

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- I and II)

(Choice Based Credit System)

(Effective from June 2016 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 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

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

$$\text{SGPA (S}_i\text{)} = \sum (C_i \times G_i) / \sum C_i$$

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** = $\frac{\text{Total of Grade Point Earned} \times \text{Credit hours for Each Course}}{\text{Total Credit Hours}}$

$$\text{CGPA} = \sum (C_i \times S_i) / \sum C_i$$

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.

101/ Business Communication Skills-I**(60 Hours)**

Sr.No	Name of Topic	Total Hours
1	Introduction to business Communication Introduction, Meaning ,Definition, Features, Process of Communication, Channels , Principles, Importance, Barriers to Communication & Remedies Types of Communication & Merit and Limitations of each type	15
2	Modes of Communication Written Communication Business Letters: Meaning, Importance, Qualities and Essentials, Physical Appearance and layout of business letters. Types and Drafting of Business Letters: (Application for Job, Enquiry Letters, Sales Letters, Complaint letters etc)	15
	Oral Communication Meaning , Nature and Scope Principles of Effective Oral Communication Techniques of effective speech Effective presentation skills	15
3	New Technologies in Business Communication Internet: Email, Websites, ECS, Blogging Social Media	15
	Total	60

Suggested Books:

1. Asha Kaul (1999), "Business Communication", Prentice Hall of India, New Delhi.
2. Chaturvedi P. D. & Chaturvedi Mukesh (2012), "Managerial Communication", Pearson, Delhi.
3. Madhukar R. K. (2005), "Business Communication", Vikas Publishing House Pvt. Ltd., New Delhi.
4. Mamoria C. B. & Gankar S. V. (2008), "Personnel Management", Himalaya Publishing House, Mumbai.
5. Nawal Mallika (2012), "Business Communication", Cengage Learning, Delhi.
6. Rajendra Pal & Korlahalli (2007), "Essentials of Business Communication", Sultan Chand & Sons, New Delhi.
7. Sharma R. C. & Krishan Mohan, "Business Correspondence & Report Writing", Tata McGraw Hill Publishing Co. Ltd.
8. Sinha K. K. (2003), "Business Communication", Galgotia Publishing Company, New Delhi.
9. Sinha K. K. (2008), "Business Communication", Galgotia Publishing Company, New Delhi.
10. Vasisht Neeru & Rajput Namita (2006), "Business Communication", Kitab Mahal, Allahabad.

102/ Principles of Management-I**(60 Hours)**

Sr. No	Name of Topic	Total Hours
1	BASICS OF MANAGEMENT Meaning, Definition, Management: Is it Science, Art or profession? Characteristics of Professional Management. The need of Management Study. Process of Management, Level Of Management, Managerial Skills, Challenges before management , Brief Review of Management Thought with reference to FW Taylor & Henry Fayol	15
2	PLANNING AND DECISION MAKING Planning-Meaning, Definition, Nature, Importance, Forms, Types Of Planning, Steps in Planning, Limitations Of Planning. Forecasting-Meaning & Techniques. Decision Making- Meaning, Types Of Decisions & Steps In Decision Making.	15
3	ORGANIZATION & STAFFING Meaning, Process & Principles, Departmentalization, Organization Structure, Authority and Responsibility, Delegation of authority, Difficulties in delegation of Authority, Centralization verses Decentralization, Team Work. Staffing-Meaning, Need & Importance of Staffing, Recruitment-Sources and Methods of Recruitment.	15
4	DIRECTION & COMMUNICATION Direction- Meaning, Elements, Principles, Techniques & importance.. Communication-Meaning, Types, Process of Communication & importance of effective Communication. Barriers to Communication.	15
	Total	60

Suggested Books:

1. Stephen Robbin Et.al: Management, Pearson Publishers.
2. Principles of Management - Koontz & O'Donnel
3. The Management Process - R S Davar
4. Essentials of Management - Koontz & O' Donnel Tralei McGrow Hill Publishing House
5. Business Administration - Mritunjoy Banerjee
6. Principles & Practice - T N Chhabra, Dhanapat Rai & Co.of Management.
7. Management – LM .Prasad.
8. Super Highway: Bill Gates Foundation

