

SRI GURU TEG BAHADUR KHALSA COLLEGE

Sri Anandpur Sahib

(AN AUTONOMOUS COLLEGE)

Affiliated to Punjabi University, Patiala

SYLLABUS

For

B. Voc. Retail Management Part - II

(Semester III & IV)

Under Choice Based Credit System

Programme Code: BVRM



Academic Session: 2020 – 21

Scheme of Syllabus for Bachelor of Vocation

(B.Voc.) Retail Management: II (3rd Semester)

As per CBCS

Session 2020-21

Semester III								
S. No.	Subject	Th.	Pr.	Hours	Total Credits	Ex. Marks	In. Marks	Total Marks
BVRM-301	Financial Management	5	-	90	6	70	30	100
BVRM-302	Advertising & Sales Management	5	-	90	6	70	30	100
BVRM-303	Retail Stores & Operation Management	5	-	90	6	70	30	100
BVRM-304	Health & Safety Management Issues in Retail	5	-	90	6	70	30	100
BVRM- 305	Workshop on Marketing Management	-	3	45	3	-	50	50
BVRM- 306	Seminar on Communication Skills	-	3	45	3	-	50	50
	Total	20	6	450	30	280	220	500

Session 2020-21

B. Voc. Retail Management – II (Semester – III)

BVRM 301: FINANCIAL MANAGEMENT

Teaching Hours per week: 5

Max. Marks: 100

Time Allowed: 3 Hrs

Internal Assessment: 30 Marks

Pass Marks: 35%

External Assessment: 30 Marks

Credit: 6

Objective: This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of financial management.

Course Learning Outcomes: After completing the course, the student shall be able to:

Build an understanding of theoretical framework of financial management. This paper is aimed at providing students with an overview on financial management and its applications in retail management, Aware about investment decisions and Investment evaluation strategies of the store.

Course Contents

GROUP I

Finance & Financial Management: Meaning and nature; Financial goal-profit vs. wealth maximization; *Financial Planning* – Introduction; Meaning of Budget; Types of Budgets; Advantages of Budgeting; Responsibility Accounting. Meaning and significance of cost of capital; Calculation of cost of debt, Preference capital, Equity capital and retained earnings; Combined cost of capital. Sources of finance: Long term and short term.

GROUP II

Capital Structure Theories – Introduction, Relevance of Capital Structure Theories, Irrelevance of Capital Structure. Asset-Based Financing – Introduction, Lease Financing, Hire Purchase Financing and Infrastructure Project Financing. Operating and Financial Leverage: Measurement of leverages; Financial and operating leverage, combined leverage. Management of Working Capital: Meaning, Significance and types of working capital.

INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

English and Punjabi will be the medium of instruction and examination. The duration of written examination shall be three hours.

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain

four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

This course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination to be held at the end of semester.

INSTRUCTIONS FOR THE CANDIDATE

The internal assessment marks shall be based on factors such as: (a) Mid-term test (12 marks), Written assignments (12 marks), and Attendance and class Participation (06 marks).

Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

Suggested Readings:

1. Berk, Jonathan and DeMarzo, Peter, “Financial Management”, Person Education, Dorling Kindersley (India) Pvt Ltd.
2. Bhattacharya, Hrishlka, “Working Capital Management: Strategies and Techniques”. Prentice Hall, New Delhi.
3. Brealey, Richard A and Stewart C. Myers, “Corporate Finance”, McGraw Hill. Int. Ed, New York.
4. Chandra, Prasanna, “Financial Management”, Tata McGraw Hill, Delhi
5. Hampton, John, “Financial Decision Making”, Prentice Hall, Delhi
6. Pandey, I, M: “Financial Management”, Vikas Publishing House, Delhi.
7. Van Horne. J.G. and J.M. Wachowicz Jr, “Fundamentals of Financial Management”. Prentice-Hall, Delhi.
8. Van Horne, James G, “Financial Management and Policy”, Prentice Hall, Delhi,
9. Khan MY, Jain PK, “Financial Management”, Tata McGraw Hill, New Delhi. Note: The latest editions of the books should be followed.

Session 2020-21

B. Voc. Retail Management – II (Semester – III)

BVRM 302: ADVERTISING & SALES MANAGEMENT

Teaching Hours per week: 5

Max. Marks: 100

Time Allowed: 3 Hrs

Internal Assessment: 30 Marks

Pass Marks: 35%

External Assessment: 30 Marks

Credit: 6

Objective: This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of Advertising and Sales Management.

