

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- V and VI)

(Choice Based Credit System)

(Effective from June 2018 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		

SEMESTER- III		SEMESTER IV	
Subject Code	Name of the subject	Subject Code	Name of the subject
General Component			
301	Business Accounting	401	Principles of Finance
302	Personality Development & Team Building	402	Basics of Cost Accounting
303	Principles of Marketing	403	Negotiation Skills
Skilling Component			
304	Internship	404	Internship
305	Retail Store Operations-I	405	Retail Store Operations-II

THE LIST OF COURSES

Semester-I	Course Code	Name of Subject	Hours/ Week	Credits	Exam Hours	Exam		
						Internal	External	Maximum
	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

Semester-II	Course Code	Name of Subject	Hours/ Week	Credits	Exam Hours	Exam		
						Internal	External	Maximum
	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

Semester-III	Course Code	Name of Subject	Hours/ Week	Credits	Exam Hours	Exam		
						Internal	External	Maximum
	301	Business Accounting	4	4	3	50	50	100
	302	Personality Development & Team Building	4	4	3	50	50	100
	303	Principles of Marketing	4	4	3	50	50	100
	304	Internship	6	6	4	75	75	150
	305	Retail Store Operations-I	12	12	8	150	150	300

Semester-IV	Course Code	Name of Subject	Hours/ Week	Credits	Exam Hours	Exam		
						Internal	External	Maximum
	401	Principles of Finance	4	4	3	50	50	100
	402	Basics of Cost Accounting	4	4	3	50	50	100
	403	Negotiation Skills	4	4	3	50	50	100
	404	Internship	6	6	4	75	75	150
	405	Retail Store Operations-II	12	12	8	150	150	300

B.VOC (RETAIL MANAGEMENT) (Degree) SEM- V

Sr. No	Paper No	Title	Theory/ Practical	Credits	Marks	Distribution of Marks	
						Theory	Practical
General Component							
1	501	Human Resource Management	Theory	4	100	50	50
2	502	Business Ethics and Corporate Social Responsibility	Theory	4	100	50	50
3	503	Business Planning and Project Management	Theory	4	100	50	50
Skilling Component							
4	504	Internship		6	150	75	75
5	505	Retail Stores Operations-III	Theory+ Practical	12	300	150	150
Total				30	750	375	375

B.VOC (RETAIL MANAGEMENT) (Degree) SEM- VI

Sr. No	Paper No	Title	Theory/ Practical	Credits	Marks	Distribution of Marks	
						Theory	Practical
General Component							
1	601	Entrepreneurship Development	Theory	4	100	50	50
2	602	Organization Behaviour and Leadership Development	Theory	4	100	50	50
3	603	Business Strategy and Financial Management	Theory	4	100	50	50
Skilling Component							
4	604	Internship		6	150	75	75
5	605	Retail Store Operations-IV		12	300	150	150

Total	30	750	30	750
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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 be 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

$$\text{Credit Point (CP)} = \text{Credit (C)} \times \text{Grade Point (G)}$$

$$\text{SGPA (S}_i\text{)} = \sum (\text{C}_i \times \text{G}_i) / \sum \text{C}_i$$

SGPA = Semester Grade Point Average

C_i = Number of credits of the ith course component

G_i = Grade Point scored by the student in the ith 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** = $\frac{\text{Total of Grade Point Earned} \times \text{Credit hours for Each Course}}{\text{Total Credit Hours}}$

$$\text{CGPA} = \sum (\text{C}_i \times \text{S}_i) / \sum \text{C}_i$$

CGPA = Cumulative Grade Point Average

S_i = SGPA of the ith 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) (Degree) SEM- V

Sr. No	Paper No	Title	Theory/ Practical	Credits	Marks	Distribution of Marks	
						Theory	Practical
General Component							
1	501	Human Resource Management	Theory	4	100	50	50
2	502	Business Ethics and Corporate Social Responsibility	Theory	4	100	50	50
3	503	Business Planning and Project Management	Theory	4	100	50	50
Skilling Component							
4	504	Internship		6	150	75	75
5	505	Retail Stores Operations-III	Theory+ Practical	12	300	150	150
Total				30	750	375	375

