



COMMUNITY COLLEGE BHIMTAL

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Ordinance and Syllabus For B.Voc. Retail Management

**Regulation and Syllabus, Effective from the Academic Year
2023-24**

B. VOC. IN RETAIL MANAGEMENT

INTRODUCTION

This scheme on skills development based higher education is a part of College/University education-leading to Bachelor of Vocation (B.Voc.) degree with multiple exits such as Diploma/Advanced Diploma under the NSQF. The B.Voc. Programme is focused on Universities providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B. Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

The proposed vocational programme in Retail Management is a mix of skills and professional education related to Retail Industry. It is designed with the objective of equipping the students with required set of practical and professional skills in Retail industry.

CURRICULUM

The curriculum in each of the years of the programme is a suitable mix of general education and skill development components.

DURATION

The duration of the B. Voc. in Retail Management is three years consisting of six semesters. The duration of each semester is five months inclusive of the days of examinations. There are at least 90 working days in a semester and a minimum 450 hours of learning in a semester.

PROGRAMME STRUCTURE

B.Voc. Retail Management Programme will include:-

General Education Components

Skill Components

Internship/On the Job Training/Projects

CONDITIONS FOR ADMISSIONS ELIGIBILITY

The admission to B Voc. programme is as per the rules and regulations of the University for admissions. The eligibility criteria for admission to B. Voc. Programme are 10+2 in all

streams from a recognized board. Reservation rules are applicable as per Uttarakhand Govt. rules.

The eligibility criteria for admission are as announced by the University from time to time. Other conditions are as laid down in admission policy in prospectus of the University.

ADMISSIONS

The admission to B Voc. Retail Management), Semester – I, are done on the basis of merit in 10+2 or on the basis of entrance examination. There is no age bar for admission in the Community Colleges. Admissions may be done twice a year. There is provision of Pre-defined entry and multiple exit points. The applicants seeking re-entry into the CC should get preference in admission over the new applicants. A maximum of 50 students can be admitted to B. Voc. programme.

MEDIUM OF INSTRUCTIONS

Medium of instruction is English and Hindi.

BOARD OF STUDIES

An expert from industry sector is the member of affiliated BOS including University members.

The BOS is responsible for reviewing and approving the syllabus and provide suggestions in curriculum.

ATTENDANCE

All Students must earn 75% and above of attendance for appearing for the University Examination. (Theory/Practical)

COURSE STRUCTURE

B. Voc. is a programme that provides with multiple entrée and exits. A candidate is eligible for a certificate after obtaining skill component credits as shown in the table below. All the candidates continuing to diploma courses are further treated at par from the second semester onwards. Students may exit after six months with certificate (NSQF Level 4) or may continue for diploma or advance diploma level courses.

