shall be of 180 credits (72 General and 108

Skilling) for 3600 marks. The contents of the courses are subject to change keeping in mind the industry requirements on timely basis.

Sr.No	Semester	Credits		Total Credits
		General	Skilling	
1	Semester-I	12	18	30
Certificate in Retail Management		12	18	30
2	Semester-II	12	18	30
Diploma in Retail Management		24	36	60
3	Semester-III	12	18	30
4	Semester- IV	12	18	30
Advance Diploma in Retail Management		48	72	120
5	Semester-V	12	18	30
6	Semester-VI	12	18	30
B.Voc in Retail Management		72	108	180

The Courses for B.Voc (Retail Management) are in-lines with National Skills Qualification Framework as shown below and are equivalent to educational accomplishments.

Pattern & NSQF Levels: Sem- I (NSQF Level 4): Certificate
 Sem- II (NSQF Level 5) : Diploma
 Sem-III & IV (NSQF Level 6) :Advance Diploma
 Sem-V & VI (NSQF Level 7) : B.Voc Degree

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		

THE LIST OF COURSES

	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

Scheme of Examination:

The assessment will be based on 50:50 ratio of continuous internal assessment (CIA) and semester end examination (SEE). Separate and independent passing in CIA and SEE will be mandatory. In case of failure in CIA of a particular course, students will have to appear for the same CIA, at his/her own responsibility in the next academic year, when the same course is offered during regular academic session. However, in case of failure in SEE in particular course(s), exam will be conducted in immediate subsequent semester.

In case a student fails in certain course(s) in a particular semester and the same course(s) are modified/ revised/ removed from the curriculum in due course, the student will have to appear as per the newly framed curriculum and/or pattern in subsequent semester, at his/her own responsibility.

Continuous Internal Assessment (CIA):

There will be 50 marks for Continuous Internal Assessment. Distribution of 50 marks will be as follows -10 marks for assignments, 10 marks for seminar presentation / tutorials and 30 marks for internal unit tests. Internal unit tests based on subjective short questions will be conducted on every chapter during the semester as a part of continuous assessment. At the end of the semester average of all unit tests will be converted into 30 marks. The setting of the question papers and the assessment will be done by the concerned teacher.

Semester End Examination (SEE):

- The semester end theory examination for each theory course will be of 50 marks. The total marks shall be 100 for 4 credit theory course (50 marks semester end exam + 50 marks CIA).
- Semester end examination (SEE) time table will be declared by the departmental committee (as per the university annual calendar). The paper setting and assessment of theory courses, laboratory courses and research project will done by external (50 %) and internal (50%) examiners. However, in case of non-availability of external examiner for either paper setting or assessment or both, department committee will be empowered to take appropriate decision.
- Pattern of semester end question paper will be as below:
 - The semester end examination of theory course will have two parts (10+40 = 50 Marks)
 - Part A will be consisting of 10 questions having 1 marks each (multiple choice questions / fill in the blanks/ answer in sentence) as compulsory questions and it should cover entire course curriculum (10 Marks)
 - Part B will carry 8 questions (02 sub-questions in each question and students will have to attempt any one). Therefore, students will have to attempt 04 questions out of 08 (40 Marks).
 - 20 to 30% weightage can be given to problems/ numerical wherein use of non-programmable scientific calculator may be allowed.
 - Number of sub questions (with allotment of marks) in a question may be decided by the examiner.
- Assessment of laboratory courses and project will also have 50 % internal and 50 % semester end assessment. Semester end practical examination will be of 75 marks and 75 marks will be for internal examination. Student must perform at least ten / twenty experiments from each laboratory course. The semester end practical examination will be conducted at the end of each semester along with the theory examination.
- At the end of each semester, the Departmental Committee will assign grades to the students. The result sheet will be prepared in duplicate.
- The Director of the Centre shall send all results to the Controller of Examination for further processing.

Earning Credits:

At the end of every semester, a letter grade will be awarded in each course for which a student had registered. A student's performance will be measured by the number of credits that he/she earned by the weighted Grade Point Average (GPA). The SGPA (Semester Grade Point Average) will be awarded after completion of respective semester and the CGPA (Cumulative Grade Point Average) will be awarded at the respective exit point.