B.VOC (RETAIL MANAGEMENT) (Degree) SEM- VI

Sr. No	Paper No	Title	Theory/ Practical	Credits	Marks	Distribution of Marks	
						Theory	Practical
General Component							
1	601	Entrepreneurship Development	Theory	4	100	50	50
2	602	Organizational behaviour and Leadership Development	Theory	4	100	50	50
3	603	Business Strategy and Financial Management	Theory	4	100	50	50
Skilling Component							
4	604	Internship		6	150	75	75
5	605	Retail Stores Operations-IV		12	300	150	150

Total	30	750	30	750
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501 HUMAN RESOURCE MANAGEMENT 4 CREDITS (60 HOURS)

Unit Number	Particulars	No of Hours
1	Human Resource Management and HR planning 1.1. Introduction to Human Resource Management 1.2. Nature of Human Resource Management 1.3. Scope & Functions of HRM 1.4. Objectives of HRM 1.5. Role of H.R. manager 1.6. Strategic HRM: Meaning, Objectives & Challenges 1.7. HR Planning: Meaning, Definition 1.8. Need for HR Planning 1.9. Process HR Planning 1.10. Job Analysis, Job Design & Job Evaluation	12
2	HR Recruitment and Selection 2.1. Recruitment: Meaning & Definition 2.2. Recruitment Source: Internal vs. External 2.3. E-recruiting Methods, Benefits and Limitations 2.4. Factors Affecting Recruitment 2.5. Selection: Meaning & Process 2.6. E-selection, Advantages and Disadvantages. 2.7. Promotion: Policy and Types 2.8. Transfer: Policy and Procedure for Transfer 2.9. Demotion: Meaning, Causes of Demotion 2.10. Labour Turnover: Meaning. Measurement of Labour Turnover, Causes and Control measures	12
3	Training, development and evaluation 3.1. Training: Meaning, Objectives & Need 3.2. Training Process & Evaluation 3.3. Methods of Training: On the Job & Off the Job 3.4. Management Development: Meaning & Methods of MDP 3.5. Management Development Process and Evaluation 3.6. Performance Appraisal: Meaning, Definition & Need 3.7. Techniques of PA: Traditional & Modern Techniques 3.8. Possible Errors or Problems in Appraisal 3.9. E-performance Management: Meaning, Advantages & Disadvantages 3.10. Performance Management System: Meaning & Importance	20
4	Personnel records reports and audit 4.1. Meaning & Significance of Records and Reports 4.2. Essentials of a good Record and good Report 4.3. Personnel Audit: Objective, Scope & Importance 4.4. Methods of Analysis 4.5. Audit Report: Meaning & Importance	06
5	New trends in HRM and exit policy 5.1 Concept of Labor Relations and its importance 5.2. Exit Policy: Meaning & Procedure 5.3. Challenges in implementing Exit Policy 5.4. Voluntary Retirement Schemes: Meaning, Merits & Demerits 5.5.	10

	Effects of Excess Manpower 5.6. HR in International Context: Global competency and Global Dimensions 5.7. Developing Cross Cultural Sensitivity 5.8. Human Resource Accounting 5.9. Human Resource Audit 5.10. Bench marking 5.11. Human Resource Research	
	Total	60 Hours

Reference Books:

1. Personnel Management: - Bhatia S. K. and Singh Nirmal
- 2 . Personnel Management: - Kumar Arun and Sharma Rachana
3. Human Resource Management- Ashwathappa
4. International Human Resource Management by Peter J Dowling, Device E Welch, 4th Edition.
5. International Human Resource Management by K Aswathappa and Sadhna Dash, TMGH

502 Business Ethics and Corporate Social Responsibility 4 CREDITS (60 HOURS)

Unit Number	Particulars	No of Hours
1	Ethics- Meaning and nature of Ethics Meaning of Moral & Ethics. Types of Ethics, Importance of Ethics, Nature of Ethics	
2	Business Ethics- Meaning and nature. Importance of ethics in business. Types of business Ethics-Relation between corporate responsibility & Business ethics. Business Ethics in Global Economy. Ethics in the context of Global Economy-Relationship Between Business Ethics & Business Development-Role of Business Ethics in Building a civilized society	
3	Moral issues in Business Justice & Economic system- ethics related to environment protection-Ethics relating to Consumer protection-Social responsibility & Business ethics arguments for and against social responsibility.	
4	Areas of Business ethics and Organizational Ethics Meaning of functional ethics-types of ethics according to functions of business: marketing ethics, foreign trade ethics and ethics relating to Copyrights.	