Sr.No	Name of Topic	Total Hours
1	INTRODUCTION Meaning and Scope of managerial economics - relationship to economic theory relationship with decision theory- role of managerial economics - objectives and constraints of the firm - introduction to risk, asymmetric information and game theory.	15
2	DEMAND ANALYSIS Meaning of demand-Market Demand function- Demand curve, factors affecting demand-Variation and Increase/decrease in demand-Elasticity of demand-Graphical representation of price elasticity of demand. Price-income and cross elasticity of demand. Estimation of demand-Numerical problems for measurement of elasticity.	15
3	PRODUCTION AND COSTS : Meaning of production-Types of production function - Importance of production function in managerial decision-making - Application of production function in productive sectors (service and manufacturing) Economics of scale and scope. Importance of cost in managerial decision-making - Economic concepts of cost Functional form of short run and long run cost - Estimation and alternative methods of estimation of cost - LAC as a decision making tool - Impact of learning curve.	15
4	MARKET STRUCTURES Meaning of market structure, need for analyzing market structure, types of markets. A. Perfect competition and Monopoly Features -Representative firm, and industry - Equilibrium in short and long run - Price and output determination using diagrams - Normal profits, losses and supernormal profits in short run – Long run and normal profit - Merits and Limitations of perfect markets. B. Oligopoly and Monopolistic Competition Oligopoly - definition and characteristics - Collusion and cartel - Non-Price competition – Price stickiness and kinked demand. Monopolistic competition-definition and characteristics - Equilibrium-Price and output determination.	15

Suggested Books:

1. Managerial Economics, Dean Joel, Eastern Edition
2. Managerial Economics, Almanand, Excel Books, New Delhi
3. Managerial Economics, Hague, D., Longman, London
4. A study of Managerial Economics, Gopalakrishna, Himalaya Mumbai
5. Managerial Economics, Cauvery, R. et al. , S. Chand, New Delhi.

104/ Introduction to Retailing**(90 Hours)**

Sr.No	Name of Topic	Total Hours
1	INTRODUCTION Introduction to Retail Sector, Evolution of Retailing Concept Defining Retail, Evolution of Retail in India, Functions of Retailing/Retailer, Importance of Retailing, Structure of Traditional and Modern Retail in various countries, Traditional and Organized Retail Formats, Growth Prospects and Challenges for Organized Retail.	20
2	RETAIL ORGANIZATIONS IN INDIA Classification on the basis on ownership (Sole Proprietorship, partnership, LLP, Joint Ventures, Companies) Classification on the basis of Products (Departmental Stores, Speciality Store, Super Market, Hyper Markets, Convenience Store etc) Classification on basis of Pricing Policies (Discount and warehouse stores) Classification of basis of services offered and Organized Structures Out of Stores Classifications (Websites, E-Retailing, TV Shopping, Door to Door Selling, Direct Retailing	15
3	DYNAMICS OF RETAIL ENVIRONMENT Introduction Macro Retail Environment (Various Forces: Demographic, Economic, Socio-Cultural, Political, Legal, Technological, Competition) Micro Retail Environment(Stores Image, Merchandize Mix, Services, Human Resources)	15
4	CARRERS IN RETAIL Organization Structure in Retail Understanding requisite skill sets needed to work in retail organizations. (Role of Sales Associate, Customer Service Representative, Team Leader, Inventory Analyst, Category Manager, Store Head, Departmental Head etc)	10
Skilling/Practical Components		
5	Time Management Skills, Negotiation Skills, Resume Writing, Merchandising	10
6	Lab Work	20

Suggested Books:

1. Retailing Management – Swapna Pradhan;
2. Retail Marketing Management – Swapna Pradhan;
3. Retail Management – Gibson Vedamani;
4. Retail Management – Levy & Weitz;
5. Channel Management & Retail Management – Meenal Dhotre

105/ Retail Sales Management-I**(90 Hours)**

Sr.No	Name of Topic	Total Hours
1	INTRODUCTION Concept of Retail Sales, Industry Size in India, Concept of Customer Service Executive	10
2	Sales Effective Sales: Sales Call, Demonstration, Customer Assistance, Type of sales, Do & Don't of Sales, Concept of Good Service, Consumer Psychocology, Expected Behavioral patterns, Cross Selling	20
3	Business and Productivity Targets Maximizing Sales, Effective delivery, Creating positive image, Promote continuous improvement, Inventory- Concept , methods and management	10
4	Credit Management Processing Credit applications, Capability building for Credit management, Accounting methods, Billing in stores, Consumer Query Resolution Techniques and methods.	10
5	Relationship Building Team building, Customer Relationship building, Crisis Management,	10
Skilling/Practical Components		
6	Grooming: Communication Skills, Presentations skills, Customer Behavioural patterns, Goal Setting, SWOT Analysis	10
7	Role Play/ Case Study / Filed Assignment/ OJT	10
8	Industrial Visit to Retail Industry	10