Standards of Passing

No. of Credits	Int Marks Total	Ext Marks Total	Total Marks	Int Passing Marks (30%)	Ext Passing Marks (30%)	Total Passing Marks (40%)
1	10	15	25	03	05	10
2	25	25	50	08	08	20
3	35	40	75	11	12	30
4	50	50	100	15	15	40
5	50	75	125	15	23	50
6	75	75	150	23	23	60

Grading System:

- The grading reflects a student-own proficiency in the course. A ten point rating scale shall be used for the evaluation of the performance of the students to provide letter grade for each course and overall grade for the Programme. Grade points are based on the total number of marks obtained by him / her in all heads of the examination of the course. The grade points and their equivalent range of marks are shown in Table-I

Table – I: Ten point grade and grade description

Letter Grade	Points	Percentage earned
O (Outstanding)	10	100
A+ (Excellent)	9	90 - 99.9
A (Very Good)	8	80 - 89.9
B+ (Good)	7	70 - 79.9
B (Above Average)	6	60 - 69.9
C (Average)	5	50 - 59.9
P (Pass)	4	40 - 49.9
F (Fail)	0	< = 39.9
Ab (Absent)	0	0

- Non-appearance in any examination / assessment shall be treated as the students have secured zero marks in that subject examination / assessment.
- Minimum P grade (4.00 grade points) shall be the limit to clear / pass the course / subject. A student with F grade will be considered as “failed” in the concerned course and he / she has to clear the course by appearing in the next successive semester examinations. There will be no revaluation or recounting under this system.
- Every student shall be awarded grade points out of maximum 10 points in each subject (based on 10 point scale). Based on the grade points obtained in each subject, Semester Grade Point Average (SGPA) and then Cumulative Grade Point Average (CGPA) shall be computed. Results will be announced at the end of each semester and CGPA will be given at respective exit point.

Computation of SGPA (Semester Grade Point Average) and GPA (Grade Point Average):

Grade in each subject / course will be calculated based on the summation of marks obtained in all five modules.

The computation of SGPA and CGPA will be as below

- Semester Grade Point Average (SGPA) is the weighted average points obtained by the students in a semester and will be computed as follows

Credit Point (CP) = Credit (C) × Grade Point (G)

$SGPA (S_i) = \sum (C_i \times G_i) / \sum C_i$

SGPA = Semester Grade Point Average
 C_i = Number of credits of the i^{th} course component
 G_i = Grade Point scored by the student in the i^{th} course component

The SGPA will be mentioned on the grade card at the end of every semester.

- The Grade Point Average (GPA) will be used to describe the overall performance of a student in all semester of the course and will be computed as under.
- **Grade Point Average** = $\frac{\text{Total of Grade Point Earned} \times \text{Credit hours for Each Course}}{\text{Total Credit Hours}}$

$CGPA = \sum (C_i \times S_i) / \sum C_i$

CGPA = Cumulative Grade Point Average
 S_i = SGPA of the i^{th} semester
 C_i = Number of credits in that semester

The SGPA and GPA shall be rounded off to the second place of decimal.

Grade Card:

Results will be declared by the Centre and the grade card (containing the grades obtained by the student along with SGPA) will be issued by the university after completion of every semester. The grade card will be consisting of following details.

- Title of the courses along with code opted by the student.
- Credits associated with the course.
- Grades and grade points secured by the student.
- Total credits earned by the student in a particular semester.
- Total credits earned by the students till that semester.
- SGPA of the student.
- CGPA of the student (at respective exit point).

Cumulative Grade Card:

The grade card showing details grades secured by the student in each subject in all semesters along with overall CGPA will be issued by the University at respective exit point.

Attendance:

Every candidate will be required to attend a minimum of 75% lectures delivered to that class in each paper as well as 75% of the laboratory work, seminars etc. separately.

Departmental Committee:

The Departmental Committee (DC) of the Centre will monitor the smooth functioning of the programme.

Results Grievances / Redressal Committee:

Grievances / redressal committee will be constituted in the department to resolve all grievances relating to the evaluation. The committee shall consist of Head of the department, the concerned teacher of a particular course and senior faculty member of Department of University. The decision of Grievances / redressal committee will have to be approved by Department committee.