5	Corporate Social responsibility Concept, Need and Importance, Reports of various expert committees, Provisions in Companies Act, 2013	
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References

1. Business Ethics: - O.C. Ferrel, John Paul Fraedrich, Linda Ferrell.
2. 2. Business Ethics: - GautamPherwani
3. 3. Business Ethics: - RituPamraj
4. 4. Business Ethics: - Prof. Agalgatti6

503 BUSINESS PLANNING AND PROJECT MANGEMENT 4 CREDITS
(60 HOURS)

Unit Number		No of Hours
1	Planning: Introduction, Meaning, Definition, Characteristic, objective, nature of Planning Advantages and limitations of planning Steps in planning process Methods of planning Essentials of a good planning Obstacles in planning, Planning Premises and Classification of Planning Premises Plan and Planning, Business Planning Planning and Forecasting: Introduction, Meaning, Definition, Characteristics, Process, Importance of forecasting, Areas of forecasting ,Forecasting Techniques- Types, Methods , Advantages of forecasting, Limitations of forecasting , Difference between forecasting and planning	12
2	Project Management – Definition of a “Project” ,Why project Management, The project Life-Cycle, Project Management Maturity , Project Selection and Criteria of Choice ,The Nature of Project Selection Models, Types of Project Selection Models , Project Portfolio Process, Project Proposals. , The Project Manager – Qualities , Project Management and the Project Manager, Special Demands on the Project Manager , Problems of Cultural Differences, Impact of Institutional Environments, Project	15

	Organization, , The project as Part of the Functional Organization, Pure Project Organization, The Matrix organization , Choosing an Organizational form The Project Team	
3	Initial Project Coordination, The Nature of Negotiation, Partnering, Chartering and change, Conflict and the project life cycle, Estimating Project Budgets, Improving the Process of Cost Estimation	8
4	Network Techniques ,PERT and CPM , , Critical Path Method- Crashing a Project, The Resource Allocation Problem, Resource Loading, Resource Levelling, Constrained Resource Allocation , The Planning-Monitoring-Controlling Cycle, Information Needs and the Reporting Process, Earned Value Analysis , The Fundamental Purposes of Control, Three Types of Control Processes, Comments on the Design of Control Systems, Control as a Function of Management	12
5	Purposes of Evaluation , Goals of the System , The Project Audit, Construction and Use of the Audit Report, The Project Audit Life Cycle, some essentials of an Audit/Evolution , The Varieties of Project Termination, when to Terminate a Project, The Termination Process.	13
	Total	60

Suggested Readings:

- Production and Operation Management: K. Ashwathappa and Siddharth Bhat, Himalaya Publishing House, 2010 editions
- Project Management- Samule J Mantel, Jr, Jack R. Meredith, Scott M. Shafer, Margaret M, Sutton with M.R. Gopalan, Wiley India Pvt. Ltd.
- Project Management- Vasant Desai, Himalaya Publishing House 6
- Project Management : A Managerial Approach, Jack R. Meredith, Samuel J. Mantel Jr. Wiley India Pvt. Ltd.
- Principles of Management – T. Ramasamy, Himalaya Publishing House

MOOCs Course on SWAYAM:

<https://swayam.gov.in/courses/4984-business-planning-and-project-management>

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INTERNSHIP

6 CREDITS (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) Purchase Procedure
- b) Inventory Management: LIFO/FIFO, EOQs, Storage Systems
- c) Retail Layout: Do's and Don'ts