Suggested Books:

1. Retail Marketing by Dravid Gilbert-
2. Retailing - George H, Lucas Jr., Robert P. Bush, Larry G Greshan
3. The Art of Retailing by A. J. Lamba
4. Retail Management; A Strategic Approach by Barry Berman, Joel R Evans-
5. Retailing Management – Swapna Pradhan;
6. Retail Marketing Management – Swapna Pradhan;

Sr.No	Name of Topic	Total Hours
1	An Introduction to Consumer Behaviour Meaning, Definition and Relevance of Consumer Behaviour Study, The Development of Consumer Behaviour. Separate field of study. Growth of Consumer Research. Manageral Versus of holistic Prespective on Consumer Behaviour.Consumer Behaviour and Marketing Management.Few Models of Consumer Decision Making. Trends in Consumer Behaviour.	20
2	Consumer Perception Concepts underlying Perception. External and Internal Factors. The Perceptual Process. Consumer Image and Marketing Implications. Perceived Risk.	20
3	Consumer Learning Defining and Learning, Elements of Learning Process Types of Learning Process, Consumer Memory. Habit, Brand Loyalty, Customer Loyalty	20
4	Personality and Lifestyle Influence. Meaning of lifestyle, AIO and values framework. Chancling lifestyle Trends of Indian consumers. Personality (Meanings and Properties.) A Business Today – Synovate study. Personality influence and consumer Behaviour.Certain Inter-Related Consumption and possession personality traits. Self Concept or Self Image.	10
5	Attitude and Behaviour Attitude (Definition and characteristics) Nature of Consumer Attitude A Simple Model of the Relationship between Attitude and Behaviour.Attitude Measurment, Attitude Change Factors involved in Attitude Formation or Development. Strategies for Attitude Reinforcement and Change.	10
6	Motivation. Difference between Motives, Motivating and Motivation. Needs of Goals. The Dynamic characteristics of Motivation. Theory of Needs (Maslow) Motivational Research.	10

Suggested Books:

1. Consumer Behavior, Schiffman, L.G. and KanukL.L., Prentice Hall, India.
2. Consumer Behavior, Concepts and Applications, Loudon, D.L. and Bitta, A.J.D, Tata McGraw Hill.
3. Consumer Behavior and Marketing Startegy, Peter, J.P. and Olson, J.C., , Schiffman, L.G. and KanukL.L., Prentice Hall, Indi

B.VOC (RETAIL MANAGEMENT) (DIPLOMA) SEM- II

Sr. No	Paper No	Title	Theory/ Practical	Credits	Marks	Distribution of Marks	
						Theory	Practical
General Component							
1	201	Business Communication Skills-II	Theory	3	100	50	50
2	202	Principles of Management-II	Theory	3	100	50	50
3	203	Principles of Consumer Behaviour-II	Theory	3	100	50	50
Skilling Component							
4	204	Life Skills + Computer Concepts	Theory+ Practical	6	150	50	100
5	205	Retail Sales Management-II	Theory+ Practical	12	300	100	200
Total				30	750	300	450

201/ Business Communication Skills-II**(60 Hours)**

Sr.No	Name of Topic	Total Hours
1	Communication in Organization Types, Different Purposes of Communication in Organization, Modes and levels, Directions, Networks, Channels, Crisis Communication in Organization	15
2	Communication Strategies for Managers Communicating different types of messages: Positive, Negative, Neutral etc. Team Communication, Cross Cultural Communication, Corporate Communication, Leadership Communication	20
3	Communication for Knowledge Management Writing Reports, Types, and Formats and writing reports, Writing Business Proposals, Business Plans.	15
4	Business Etiquette and Professionalism Concept of Etiquette, Business Etiquette, Methods of developing good business etiquette	10
	Total	60

Suggested Books:

1. Asha Kaul (1999), "Business Communication", Prentice Hall of India, New Delhi.
2. Chaturvedi P. D. & Chaturvedi Mukesh (2012), "Managerial Communication", Pearson, Delhi.
4. Madhukar R. K. (2005), "Business Communication", Vikas Publishing House Pvt. Ltd., New Delhi.
5. Mamoria C. B. & Gankar S. V. (2008), "Personnel Management", Himalaya Publishing House, Mumbai.
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7. Rajendra Pal & Korlahalli (2007), "Essentials of Business Communication", Sultan Chand & Sons, New Delhi.
8. Sharma R. C. & Krishan Mohan, "Business Correspondence & Report Writing", Tata McGraw Hill Publishing Co. Ltd.
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9. Sinha K. K. (2008), "Business Communication", Galgotia Publishing Company, New Delhi.
10. Vasishth Neeru & Rajput Namita (2006), "Business Communication", Kitab Mahal, Allahabad.