Course Learning Outcomes: After completing the course, the student shall be able to:

Build an understanding of theoretical framework of Advertising and Sales Management, its applications in retail management, knowledge about Advertising Budget, Selection of Media and Evaluation of Sales Forces Performance.

Course Contents

GROUP I

Definition, Nature and Evolution of Advertising, its functions and role and types of Advertising Social, Economic and Legal Aspects of Advertising. Advertising and Marketing Mix, Advertising and Communication Process Advertising Budget: Objectives, Preparation and Methods of Advertising Budget, Advertising Agency: Function, Selection and Compensation. Advertising Media: Different Types of Media, Function, Merits and Demerits of Media, Selection of Media and its Vehicles. Copy Writing: Different Elements of a Copy and Layout

GROUP II

Introduction to Sales Management: Nature, role and importance. Functions of Sales Manager, Sales Organization: Formal, Informal, Horizontal, Vertical, Centralized, Decentralized, Geographic, Customer, Product, Combination, Organizations. Planning and recruitment of sales force - Job analysis specification, Job description, Sources of Recruitment, Selection of Sales Person. Sales Training - Objective, Designing Training Programme. Sales Force Motivation: Nature, Importance, Factors Influencing the Motivation of sales force. Compensations: Types, Compensations Plan. Evaluation of Sales Forces Performance: Qualitative and Quantitative Basis to Evaluate Sales Force Control and Budget.

INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

English and Punjabi will be the medium of instruction and examination. The duration of written examination shall be three hours.

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain

four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

This course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination to be held at the end of semester.

INSTRUCTIONS FOR THE CANDIDATE

The internal assessment marks shall be based on factors such as: (a) Mid-term test (12 marks), Written assignments (12 marks), and Attendance and class Participation (06 marks).

Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

Suggested Readings:

1. Belch, George E. and Belch, Michael A. “Advertising and Promotion”, Tata McGraw Hill.
2. Guinn, Allen, Chris T., Semenik, Richard J. “Advertising & Integrated Brand Promotion”, Thomson – South Western.
3. Batra, Rajeev, Mayers, John G., and Aaker, David A. “Advertising Management”, Pearson Education, New Delhi.
4. Spiro, Stanton and Rich “Management of a Salesforce”, Tata McGraw Hill.
5. Richard R Still, Cundiff W Edward Govoni A P Norman, “Sales Management Decision Strategy and Cases”, Pearson Education.
6. Kotler, Philip; Keller, Kevin; Koshey, Abraham; and Jha, Mithileshwar, “Marketing Management”, South Asian Perspective, Pearson Education, New Delhi.
7. Aaker, David A and Myera John G., “Advertising Management”, Prentice Hall of India, New Delhi.

Session 2020-21

B. Voc. Retail Management – II (Semester – III)

BVRM 303: RETAIL STORES AND OPERATION MANAGEMENT

Teaching Hours per week: 5

Max. Marks: 100

Time Allowed: 3 Hrs

Internal Assessment: 30 Marks

Pass Marks: 35%

External Assessment: 30 Marks

Credit: 6

Objective: This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of retail stores and operation management.

Course Learning Outcomes: After completing the course, the student shall be able to:

Build an understanding of theoretical framework of financial management. This paper is aimed at providing students with an overview on Setting up Retail organization and factors affecting the location of Retail organization. Store Management and Responsibilities of Store Manager.

Course Contents

GROUP I

Setting up Retail organization, Size and space allocation, location strategy, factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design. Store Layout and Space planning, Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.

GROUP II

Store Management, Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centres, Store Record and Accounting System, Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments. Logistic and Information system, Improved product availability, Improved assortments, Strategies, Quick Response System.

INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

English and Punjabi will be the medium of instruction and examination. The duration of written examination shall be three hours.

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

This course will carry 100 marks of which 30 marks shall be reserved for internal assessment

and the remaining 70 marks for written examination to be held at the end of semester.

INSTRUCTIONS FOR THE CANDIDATE

The internal assessment marks shall be based on factors such as: (a) Mid-term test (12 marks), Written assignments (12 marks), and Attendance and class Participation (06 marks).

Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively.

Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory.

It will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

Suggested Readings:

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

Session 2020-21

B. Voc. Retail Management – II (Semester – III)

BVRM 304: HEALTH & SAFETY MANAGEMENT ISSUES IN RETAIL

Teaching Hours per week: 5

Max. Marks: 100

Time Allowed: 3 Hrs

Internal Assessment: 30 Marks

Pass Marks: 35%

External Assessment: 30 Marks

Credit: 6

Objective: This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of health & safety management issues in retail.