Unit Number	Particulars	No of Hours
1	Inventory Management 1.1 Understanding Retail Stores Management and its Value Chain 1.2 Concept and Importance of Inventory and its Management, Stock levels and Stock Control, 1.3 Concept and Importance of Stock Records Store Card/bin Card, Stock list, Store requisition form, delivery notes, Inventory Management Software. 1.4 Concept of Economic Order Quantity (EOQ) and its importance 1. 5 Inventory Budgeting 1.6 Purchase Procedures. 1.7 Monitoring receipts and dispatch of goods (methods of recording, controlling, vendor norms about stock return and damages, reverse logistics policies) Practical: Experiencing Purchasing Procedure, Inventory Management of Small/ Medium sized FMCG Stores. Study Inventory management software's used by medical stores.	60
2	Visual Merchandizing , Promotion, Price Benchmarking and Study of Competition 2.1 Need and Importance of Visual merchandizing standards and guidelines 2.2 Role of Effective Display in store profitability and cost optimization 2.3 Concept of Stock Rotation and Display	60

	norms. 2.4 Space allocation for revenue enhancements 2. 5 Good vendor management principles and techniques 2.6 Role , Importance and requisites for in store promotions. 2.7 Importance of Pricing, How pricing can attract new customers? 2.8 Do's and Don't of Pricing 2.9 Importance of market data and techniques of collecting data and analysis. Practical: Preparing plan layout of retail store, designing a promotional plan, Understanding customer behaviour on specific prices.	
3	Compliances and Maintenances of records 3.1 Need and Importance of Store Policies and Guidelines. 3.2 Store Audit: Concept and Importance, Role of audit and audit checks. 3.3 Various legal, environmental and statutory compliances for stores environment. 3.4 Record keeping: Concept, need and importance. 3.5 Methods of collecting accurate and error free information, storage and transmission of data. 3.6 Implementation of store security, procedures to minimize thefts and losses.	60

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”

601

Entrepreneurship Development

4 CREDITS (60 HOURS)

Sr.No	Chapter	No of Hours
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1	Entrepreneur and Entrepreneurship : Definition, meaning and functions of an entrepreneur Need and importance of entrepreneurship, Problem of unemployment & important of wealth creation. Enterprise v/s Entrepreneurship, Self – employment v/s Entrepreneurship, Entrepreneurial career as an option	12
2	Business Opportunity Identification and Preliminary Project Report (PPR): Opportunity search : Divergent Thinking Mode : Meaning and Objectives – Tools and Techniques : Environmental Scanning for business opportunity identification Opportunity Selection : Convergent Thinking Mode : Tools and Techniques : Market Survey – Preparation of Questionnaire – Concept of Survey – Data collection – Analysis and Interpretation – Preliminary Project Report (PPR)	12
3	Business Plan : Meaning and Importance – Objectives – Selections Contents – Marketing and Technical Feasibility – Financial Viability – Precautions to be taken by entrepreneur while preparing Business Plan Project Appraisal – Break – even Analysis and Ratio Analysis : Debt Service Coverage Ratio – Gross Profit : Net Profit Ration and Return on Investment (ROI)	12
4	Institutional Support to New Venture : (Student are expected to study the assistance scheme of the following Institutions) District Industries Center (DIC) Maharashtra Center for Entrepreneurship Development (MCED) National Small Industries Corporation of India (NSIC) Maharashtra Industrial Development Corporation (MIDC) Micro Small and Medium Enterprises (MSME)	12
5	Financial Assistance for small Enterprise Non-Institutional : own Fund – Family and Friends Institutional : (a) Bank Loans – Co-operative Banks- Nationalized Bank – Scheduled Banks. (b) Angel Funding (c) Venture Funding (d) Self-employment Scheme of Government of Maharashtra (e) Government Financial Institutions : Khadi and Village Industries Board	12

	(KVIB) – Micro, Small and Medium Enterprises (MSME) Rajeev Gandhi Udyami Mitra Yojana (RUGMY) – District Industries Center (DIC) (f) Prime Minister Employment Generation Programme (PMEGP)	
6	E- Learning Course on Start-up Application, Government of India	-

Suggested Readings:

1. Desai Vasant : Management of Small Scale Industries Himalaya Publishing House.
2. Taneja Satish and Gupta S.L. : Entrepreneurship Development – New Venture Creations – Galgotia Publishing Company, New Delhi
3. Chandra P : Project Preparation, Appraisal and Implementation Tata McGraw Hill New Delhi.
4. Jain P.C. (ed) : Handbook for New Entrepreneurs Entrepreneurship Development Institute of India.
5. Gupta C.B. & Srinivas : Entrepreneurial Development, Sultan D, Chand & sons, New Delhi.
6. Pramod Choudhari – As Is What It Is.
7. Prof. Rajeev Roy : ‘Entrepreneurship Oxford University Press’
8. Edward D.Bono : ‘Opportunities’
9. The New Business Road tests : John 1