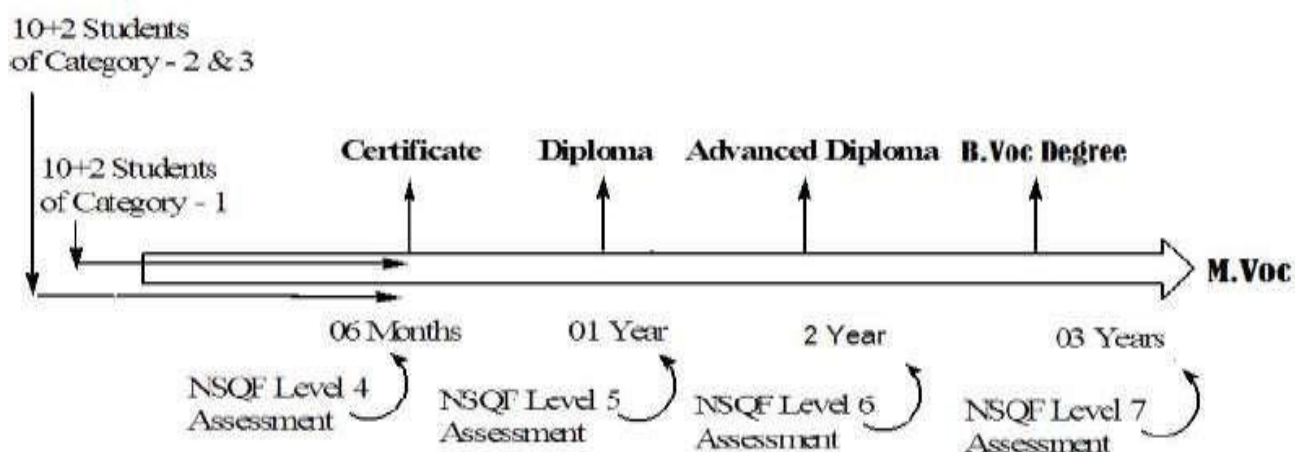


Table -1: Following table shows the various certificates/diploma and their duration.

NSQF Level	Skill Component Credits	General Education Credits	Total Credits for Award	Normal Duration	Exit Points / Awards
4	18	12	30	One Sem.	Certificate
5	36	24	60	Two Sem.	Diploma
6	72	48	120	Four Sem.	Advanced Diploma
7	108	72	180	Six Sem.	B.Voc Degree

As per the UGC guidelines- there are multiple exit point for a candidate admitted in this course. If a candidate completes all the required credits successfully, he/she will get B. Voc degree in Retail Management. If he is completing the first four semesters successfully, he/she will get an advanced diploma in Retail management. If he/she is completing the first two credits he/she will get a diploma in Retail Management.

PROGRAMME DURATION

The duration of B.Voc. Programme is for a period of three years consisting of six semesters. The curriculum in each semester has been classified into General Component and Skill Component.

The General Education component includes theory subjects and the Skill Component includes a mix of theory, Practical and Internship/OJT.

GUIDELINES FOR CREDIT CALCULATION

Guidelines used for credit calculations are in alignment with the UGC Guidelines. The below norms are

used for computation of credit hours:

Under Skill Component-

Practical/Internship: 01 Credit = 30 hours of training

Under General Component:

Theory: 01 Credit = 15 hours of teaching

PROGRAMME EDUCATIONAL OBJECTIVES

PEO 1: Demonstrate ability to adapt to a rapidly changing environment by having learned and applied new skills and new competencies.

PEO 2: Acquire the spirit of compassion, kinship and commitment for National Harmony

PEO 3: Progressively adopt and learn continuously through ICT modules

PEO 4: To transform our students into highly skilled professionals

PEO 5: To provide professional Retail education with ethical values, shaping the career of the student.

PROGRAMME OUTCOMES

PO 1 : Become knowledgeable in the subject of Retail Management and apply the principles of the same to the needs of the Employer / Institution /own Business or Enterprise.

PO 2: Gain Analytical skills in the field/area of Hotel and Food service industry.

PO 3: Understand and appreciate professional ethics, community living and Nation Building initiatives.

PO 4: Integrated Theory and Practical knowledge towards skill development.

PO 5: Training in all sectors of Retail industry to have a wide exposure.

PO 6: To create employability to the students at different levels during their course of study.

PO 7: Focus towards development of multi-skilled professionals in the competitive Retail environment.

Scheme of Teaching: B.Voc. Retail Management Part I (Diploma)
Semester-I

Code	General Educational Component		Hours	Code	Skill Component		Hours	Total Hours
	Course Title	Credit (Theory)			Course Title	Credit (Practical)		
RM 101	Introduction to Retail Management	3	45	RM /P101	Practical – Visual Merchandising Techniques	5	75	120
RM 102	Principles of Marketing	3	45	RM /P102	Practical – Store Layout and Design	5	75	120
RM 103	Computer Applications in Retail	3	45	RM /P103	Practical – Computer Applications in Retail	4	60	105
RM 104	Professional Skills Development	3	45	RM /P104	Practical - Professional Skills Development	4	60	105
	Total	12	180		Total	18	270	450