Course Learning Outcomes: After completing the course, the student shall be able to:

Build an understanding of theoretical framework of health and safety management System and Safety Inspection process. Health Issues in Retail and Safety Inspection process.

Course Contents

GROUP I

Introduction to Health and safety management System, safe work procedure, Lifting and Handling Techniques Types of Health Issues in Retail, Types of Health Insurance Plans and its Benefits. Health Programmes in Retail stores. Legal Requirements for Health Management Issues in Retail, Company Policies regarding Health Management Issues. Types of hazards and risks in various retail sectors; Departmental Store, Supermarket, Specialty Store, Fresh Food Store.

GROUP II

Safety Inspection process, Checklist and report Hazard identification and risk control procedure Company procedures, legal requirements and methods to deal with emergencies and accidents, Procedure for evacuation including alarm raise, exits and assembly points Emergency response techniques. Investigation procedure and report Guidelines for forming a health and safety committee

INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

English and Punjabi will be the medium of instruction and examination. The duration of written examination shall be three hours.

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

This course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination to be held at the end of semester.

INSTRUCTIONS FOR THE CANDIDATE

The internal assessment marks shall be based on factors such as: (a) Mid-term test (12 marks), Written assignments (12 marks), and Attendance and class Participation (06 marks).

Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively.

Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory.

It will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

Suggested Readings:

1. Essentials of Storekeeping and Purchasing, M.M. Verma, Sultan Chand & Sons, New Delhi.
2. Materials Handling, Immer, J.R., Mc–Graw–Hills Book Co., New York.
3. Safety Matters-A guide to Health and Safety at work, Adrian Flynn and John Shaw
4. Dynamics Risk Assessment -The Practical Guide to Making Risk-Based Decisions with the 3-Level Risk Management Model by Stephen Asbury, Edmund Jacobs
5. Health and Safety, Environment and Quality Audits by Stephen Asbury
6. Materials and Purchasing Management, Chunawala & Patel, Himalaya Publishing H

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B. Voc. Retail Management – II (Semester - III)

BVRM 305: WORKSHOP ON MARKETING MANAGEMENT

Teaching Hours per week: 3

Max. Marks: 50

Time Allowed: 3 Hrs

Internal Assessment: 50 Marks

Pass Marks: 35%

Credit: 3

Objective: This paper is aimed at providing students with a comprehensive understanding of Marketing Management.

Course Learning Outcomes: After completing the course, the student shall be able to:

To give an overview to the student to become competent and to understand the mechanism for excelling to apply marketing in real business environment. This course gives students the opportunity to develop basic knowledge and equip students with application of marketing management.

Course syllabus: Students will be trained in practical aspects of marketing management. They are required submit written assignments on following aspects of marketing management:

1. Marketing Mix
2. Branding &Packaging
3. Product lifecycle
4. Channels of Distribution
5. Event marketing
6. Digital marketing
7. Video marketing for business purposes

INSTRUCTIONS FOR THE CANDIDATE

- English and Punjabi will be the medium of instruction and examination.
- This course will carry 50 marks which shall be reserved for internal assessment.
- The internal assessment marks shall be based on factors such as: (a) Report (20 marks), Presentation (20 marks), and Attendance and class Participation (10 marks).
- The minimum marks for passing the examination shall be 35 %

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B. Voc. Retail Management – II (Semester - III)

BVRM 306: SEMINAR ON COMMUNICATION SKILLS

Teaching Hours per week: 3

Max. Marks: 50

Time Allowed: 3 Hrs

Internal Assessment: 50 Marks

Pass Marks: 35%

Credit: 3

Objective: This paper is aimed at providing students with a comprehensive communication skill also in regional language.

Course Learning Outcomes: After completing the course, the student shall be able to:

The basic objective of the course is to introduce the students to the conceptual knowledge of salesmanship and understanding consumer behaviour also aim to increase the communication with customer.

Course Contents

Speaking Skills: English, Punjabi and Hindi, Speech Mechanism, articulation of sounds, phonetic transcription, components of effective talk, group discussion, interview skills, conducting meetings, oral presentation skills, types and use of audio visual aids in presentation.