602 Organizational Behaviour and Leadership Development 4 CREDITS (60 HOURS)

Sr.No	Chapter	No of Hours
1	Fundamentals of OB: Understanding OB: Definition, scope and importance of OB, Relationship between OB and the individual, Evolution of OB, Theoretical framework (cognitive, behaviorist and social cognitive), Limitations of OB. Dynamics of People and OB: Disciplines that contribute to the field of OB (psychology, social psychology, sociology, anthropology), Relationship with the function in an organization, Behavioral approach to management. Models of OB: How to develop models of OB (understanding dependent and independent variables), Decision-making model, Robin’s OB model, Feudal,	9

	Autocratic, Supportive, Collegial and Custodian models, Human value model and contingency model. OB and organizational performance: What are organizations, perspectives of organizational Effectiveness - organizational earning perspective, stake holder perspective, high performance work practices perspective. Task Performance, organizational citizenship, counter productive work Behaviors Meaning and importance, Setting goals for organizational performance, Role of people in organizational performance	
2	Individual Process And Behavior: • Ability: Meaning and significance of matching right abilities to the right job, Intellectual and physical abilities and the effects of disabilities. • Learning: Definition of learning and significance of continuous learning in an organization, Theories of learning, Action learning, Learning from individuals and learning from the environment. • Attitude: Importance of attitude in an organization, Right Attitude, Components of attitude, Relationship between behavior and attitude, Developing Emotional intelligence at the workplace, Job attitude, Barriers to changing attitudes. • Personality and values: Definition and importance of Personality for performance, The Myers-Briggs Type Indicator and The Big Five personality model, Significant personality traits suitable to the workplace (personality & job – fit theory), Personality Tests and their practical applications. • Perception: Meaning and concept of perception, Factors influencing perception, Selective perception, Attribution theory, Perceptual process, Social perception (stereotyping and halo effect). • Motivation: Definition & Concept	10

	of Motive & Motivation, The Content Theories of Motivation (Maslow's Need Hierarchy & Herzberg's Two Factor model Theory), The Process Theories (Vroom's expectancy Theory & Porter Lawler model), Contemporary Theories- Equity Theory of Work Motivation. • Emotional Intelligence: emotions in the work Place, Emotions , Attitudes and Behavior, Emotional Intelligence Concepts of Employee Engagement, empowerment	
3	Interpersonal Processes And Behavior, Team And Leadership Development: • Foundations of Group Behavior: The Meaning of Group & Group behavior & Group Dynamics, Types of Groups, The Five -Stage Model of Group Development. • Managing Teams: Why Work Teams, Work Teams in Organization, Developing Work Teams, Team Effectiveness & Team Building. • Managing Conflict: Meaning of Conflict, Types of Conflicts (Intergroup Conflict, Intra-Individual Conflict and Interpersonal Conflict), Johari Window, Overcoming Conflict. • Leadership: Concept of Leadership, Styles of Leadership, Trait Approach, Contingency Leadership Approach, Contemporary leadership, Meaning and significance of contemporary leadership, Concept of transformational leadership, Contemporary issues in leadership, Contemporary theories of leadership, Success stories of today's Global and Indian leaders.	11

4	Organization System: • Foundations of Organization Structure: Concept of Organization & Organizational Structure, Basic elements in designing OS. • Organizational Culture: Meaning & Definition of Organizational Culture, Creating & Sustaining Organizational Culture, Types of Culture (Strong vs. Weak Culture, Soft vs. Hard Culture & formal vs. Informal Culture) , Creating Positive Organizational Culture, Concept of Workplace Spirituality.	10
5	Managing Change: • Organizational Change: Meaning, definition & Nature of Organizational Change, Types of Organizational change, Forces that acts as stimulants to change. Implementing Organizational Change: How to overcome the Resistance to Change, Approaches to managing Organizational Change, Kurt Lewin's - Three step model, Seven Stage model of Change & Kotter's Eight-Step plan for Implementing Change, Leading the Change Process, Facilitating Change, Dealing with Individual & Group Resistance, Intervention Strategies for Facilitating Organizational Change, Methods of Implementing Organizational Change, Developing a Learning Organization.	20