202/ Principles of Management-II**(60 Hours)**

Sr. No	Name of Topic	Total Hours
1	BEHAVIOR OF PEOPLE AT WORKPLACE Defining organizational behaviour, scope and importance of OB, Relationship between OB and the individual, Evolution of OB, Theoretical framework (cognitive, behaviouristic and social cognitive), Limitations of OB.	12
2	INDIVIDUAL PROCESS & BEHAVIOR 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. Motivation: Definition & Concept 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	12
3	INTERPERSONAL PROCESS AND BEHAVIOR Foundations of Group Behaviour: The Meaning of Group & Group behaviour & 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 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	12
4	ORGANIZATION SYSTEM 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	12

	Positive Organizational Culture, Concept of Workplace Spirituality.	
5	CHANGE MANAGEMENT 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.	12
Total		60

Suggested Books:

Learning Resources:

1 Text Books

Organizational Behaviour by Robins

Organizational Behaviour by Nelson & Quick

Organizational Behaviour by Fred Luthans

Organizational Behaviour by Stephen Robins, Timothy Judge, Neharika Vohra

Organizational Behaviour by M N Mishra

Organizational Behaviour by K Ashwathappa

2 Reference Books

Understanding OB by Uday Pareek

Change & Knowledge Management by Janakiram, Ravindra and Shubha Murlidhar

3 Supplementary Reading Material

Contemporary Leadership Theories: Enhancing the Understanding of the complexity, subjectivity and dynamic of leadership by Ingo Winkler

Organizational Performance in a Nutshell by Daniel M. Wentland

Sr. No	Name of Topic	Total Hours
1	CONSUMER DECISION MAKING Meaning of Decision making, Different views of Consumer decision making, Buying motives, Types of Decision – making process in buying, Consumer information processing Types of Households, The Household life cycle	10
2	CONSUMER SATISFACTION The relationship between Consumer Expectations and satisfaction, Implications for shaping expectations, Satisfaction no satisfaction judgment, Measuring of consumer satisfaction, The concept of perceived value customer satisfaction and loyalty, Customer satisfaction versus service quality level and customer loyalty, Few studies to measure customer satisfaction ,Towards Building customer loyalty Customer satisfaction in services market, Tackling Customer Dissatisfaction ,Handling of customer complaints	15
3	RELATIONSHIP MARKETING Relationship marketing – meaning and importance, Can organizations retain customers through loyalty programmes? Six model markets and relationship marketing , The relationship management chain Position segmenting and targeting, Customer retention improvement plan Understanding of brand equity and brand loyalty	15
4	CONSUMERISM Introduction to consumerism, Consumerism in India The Indian consumer, Reasons Behind rise of consumerism Benefits of consumerism ,Government measures ,The consumer protection ACT No. 68 of 1986 , MRTP ACT 1986 ICRPC	10
5	ONLINE CONSUMER BEHAVIOUR Brief History of The Internet and E – Commerce The Internet in India On – Line Decision making process Development and concerns in Indian net connections	10

Suggested Books:

1. Consumer Behavior, Schiffman, L.G. and KanukL.L., Prentice Hall, India.
2. Consumer Behavior, Concepts and Applications, Loudon, D.L. and Bitta, A.J.D, Tata McGraw Hill.
3. Consumer Behavior and Marketing Startegy, Peter, J.P. and Olson, J.C., , Schiffman, L.G. and KanukL.L., Prentice Hall, Indi