B.VOC (RETAIL MANAGEMENT) (Advance Diploma) SEM- III

Sr. No	Paper No	Title	Theory/ Practical	Credits	Marks	Distribution of Marks	
						Theory	Practical
General Component							
1	301	Business Accounting	Theory	4	100	50	50
2	302	Personality Development & Team Building	Theory	4	100	50	50
3	303	Principles of Marketing	Theory	4	100	50	50
Skilling Component							
4	304	Internship		6	150	75	75
5	305	Retail Store Operations-I	Theory+ Practical	12	300	150	150
Total				30	750	375	375

B.VOC (RETAIL MANAGEMENT) (Advance Diploma) SEM- IV

Sr. No	Paper No	Title	Theory/ Practical	Credits	Marks	Distribution of Marks	
						Theory	Practical
General Component							
1	401	Principles of Finance	Theory	4	100	50	50
2	402	Basics of Cost Accounting	Theory	4	100	50	50
3	403	Negotiation Skills	Theory	4	100	50	50
Skilling Component							
4	404	Internship		6	150	75	75
5	405	Retail Store Operations-II		12	300	150	150
Total				30	750	30	750

Sr. No	Name of Topic
1	Meaning, Scope and Objectives of Accounting, Principles of Accounting Concepts and Conventions, Basic Accounting Terms
2	Journalizing Transactions, Ledger Posting and Trial Balance, Sub-division of Journals including Cash Book
3	Bank Reconciliation Statement- Meaning, Importance and Preparation of Bank Reconciliation Statement
4	Preparation of Final Accounts: Trading Account, Profit & Loss Account, Balance Sheet, Capital and Revenue Expenditure & Income
5	Depreciation: Meaning, Need and methods of charging depreciation
6	Computerized Accounting : Computers and Financial Applications Practical Lab: Working with Tally Software 9.1

Suggested Books:

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhary Pearson Education
2. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
3. Advanced Accounts – M.C. Shukla and S P Grewal (S.Chand & Co., New Delhi)
4. Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing)
5. An Introduction to Accountancy- S.N. Maheshwari & S.K. Maheshwari (Vikas Publishing)

Websites/E-Content:

1. <http://cec.nic.in/E-Content/Pages/Result.aspx?p=Paper03&s=COMM&Name=Commerce&PaperName=Financial%20Accounting>

Sr. No	Name of Topic
1	Introduction: • Meaning and Definition of Personality. • Factors affecting Personality Development: Biological, Home Environment and Parents, School Environment and Teachers, Peer Group, Sibling Relationships and Mass Media, Cultural Factors, Spiritual Factors, Public Relations.
2	Personality Traits. • Meaning and Definition: Personality Traits. • Developing Positive Personality Traits: Attitude: Factors that determine Attitude, Benefits of Positive Attitude and Consequences of negative attitude, steps to build positive attitude. • Personality habits: Meaning and concept of habits. • Developing effective Habits: Behaviour and Character. Being Proactive/Creative and Innovative Beginning with the end in mind Putting first things first with determination, discipline, clarity and concentration. Thinking Big and Winning Through: Action, Active, Facing Challenges, striving for success. Apologizing, Appreciating, Accepting feedback. Aiming high, enthusiasm, team building, setting goals, zeal and passion building. (Practical Examples of the above)
3	Pillars of personality development: • Introspection: Meaning and importance, Views about Introspection, Self Introspection Skills. • Self Assessment: Meaning, importance, types and self assessment for students. • Self Appraisal: Meaning, importance, tips for self appraisal. • Self Development: Meaning, process of self development, Self Development Techniques, Use of Self Development, Individual Development Plan. • Self Introduction: Meaning, tips for effective self introduction, Self Acceptance, Awareness, Self Knowledge, belief, confidence, criticism and self examination. • Defining Success: Real or Imaginative, obstacles to success, factors and qualities that make person successful. • Concept of Failure: Reasons for failure. • Personal SWOT analysis & STAR analysis. (One or two caselets on the above topic)
4	Team Building- Concept , Importance, Feature (Two Caselets on the above topic), Setting of Team Objectives, Effective team Communication, Motivating and Monitoring Team , Role of Leadership in Team Management Application of Leadership Principles (Case Study Method)