Suggested Readings

1. Organizational Behaviour by Robins Organizational Behaviour by Nelson & Quick
2. Organizational Behavior - Mcshane, Von glinow, Sharma - Mcgraw Hill, 5th Edition
3. Organizational Behaviour by Fred Luthans
4. Organizational Behaviour by Stephen Robins, Timothy Judge, Neharika Vohra
5. Organizational Behaviour by M N Mishra
6. Organizational Behaviour by K Ashwathappa

Sr.No	Chapter	No of Hours
1	Introduction to Business Strategy Introduction, Concept of Business Strategy, Need for Business Strategy, Essentials of Effective Strategy, Effects of Inadequate Strategies, Functions of Business Strategies	
2	<i>Business Policy:</i> Introduction, Definition of Business Policy, Factors influencing Business Policy, Business Policy vs. strategy, Policy decisions and their impact on Business Strategies	
3	<i>Introduction to Strategic Management:</i> Introduction, Strategic Management – Definition, Meaning and Role, Objectives of Strategic Management, Benefits of Strategic Management, Importance of Strategic Management, Causes for failure of Strategic Management	
4	<i>Strategic Management and Analysis</i> : Introduction, Strategic Management Process, Strategic Vision and the role of a Strategist, Criteria for Effective strategy, Role of Strategic Management in Policy Making Strategic Analysis – definition, Need for Strategic Analysis & Environmental Scanning, Understanding environment of business for strategic analysis, Strategic thinkers & their contributions, Role of Strategic Analysis in Policy making	
5	<i>Strategy Formulation:</i> Introduction, Types of Strategies, Steps in Strategy Formulation, Core Competencies and their Importance in Strategy Formulation,	
6	<i>Strategic Planning and Implementation:</i> Introduction, Strategic	

	Planning Process, Types of Strategies, Stability, Expansion or Growth, Mergers and Acquisitions, Activating Strategy, Issues in Strategy Implementation, Integrating the Functional Plan and Policies,	
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Suggested Readings:

1. Blue Ocean Strategy, Renee Mauborgne, W Chan Kim
2. Good Strategy/Bad Strategy: The Difference and Why... Richard Rumlet
3. Business Strategy: A Guide to Effective Decision-making, Jeremy Kourdi

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INTERNSHIP

6 CREDITS (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) Training needs of employees, Importance of Backup and Succession Planning
- b) Monitoring work of equipment used daily, their maintenance
- c) Profitability strategies

Sr.No	Chapter	No of Hours
1	Developing Store Capabilities 1.1 Planning the staffing needs of organization, 1.2 Concept of manpower planning and its importance 1.3 Fair and Objective recruitment and selection 1.4 Interview techniques 1.5 Understanding the importance of Organizational Culture 1.6 Steps to improve/inculcate organizational culture 1.7 Importance of staff training 1.8 Various strategies for building effective teams Practical's: Staff interviews for Training needs, Team management and motivational techniques	60
2	Management of Sales, Services and Profitability 2.1 Maintenance of Store equipments as per standards 2.2 Monitoring operations of store equipments. 2.3 Studying consumer purchasing pattern, factors affecting consumer buying behaviour. 2.4 Customer Relationship Management: Concept, need and Importance 2.5 Implementation of policies to increase foot fall. 2.6 Customer Support and grievance Redressal	60

	channels. Practical's: Monitoring smooth operations of stores and its equipments.	
3	People and Profitability Management 3.1 Indentify key competencies of staff and train them. 3.2 Succession Planning: Concept and Importance 3.3 Development of Retail Strategy for increased market share and profitability 3.4 Use of Technology in Retail Practical: Drafting a profitability plan for retail stores, developing a matrix of competencies.	60

Suggested Readings:

9. F Robert Jacobs, " Operations and Supply Chain management, Mc Graw Hill
10. Max Muller, " Essentials of Inventory Management"
11. Steve Chapman et al, " Introduction to materials management"
12. Khan and Jain, " Financial Management"
13. Michael Levy & Barton Weitz, " Retailing Management" , TMGH, 5th Edition
14. Gini Graham & Scott, " Building a winning sales team"
15. Anderson, Hair and Bush, " Professional Sales Management"
16. Gerald A. Michaelson, " Startegies for Selling"