Sr. No	Name of Topic
1	Team management, Effective allocation of responsibilities in team as per their strengths,
2	Effective Communication with all stakeholders, Time Management and Personality Development Working Effectively in Organization
3	Basic Concepts in Computers 1. Assignment based on MS Office Word. a. Text Manipulation Change the font size and type aligning and justification of text Underlining the text Indenting the text b. Usage of Numbering, Bullets, Footer and Headers Usages of Spell check and Find and Replace c. Table and Manipulations Creation, Insertion, Deletion (Columns & Rows) and usage of Auto Format. d. Picture Insertion and alignment. e. Creation of documents using templates Creation of templates. f. Mail Merge concepts. g. Copying text and picture from Excel. Any relevant assignments based on syllabus 1. Assignment based on MS Office Excel a. Type the data in excel worksheet and save it as first.xls b. Type the data in excel worksheet and save it as second.xls. c. Enter the data and save it in grade.xls d. Using grade.xls to perform the various formatting operations e. Generates an average report based on the data in excel worksheet. f. Any relevant assignments based on syllabus.
4	1. Assignment based on MS Office Power Point. a. Create a PowerPoint presentation adding the guidelines for each slide b. Create a PowerPoint presentation using custom animation effects. c. Create a PowerPoint presentation Adding a piece of clip-art d. Create a PowerPoint presentation with Add a sound to entrance effect. e. Any relevant assignments based on syllabus. 2. Assignment based on MS Office Publisher. a. Setup an outlook Express E-mail Account b. Insert E-mails Attachments and restore your outlook Express E-mail. c. Take a backup of Emails and E-mail Account in Outlook Express. d. Setup a Second outlook Express Account. e. Add a Signature to all out going E-Mail. Any relevant assignments based on syllabus

Suggested Books:

1. Absolute Beginner's Guide to Computer Basics by Michael Miller
2. Fundamental of Computers by AkashSaxena, Kratika Gupta
3. Fundamentals of Information Technology, Alexis and Mathew
4. Computers Today, Donald H. Sanders.

Sr. No	Name of Topic
1	Visual Merchandising Concept, Features, Methods of Improving Visual Merchandising, Stock Checking , Product Display- Compliance with Norms and guiding staff on display, up to date record of displays, standards for display, changes in display reasons and actions, Estimation of area, accessories, quantities, Concept of Shelf Life, Slow or non moving stock Labelling – Importance, , Display areas and methods, health, safety and hygiene requirements. Practical: - Preparing products for display estimating their quantities as per demand and other factor - Labelling requirements, positioning, confirmation, visibility and safety - Replacement of products and repositioning of products. - Identification of purpose, content, style, equipments and installation of display and design brief - Visual effects- colour, text, improving visual effects Alternate merchandise identification, replacements deliverables and record keeping. - Effective organization and display of stock with adequate approvals.
2	Sales Management Sales process, Helping customers with product identification and selection of right product, Extend appropriate courtesy to customers during the sales process, Maintain prescribed levels of store, environmental and personal hygiene and ensure health and safety within the store environs and peripheral areas, Pricing terms and agreements- customers acceptance, sales policies, modes of payments, credit lines. Ensuring that customers fulfil their purchase process smoothly from start to billing by minimizing waiting times at different stages of the process. Conclude dealing with customers with appropriate and prescribed mannerisms. Goods and Inventory management Practical: - Role Play on Consumer Behaviour- Identification of requirements, solving customer queries, guiding them to right place, courtesy to customer. - Helping customer select the correct product, guiding them for sample the product as per business policy, supporting customer for smooth purchase procedure from decision to billing. - Maintain prescribed levels of store, environmental and personal hygiene and ensure health and safety within the store environs and peripheral area

3	Customer Service Monitor & Resolve Customer Service issues, Train staff in Customer Relationship, Train staff in Customer service problems Practical: a) Understanding and solving customer problems as per organizational policies and guidelines. b) Communicating action taken on customer problems and timely communication to all. c) Identification of various options of solving customer queries with its pros and cons and adjusting to change.
4	Store Safety Management Assessment of Risks, Company Policy and Legal Requirements, Accidents and Emergencies, Evacuation Procedures ,Reporting of Risk Practical: a) Handling and reporting accidents and emergencies as per organizational policies and guidelines. b) Following health, safety guidelines laid down by government and organizations. c) Identification of risk related to work and timely communicating and mitigating the same.
5	MOOCs Course on Retail Management (Swayam Platform- MHRD Website)

Suggested Books:

1. Retail Marketing by David Gilbert-
2. Retailing - George H, Lucas Jr., Robert P. Bush, Larry G Greshan
3. The Art of Retailing by A. J. Lamba
4. Retail Management; A Strategic Approach by Barry Berman, Joel R Evans-
5. Retailing Management – Swapna Pradhan;
6. Retail Marketing Management – Swapna Pradhan;

Website:

1. <https://swayam.gov.in/>