INSTRUCTIONS FOR THE CANDIDATE

- English and Punjabi will be the medium of instruction and examination.
- This course will carry 50 marks which shall be reserved for internal assessment.
- The internal assessment marks shall be based on factors such as: (a) Report (20 marks), Presentation (20 marks), and Attendance and class Participation (10 marks).
- The minimum marks for passing the examination shall be 35 %

Suggested Readings:

1. N Sundarajan, Business Communication, Sura College of Competition, Chennai.
2. Asha kaul, Business Communication, prentice hall of India, New Delhi.
3. Matthukutty M Monipaally, Business Communication Strategies, Tata McGraw –Hill Publishing Co., New Delhi
4. M V Rodrigues, Effective Business Communication, Concept Publishing Company, New Delhi
5. Prajapati Prasad, The Functional aspects of Communication Skills, S. K Kataria & Sons; New Delhi

B. Voc.
Retail Management
4th Semester

Semester IV								
S. No.	Subject	Th.	Pr.	Hours	Total Credits	Ex. Marks	In. Marks	Marks
BVRM-401	Personality Development	5	-	90	6	70	30	100
BVRM-402	Project Management	5	-	90	6	70	30	100
BVRM-403	Leadership & Team Management	5	-	90	6	70	30	100
BVRM-404	E-Retailing	5	-	90	6	70	30	100
BVRM- 405	Workshop on Developing a Franchise System	-	2	45	3	-	50	50
BVRM- 406	Seminar on Entrepreneurship Skills	-	3	45	3	-	50	50
	Total (a)	20	4	420	27	280	220	500

B. Voc. Retail Management – II (Semester – IV)

BVRM 401: PERSONALITY DEVELOPMENT

Teaching Hours per week: 5

Max. Marks: 100

Time Allowed: 3 Hrs

Internal Assessment: 30 Marks

Pass Marks: 35%

External Assessment: 30 Marks

Credit: 6

Objective: This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of Personality Development.

Course Learning Outcomes: After completing the course, the student shall be able to:

Build an understanding of theoretical framework of enhance holistic development of students and improve their employability skills. To develop communication and problem-solving skills. To re-engineer attitude and understand its influence on behavior.

Course Contents

GROUP I

SELF ANALYSIS-SWOT Analysis, who am I, Attributes, Importance of Self Confidence, Self Esteem. **CREATIVITY** -Out of box thinking, Lateral Thinking. **ATTITUDE** - Factors influencing Attitude, Challenges and lessons from Attitude, Etiquette.

GROUP II

MOTIVATION- Factors of motivation, Self-talk, Intrinsic & Extrinsic Motivators. **GOAL SETTING** - Wish List, SMART Goals, Blue print for success, Short Term, Long Term, Life Time Goals. **Time Management** - Value of time, Diagnosing Time Management, Weekly Planner to do list, Prioritizing work. **Extempore**

INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

English and Punjabi will be the medium of instruction and examination. The duration of written examination shall be three hours.

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

This course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination to be held at the end of semester.

INSTRUCTIONS FOR THE CANDIDATE

The internal assessment marks shall be based on factors such as: (a) Mid-term test (12 marks), Written assignments (12 marks), and Attendance and class Participation (06 marks).

Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

Suggested Readings:

1. Covey Sean, Seven Habits of Highly Effective Teens, New York, Fireside Publishers, 1998.
2. Carnegie Dale, How to win Friends and Influence People, New York: Simon & Schuster, 1998.
3. Singh Parampreet and Kaur Harleen, Business Communication Skills, Fount Publishers, LLP, India, 2019, (1st Ed)
4. Thomas A Harris, I am ok, You are ok , New York-Harper and Row, 1972.
5. Daniel Coleman, Emotional Intelligence, Bantam Book, 2006

B. Voc. Retail Management – II (Semester – IV)

BVRM 402: PROJECT MANAGEMENT

Teaching Hours per week: 5

Max. Marks: 100

Time Allowed: 3 Hrs

Internal Assessment: 30 Marks

Pass Marks: 35%

External Assessment: 30 Marks

Credit: 6

Objective: This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of Project Management.

Course Learning Outcomes: After completing the course, the student shall be able to:

Build an understanding of theoretical framework of enhance holistic development of students and improve their employability skills. To develop communication and imparting the knowledge, skills, tools and techniques involved in carrying out project activities so as to ensure that projects are delivered within budget and schedule.

Course Contents

GROUP I

Concepts of Project Management: Meaning and Definition of Project, Characteristics of a project, Project Life Cycle Phases, Role of a Project Manager, **The Planning Process:** Work Breakdown Structure, **Cost Planning** – tools & techniques, cost estimation, **Time Planning** – tools & techniques.