Minimum 30 Days Vocational Training followed by submission of Training Certificate/ Report

Scheme of Teaching: B.Voc. Retail Management I (Diploma)
Semester- II

Code	General Educational Component		Hours	Code	Skill Component		Hours	Total Hours
	Course Title	Credit (Theory)			Course Title	Credit (Practical)		
RM 201	Consumer Behavior	3	45	RM/P. 201	Practical Customer Relationship Management (CRM)	5	75	120
RM 202	Retail Store Operations	3	45	RM/P. 202	Practical - - Retail Analytics and Data-driven Decision Making	5	75	120
RM 203	Retail Technology and E-commerce	3	45	RM/P. 203	Practical - - E-commerce and online Retailing	4	60	105
RM 204	Retail Inventory Management	3	45	RM/P. 204	Practical - Retail Sales Techniques and Customer Service	4	60	105
	Total	12	180		Total	18	270	450

**Scheme of Teaching: B.Voc. Retail Management Part II (Advanced Diploma)
Semester- III**

Code	General Educational Component		Hours	Code	Skill Component		Hours	Total Hours
	Course Title	Credit (Theory)			Course Title	Credit (Practical)		
RM 301	Retail Store Design and Planning	12	180	RM/P.301	Lab/Practical-			
					Retail Store Operations and Staff Management			
					Practical-I	5	75	450
					Practical-II	5	75	
					Practical-III	4	60	
Practical-IV	4	60						
	Total	12	180		Total	18	270	450

Minimum 120 Days Industrial Training followed by submission of Training Certificate/ Report

Scheme of Teaching: B.Voc. Retail Management Part II (Advanced Diploma)
Semester- IV

Code	General Educational Component		Hours	Code	Skill Component		Hours	Total Hours
	Course Title	Credit (Theory)			Course Title	Credit (Practical)		
RM 401	Retail HR Management	12	180	RM/P.4 01	Practical - Retail Business Plan Development			450
					Practical-I	5	75	
					Practical-II	5	75	
					Practical-III	4	60	
					Practical-IV	4	60	
Total	12	180	Total	18	270	450		

Minimum 120 Days On the Job Training [OJT] followed by submission of Training Certificate/ Report

Scheme of Teaching: B.Voc. Part III (Degree)
Semester- V

Code	General Educational Component		Hours	Code	Skill Component		Hours	Total Hours
	Course Title	Credit (Theory)			Course Title	Credit (Practical)		
RM 501	Retail Entrepreneurship	12	180	RM/P. 501	Practical – Retail Entrepreneurship			450
					Practical-I	5	75	
					Practical-II	5	75	
					Practical-III	4	60	
					Practical-IV	4	60	
	Total	12	180		Total	18	270	450

Minimum 120 Days On the Job Training [OJT] followed by submission of Training Certificate/ Report

**Scheme of Teaching: B.Voc. Retail Management Part III (Degree)
Semester- VI**

Code	General Educational Component	Credit	Hours	Code	Skill Component	Credit	Hours	Total Hours
RM 601	Industrial Specific Project Work	12	180	RM/P.601	VIVA-VOCE AND ON THE JOB TRAINING			
					Practical-I	5	75	450
					Practical-II	5	75	
					Practical-III	4	60	
					Practical-IV	4	60	
	Total	12	180		Total	18	270	450

Minimum 120 Days On the Job Training [OJT] followed by submission of Training Certificate/ Report

B.Voc. Retail Management
Semester- I ,Paper –I, Total Marks:70
RM-101- Introduction to Retail Management (Theory)

UNIT	CONTENT	NO OF HOURS	CREDIT
Unit- 1	Introduction to Retail Management Definition and scope of retail management Evolution and trends in the retail industry Importance of retail in the economy	45	3
Unit - 2	Types of retail formats (brick-and-mortar, e-commerce) Characteristics and advantages of different retail formats Retail format selection and adaptation	45	3
Unit- 3	Factors influencing consumer behavior Consumer buying process Understanding customer needs and expectations Building customer relationships and loyalty	45	3
Unit- 4	Store layout and design Inventory management and control Supply chain management Customer service strategies and techniques	45	3