Suggested Books:

1. Hurlock Elizabeth B Personality Development Tata Mcgraw Hill New Delhi
2. Understanding Psychology: By Robert S Feldman. (Tata McGraw Hill Publishing)
3. Personality Development and Career management: By R.M.Onkar (S Chand Publications)
4. Social Psychology: By Robert S Feldman. (Tata McGraw Hill Publishing)

Sr. No	Name of Topic
1	Introduction and Functions of Marketing 1.1 Marketing – Definitions, Concept, objectives, importance and functions of marketing: on the basis of exchange, on the basis of physical supply and facilitating functions 1.2 Approaches to the study of Marketing 1.3 Relevance of Marketing in a developing economy. 1.4 Changing profile and challenges faced by a Marketing manager
2	Classification and types of markets 2.1 Traditional classification of marketing 2.2 Service Marketing: 7P's of services marketing, importance of services marketing, importance of service sectors 2.3 Rural Marketing: Meaning, feature & importance of rural marketing, Difficulties in rural marketing and suggestions for improvement of Rural Marketing 2.4 Retail marketing 2.5 Tele marketing 2.6 E-Marketing 2.7 Digital marketing: meaning, importance of digital marketing 2.8 Green marketing
3	Marketing Environment and Market Segmentation 3.1 Marketing Environment – Meaning, Internal & external factors influencing Marketing environment: political, social, economical, international, technological multi cultural environment 3.2 Market Segmentation: Meaning, Definition, Essentials of effective Market Segmentation, types of segmentation
4	Marketing Mix 4.1: Product mix and Price mix Meaning, scope and importance of marketing mix a. Product mix: concept of a product, product characteristics: intrinsic and extrinsic , PLC, Product simplification, product elimination, product diversification , new product development b. Price mix : meaning, element , importance of price mix , factors influencing pricing , pricing methods and recent trends 4.2 : Place mix and Promotion mix c. Place mix: meaning and concepts of channel of distribution, types of channel of distribution or intermediaries, Factors influencing selection of channels, types of distribution strategies: intensive, selective and extensive recent changes in terms of logistics and supply chain management. d. Promotion mix: meaning, elements of promotion mix: advertising: meaning, definitions, importance and limitations of advertising, types of media: outdoor, indoor, print, press, transit - merits and demerits, concept of media mix, Recent trends in promotion

5	Marketing Planning, Marketing Information System, Marketing Research 5.1 Marketing planning: meaning, scope, importance, essentials and steps in marketing planning ,Importance and difficulties in marketing planning 5.2 Marketing Information System: Concept, components and importance of Marketing Information System 5.3 Marketing Research – Meaning, definitions, objectives and scope of marketing research, difference between market research and marketing research, types & techniques of Marketing Research, Use of Marketing Research in management

Suggested Books:

1. Marketing Management By Philip Kotler
2. Marketing Management Cravens By Hills – Woodruff
3. Marketing Information System By Davis – Olsan
4. Principles and practice of Marketing By John Frair.

Websites/E-Content:

1. <http://cec.nic.in/E-Content/Pages/Result.aspx?p=Paper20&s=COMM&Name=Commerce&PaperName=Principles%20of%20Marketing>
2. <https://swayam.gov.in/course/147-principals-of-marketing-mgmt>

304 / Internship**(90 Hours)**

The students are expected to work for 30 days*8 Hours a day= 240 hours in aggregate in retail industry and prepare a report about their day to day learning's and submit the same with necessary authorization from industry mentor.

The students will be issued a letter from department regarding internship once a institution is decided. The students are expected to learn on the job about

- a. Concept of Inventory and Management of Merchandise
- b. Process of monitoring and managing the store performance
- c. Budgetary process in the institution and its role in further planning
- d. Understand various loyalty schemes and their functioning by organizations.