GROUP II

Project Appraisal: Technical Feasibility, Economic Feasibility, Financial Evaluation, Appraisal Under Risk and Uncertainty. **Sensitivity Analysis-** Social Cost Benefit Analysis: Rationale, Fundamentals of Shadow Pricing, Basic approaches to Social Cost Benefit Analysis

INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

English and Punjabi will be the medium of instruction and examination. The duration of written examination shall be three hours.

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

This course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination to be held at the end of semester.

INSTRUCTIONS FOR THE CANDIDATE

The internal assessment marks shall be based on factors such as: (a) Mid-term test (12 marks), Written assignments (12 marks), and Attendance and class Participation (06 marks).

Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

Suggested Readings:

- Harvey Maylor, *Project Management*, Pearson Education, New Delhi, 2nd Edition.
- Prasanna Chandra, *Projects: Planning, Analysis, Selection, Implementation & Review*, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 6th Edition.
- United Nations Industrial Development Organisation, *Guide to Practical Project Appraisal – Social Benefit Cost Analysis in Developing Countries*, Oxford & IBH.
- Jack R. Meredith, *Project Management: A Managerial Approach*, Wiley Publications, 1st Edition.

B. Voc. Retail Management – II (Semester – IV)

BVRM 403: LEADERSHIP AND TEAM MANAGEMENT

Teaching Hours per week: 5

Max. Marks: 100

Time Allowed: 3 Hrs

Internal Assessment: 30 Marks

Pass Marks: 35%

External Assessment: 30 Marks

Credit: 6

Objective: This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of leadership and team management

Course Learning Outcomes: After completing the course, the student shall be able to:

The course aims in understanding leadership, behaviour of a leader, leadership styles and leadership development in the international platform. Strong leaders build strong teams. Hence, this course also attempts to understand managing and building teams.

Course Contents

GROUP I

Leadership Attributes: Theories of Effective Leadership – charismatic leader, transformational leader. Factors influencing Leadership Behaviour: Personality, types, theories, Perception, Learning Styles, Emotional Intelligence, skills for Emotional intelligence, Cultural, formation, changing culture, Organizational and Situational Factors.

GROUP II

Description of teams in the organizations, organizational context of teams, structure, culture, support, human resource policies, purpose of teams, types of teams, size, diversity, Intra-team processes (task-related), communication, conflict, trust, decision-making, conflict, coordination, team effectiveness and satisfaction.

INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

English and Punjabi will be the medium of instruction and examination. The duration of written examination shall be three hours.

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

This course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination to be held at the end of semester.

INSTRUCTIONS FOR THE CANDIDATE

The internal assessment marks shall be based on factors such as: (a) Mid-term test (12 marks), Written assignments (12 marks), and Attendance and class Participation (06 marks).

Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

Suggested Readings:

- Uday Kumar Haldar, Leadership and Team Building, Oxford Publications, 2011
- Chandra Mohan, Leadership and Management, Himalaya Publishing House, 2007
- Richard Hughes, Robert C. Ginnett, Gordon J Curphy,
- Leadership: enhancing the lessons of Experience, McGraw –Hill Publication, 6th Edition, 2011

B. Voc. Retail Management – II (Semester – IV)

BVRM 404: E-RETAILING

Teaching Hours per week: 5

Max. Marks: 100

Time Allowed: 3 Hrs

Internal Assessment: 30 Marks

Pass Marks: 35%

External Assessment: 30 Marks

Credit: 6

Objective: This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of E - Retailing

Course Learning Outcomes: After completing the course, the student shall be able to:

The course aims in understanding E-Retailing is one of the fast-growing formats in the retailing sector. Information Technology revolution is changing the phenomena of business across the globe creating an impact on online E-Retailing.

Course Contents

GROUP I

E-Retailing in Practice- The world of e-Retailing, e-retailing in practice, Integration of e-retailing into an organization. Online Customer Management- Understanding of e-consumer, normal consumer, communicating with the e-consumer

GROUP II

Sources for online information, designing e- store, Information search on the web site, e-store design, e-service. E-Retailing Models and Branding Building brand for e-retailing: Branding the web, e-malls, e-retailing models. Future of E-Retailing Future perspectives of e-retailing- m-shopping- Multichannel success and the future of e-retailing.

INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

English and Punjabi will be the medium of instruction and examination. The duration of written examination shall be three hours.

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

This course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination to be held at the end of semester.