B.Voc. Retail Management
Semester- I, Paper –II, Total Marks: 70
RM-102- Principles of Marketing (Theory)

UNIT	CONTENT	NO OF HOURS	CREDIT
Unit- 1	Definition and scope of marketing Evolution and history of marketing Marketing concept and its importance Marketing environment and its impact	45	3
Unit - 2	Consumer and buyer behavior Market segmentation and targeting Positioning and differentiation strategies Market research and data analysis	45	3
Unit- 3	Marketing planning process SWOT analysis Competitive analysis and positioning Marketing objectives and goals	45	3
Unit- 4	Product life cycle and product strategies Branding and brand management New product development process	45	3

B.Voc. Retail Management
Semester- I, Paper –III, Total Marks: 70
Semester- I
RM-103- Computer Applications in Retail (Theory)

UNIT	CONTENT	NO OF HOURS	CREDIT
Unit- 1	Overview of the retail industry and its technological evolution Role of computer applications in retail operations Ethical and legal considerations in retail technology usage	45	3
Unit - 2	Point-of-Sale (POS) systems and their functionalities Inventory management software and its features Customer relationship management (CRM) systems for retail E-commerce platforms and their integration with brick-and-mortar stores	45	3
Unit- 3	Understanding customer behavior and preferences Loyalty programs and customer retention strategies Personalization and targeted marketing techniques Social media and its impact on retail customer engagement	45	3
Unit- 4	Inventory control methods and techniques Supply chain management systems in retail Forecasting and demand planning using computer applications RFID and barcode technology for inventory tracking	45	3

B.Voc. Retail Management
Semester- I, Paper –IV, Total Marks: 70
RM-104- Professional Skills Development (Theory)

UNIT	CONTENT	NO OF HOURS	CREDIT
Unit- 1	Importance of effective communication in retail Verbal and non-verbal communication skills Active listening techniques	15	1
Unit - 2	Importance of teamwork in a retail environment Effective team communication and coordination Conflict resolution and problem-solving within a team Building a positive team culture	35	2
Unit- 3	Assessing personal strengths and areas for improvement Setting SMART goals for career advancement Developing a personal development plan	40	3
Unit- 4	Seeking mentorship and networking opportunities in the retail industry	30	2

B.Voc. Retail Management
RM/P-101- Visual Merchandising Techniques (Practical)
Semester- I, Total Marks: 30

S.N	CONTENT	NO OF HOURS	CREDIT
1	Exploring effective strategies for visual merchandising to enhance product presentation and attract customers	65	4

Minimum 120 Days On the Job Training [OJT] followed by submission of Training Certificate/ Report

Suggested Readings:

B.Voc. Retail Management
RM/P-102- Store Layout and Design (Practical)
Semester- I, Total Marks:30

S.N.	CONTENT	NO OF HOURS	CREDIT
1	Analyzing the impact of store layout and design on customer experience and sales	65	4

Minimum 120 Days On the Job Training [OJT] followed by submission of Training Certificate/ Report

B.Voc. Retail Management
RM/P-103- Computer Applications in Retail (Practical)
Semester- I, Total Marks: 30

S.N.	CONTENT	NO OF HOURS	CREDIT
1	Basics of software used in retail outlets	70	5

Minimum 120 Days On the Job Training [OJT] followed by submission of Training Certificate/ Report

B.Voc. Retail Management
RM/P-104- Inventory Management and Stock Control (Practical)
Semester- I, Total Marks: 30

S.N.	CONTENT	NO OF HOURS	CREDIT
1	Implementing efficient inventory management systems, including techniques for stock control, demand forecasting, and optimizing stock levels.	70	5

Minimum 120 Days On the Job Training [OJT] followed by submission of Training Certificate/ Report