305 / Retail Stores Operations-I**(180 Hours)**

Sr. No	Name of Topic
1	Sales Inventory and Merchandise Management Concept of Inventory, its importance, need and management and various methods and types of inventory management, understand the methods to manage inventory, Concept of Merchandise, its importance, need and management. Concept of Sales, Sales Management, Campaign needs and importance. Effective visual display, Elements of Display, Potential Places for Display
2	Monitoring and Managing Store Performance Planning Departmental Objectives: Importance of Objectives, Setting SMART Goals, Analyzing and planning to achieve departmental objectives Concept of Monitoring, advantages of monitoring departmental performance, Monitoring skills required by departmental managers, Monitoring operations as per planned targets, Reporting factors influencing effectiveness of department performance outside scope of responsibility Need of effective communication within store and department and various strategies to promote healthy and effective communication between internal and external stakeholders.
3	Budget Concept of Budget- need and importance, significance of budgeting in business

	operations, understanding the procedure of creation of budget, factors affecting budgets, components of annual budget plan, and various steps involved in business planning. Reviewing of Budgets, Revision of Budgets etc
4	Developing Individual Service Opportunities Identification of new clients, building strong relationships with new clients, Importance of customer profiling, techniques of approaching potential clients, understanding the concept and importance of target markets and customer segments. Methods and recording client data and its importance. Parameters to measure customer service levels, monitoring and measurement of performance with respect to client development Concept of Customer Loyalty and its benefits to organizations, Loyalty Schemes- Methods and benefits, Concept of Client Confidentiality, Data Protection Laws of Customers, Innovations in Customer Experiences.

Suggested Readings:

1. F Robert Jacobs, “ Operations and Supply Chain management, Mc Graw Hill
2. Max Muller, “ Essentials of Inventory Management”
3. Steve Chapman et al, “ Introduction to materials management”
4. Khan and Jain, “ Financial Management”
5. Michael Levy & Barton Weitz, “ Retailing Management” , TMGH, 5th Edition
6. Gini Graham & Scott, “ Building a winning sales team”
7. Anderson, Hair and Bush, “ Professional Sales Management”
8. Gerald A. Michaelson, “ Startegies for Selling”

Sr. No	Name of Topic
1	Introduction to Finance Definition, Nature and Scope of Finance Function Financial Management- Meaning , Scope and Objectives Organizational Framework of Financial management- Relation of Finance Department with other departments- Role of Finance Managers
2	Financial Planning Meaning-Concept-Objectives-Types-Steps-Significance-Basic Considerations-Limitations
3	Sources of Finance Internal and External Sources of Finance Internal Sources: Reserve and Surpluses, Retained Earnings, Dividends and Its Policies, Concept of Depreciation and its importance External Sources: Shares - meaning, types, advantages and limitations Debentures - meaning, types, advantages and limitations. Public Deposits - meaning, advantages and limitations Borrowing from banks - types of loans - advantages and limitations
4	Venture Capital Nature and Scope of venture capital in India. Venture Capital firms Study of Venture Capital Funds of IDBI and SIDBI

Suggested Readings:

1. P.V. Kulkarni - Financial Management - Himalaya Publishing House,Mumbai.
2. S.C. Kucchal - Corporation Finance - Chaitanya Publishing House, Allahabad.
3. I.M. Pandey - Financial Management - Vikas Publishing House.
4. R.M. Shrivastava - Pragati Prakashan, Meerut.
5. M.Y. Khan and P.K. Jain - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.
6. Prasanna Chandra - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi

Sr. No	Name of Topic
1	Introduction: 1.1 Concept of cost, costing, cost Accounting & Cost Accountancy 1.2. Limitations of Financial Accounting 1.3. Origin and objectives of cost Accounting 1.4. Advantages and Limitations of Cost Accounting 1.5. Difference between Financial and Cost Accounting 1.6. Cost Unit & Cost Centre
2	Elements of Cost: 2.1. Material, Labour and other Expenses 2.2. Classification of cost & Types of Costs 2.3. Preparation of Cost Sheet
3	Budget and Budgetary Control: 3.1 Concept and Importance of Budget 3.2 Meaning and Objectives of Budgetary Control 3.3 Types of Budget
4	Marginal Costing: Meaning of various concepts: Fixed Cost, Variable Cost, Contribution, PV Ratio, Break Even Point, Margin of Safety

Suggested Readings:

1. Advanced cost Accounting by Saxena and Vasistha.
2. Advanced cost Accounting by S.P.Jain and Narang.
3. Cost Accounting by S.N.Maheshwari
4. Cost Accounting by Ratnam.
5. Cost Accounting – Bhatta HSM, Himalaya Publication
6. Cost Accounting – Prabhu Dev , Himalaya Publication