INSTRUCTIONS FOR THE CANDIDATE

The internal assessment marks shall be based on factors such as: (a) Mid-term test (12 marks), Written assignments (12 marks), and Attendance and class Participation (06 marks).

Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

Suggested Readings:

- Charles Dennis, Tino Fenech, and Bell Merrilees, 'E-retailing', Routledge ,2004.
- Khai Sheang Lee, Soo Jiu Tan, Guan Hua Lim,'E-retailing: understanding and overcoming consumer's perceived purchase risk in Internet shopping, - 2000
- Michael Levy, Barton Weitz, 'Retailing Management',McGrawHill 2011
- Tawfik Jelassi, Albrecht Enders,'Strategies for E-Business: Creating Value Through Electronic and Mobile Commerce-Concepts and Cases',Prentice Hall,2008
- Robin Lewis, Michael Dart, 'The New Rules of Retail: Competing in the World's Toughest Marketplace', 2010.

BVRM 405: WORKSHOP ON DEVELOPING A FRANCHISE SYSTEM

Teaching Hours per week: 3

Max. Marks: 50

Time Allowed: 3 Hrs

Internal Assessment: 50 Marks

Pass Marks: 35%

Credit: 3

Objective: This paper is aimed at providing students with a comprehensive understanding of Workshop on Developing a Franchise System.

Course Learning Outcomes: After completing the course, the student shall be able to:

To give an overview to the student to become competent and to understand the mechanism for excelling to apply marketing in real Developing a Franchise System. This course gives students the opportunity to develop basic knowledge.

Course syllabus: Students will be trained in practical aspects of Retail franchising the learner will be able to identify various opportunities available in the retail franchise. They are required submit written assignments on following aspects of Franchise System.

- Retail franchising strategies
- Modes of franchising and their advantages and disadvantages
- Franchising as strategy
- Retailing and vertical marketing system
- Modes of franchising.
- Financial aspects of a franchise
- Legal aspects of franchising
- Managing franchise relationship

INSTRUCTIONS FOR THE CANDIDATE

- English and Punjabi will be the medium of instruction and examination.
- This course will carry 50 marks which shall be reserved for internal assessment.
- The internal assessment marks shall be based on factors such as: (a) Report (20 marks), Presentation (20 marks), and Attendance and class Participation (10 marks).
- The minimum marks for passing the examination shall be 35 %

Session 2020-21

B. Voc. Retail Management – II (Semester - IV)

BVRM 406: SEMINAR ON ENTREPRENEURSHIP SKILLS

Teaching Hours per week: 3

Max. Marks: 50

Time Allowed: 3 Hrs

Internal Assessment: 50 Marks

Pass Marks: 35%

Credit: 3

Objective: This paper is aimed at providing students with a Entrepreneurship skills

Course Learning Outcomes: After completing the course, the student shall be able to:

The basic objective of the course is to introduce the students to the conceptual knowledge of business and non-business majors with the skills necessary to succeed as an entrepreneur. The fundamentals of starting and operating a business, developing a business plan, obtaining financing, marketing a product or service and developing an effective accounting system will be covered.

Course Contents

Entrepreneurship – Concept, Functions, Need and Importance, Entrepreneurship – The Indian Scenario, ; role and functions of entrepreneur in economic development; economic, social and psychological need for entrepreneurship; Emergence of Entrepreneurial Class; Financing the Entrepreneurial business : Arrangement of funds; Traditional and modern sources of financing, Venture capital. Promotion of a Venture: Opportunities analysis; External environment analysis, Economic, Social and Technological analysis. Entrepreneurial Development programmes (EDP): role, relevance and achievements; Role of government in organizing EDPs; Critical evaluation. Women Entrepreneurship: Need, Growth and development of women Entrepreneurship, Problems faced by Women Entrepreneurs.

INSTRUCTIONS FOR THE CANDIDATE

- English and Punjabi will be the medium of instruction and examination.
- This course will carry 50 marks which shall be reserved for internal assessment.
- The internal assessment marks shall be based on factors such as: (a) Report (20 marks), Presentation (20 marks), and Attendance and class Participation (10 marks).
- The minimum marks for passing the examination shall be 35 %

Suggested Readings:

1. Vasant Desai: Dynamics of Entrepreneurial Development and Management
2. SS Khanka: Entrepreneurial Development
3. Bhanu Murthy, K. V. and Usha Krishna: Politics Ethics and Social Responsibilities of Business, Pearson Education, New Delhi.
4. J. P. Sharma: Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd., New Delhi.