Sr. No	Name of Topic
1	Negotiation- Meaning , Definition and Importance Goals of Negotiation, Steps in the process of negotiation. Communication- Importance of Communication in the process of negotiation, Verbal and Non Verbal Communication, Importance of non verbal communication Practical: Case Study on Negotiation Skills Practical: Face to Face Discussion on use of non verbal communications
2	Areas of Non Verbal Communication: Body Language, Personal attributes Cultural Differences Meaning, Examples Attitude: Winning Attitude – Honesty – Confidence. Negative Attitudes- Deception, Dishonesty, Defensiveness, Insecurity, Frustration, Boredom Practical: Videos, Presentations on non verbal communication to be discussed with participants Practical: Report writing on some do's and don'ts of various cultures
3	Physical Appearance- Dressing, Personal appearance, hygiene Vocal Cues- Pitch of speech, Loudness, Clarity , Correct sounds, Quality Handshake Cues: Practical: Role Play on the topic
4	Before Negotiation Preparation: Importance, Why? SWOT Analysis Prioritizing process of issues, deliverables and expectations. Cost Analysis Practical: Students to prepare SWOT Analysis Sheet for themselves and any particular business negotiation, to be discussed and feedback to be shared with students
5	Drafting a negotiation Plan: Plan to include : Background, Issues , Objectives , Priorities , Current Positions , Approach Plan review with team Revision of Plan Plan of Action- Role of each team member Bargaining Techniques, Aims in negotiating , Leaving room for compromise, Win-Win Strategies Practical: Students to draft a negotiation plan. Role Play Negotiation Skills for salary during interview

Suggested Readings:

1. Malhotra Deepak, "Negotiation Genius", Random House, USA.
2. Fisher Roger and Ury William, "Getting to yes: negotiating an agreement without giving in", Random House, USA.
3. Patric Collins, " Negotiate to Win: Talking your way to what you want", Sterling Publishers, 2012

404 / Internship**(90 Hours)**

The students are expected to work for 30 days*8 Hours a day= 240 hours in aggregate in retail industry and prepare a report about their day to day learning's and submit the same with necessary authorization from industry mentor.

The students will be issued a letter from department regarding internship once a institution is decided. The students are expected to learn on the job about

- a. Concept of Planning and its use in business
- b. Projects and its management, project audit
- c. Working in team and organization.

405/Retail Stores Operations-II**(180 Hours)**

Sr. No	Name of Topic
1	Business Planning Introduction to concept of planning, its characteristics, advantages. Steps and methods in planning process Concept and techniques of forecasting Advantages and Limitations of forecasting
2	Project Management Definition of Project, Project Life Cycle, Project Selection and Criteria of Choice, Project Portfolio Process, Project Proposals The Nature of Negotiation, Partnering, Chartering and change, Conflict and the project life cycle, Estimating Project Budgets, Improving the Process of Cost Estimation
3	Network Techniques PERT and CPM , The Fundamental Purposes of Control, Three Types of Control Processes, Comments on the Design of Control Systems, Control as a Function of Management, The Project Audit, Construction and Use of the Audit Report, The Project Audit Life Cycle, some essentials of an Audit/Evolution
4	Leadership Concept of leader and leadership, Qualities of a leader, Providing Leadership to team, Building, managing, motivating and leading a team, application of leadership principles
5	Team and Organizational Dynamics Concept and Importance of Team Leading the team and working effectively in team

	Allocation of work in team- principles, methods, advantages and disadvantages Factors affecting team in organizational environment.
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Suggested Readings:

1. Production and Operation Management: K. Ashwathappa and Siddharth Bhat, Himalaya Publishing House, 2010 editions
2. Project Management- Samule J Mantel, Jr, Jack R. Meredith, Scott M. Shafer, Margaret M, Sutton with M.R. Gopalan, Wiley India Pvt. Ltd.
3. Successful Project Management- Milton D. Rosenau, Jr., Cregory D. Githens, Wiley India Pvt. Ltd
4. Project Management- Vasant Desai, Himalaya Publishing House