B.Voc. Retail Management
Semester- II, Paper –I, Total Marks:70
RM-201- CONSUMER BEHAVIOR (Theory)

UNIT	CONTENT	NO OF HOURS
Unit- 1	Definition and scope of consumer behavior Importance of consumer behavior in the retail industry Consumer Decision-Making Process	45
Unit - 2	Personality traits and their influence on consumer behavior Consumer lifestyles and their segmentation in the retail industry Brand personality and its effect on consumer preferences	45
Unit- 3	Retail Formats and Consumer Behavior Traditional retail formats (e.g., department stores, supermarkets) Modern retail formats (e.g., online shopping)	45
Unit- 4	Store atmospherics and its impact on consumer behavior	45

B.Voc. Retail Management
Semester- II ,Paper –II, Total Marks:70
RM-202- Retail Store Operations (Theory)

UNIT	CONTENT	NO OF HOURS
Unit- 1	Definition and scope of retail operations Evolution of retail industry Key trends and challenges in retail Store Layout and Design	45
Unit - 2	Store design principles and strategies Space planning and allocation Visual merchandising techniques	45
Unit- 3	Customer Service in Retail Importance of customer service Effective communication and interpersonal skills Handling customer complaints and inquiries	45
Unit- 4	Inventory Management Inventory control methods Stock management and replenishment Demand forecasting and inventory optimization	45

B.Voc. Retail Management
Semester- II ,Paper –III, Total Marks:70
RM-203- Retail Technology and E- Commerce (Theory)

UNIT	CONTENT	NO OF HOURS
Unit- 1	Definition and scope of retail technology and e-commerce Evolution and importance of technology in the retail industry Key challenges and opportunities in the digital retail landscape	45
Unit - 2	Overview of e-commerce platforms Comparison of different platforms and their features Payment gateways and security considerations in online retail	45
Unit- 3	Digital Marketing Strategies for Retail Search engine optimization (SEO) and search engine marketing (SEM) Social media marketing and influencer marketing Email marketing and content marketing	45
Unit- 4	Digital Marketing Strategies for Retail Search engine optimization (SEO) and search engine marketing (SEM) Social media marketing and influencer marketing Email marketing and content marketing	45

B.Voc. Retail Management
Semester- II ,Paper –IV, Total Marks:70
RM-204- Retail Inventory Management (Theory)

UNIT	CONTENT	NO OF HOURS
Unit- 1	Introduction to Retail Inventory Management Importance of inventory management in retail Key objectives and benefits of effective inventory control	45
Unit - 2	Inventory Planning and Forecasting Demand forecasting methods and techniques Sales forecasting and seasonality considerations	45
Unit- 3	Technology and Software Systems in Inventory Management Introduction to inventory management software Barcode scanning and RFID technology	45
Unit- 4	Point of Sale (POS) integration and data analysis Warehouse Management and Storage Techniques Warehouse layout and organization Storage methods (e.g., FIFO, LIFO)	45

B.Voc. Retail Management
Semester- II , Total Marks:30
RM/P-201- Customer Relationship Management (CRM) (Practical)

S.N.	CONTENT	NO OF HOURS	CREDIT
1	Developing and implementing CRM strategies to build and maintain long-term customer relationships, including customer loyalty programs and personalized marketing approaches.	65	4

Minimum 120 Days On the Job Training [OJT] followed by submission of Training Certificate/ Report

B.Voc. Retail Management
Semester- II , Total Marks:30
RM/P-202- Retail Analytics and Data-driven Decision Making (Practical)

S.N.	CONTENT	NO OF HOURS	CREDIT
1	Utilizing data analytics tools and techniques to analyze customer behavior, sales trends, and market insights for effective decision making in retail operations	65	4

Minimum 120 Days On the Job Training [OJT] followed by submission of Training Certificate/ Report

B.Voc. Retail Management
Semester- II, Total Marks:30
RM/P-203- E-commerce and online Retailing (Practical)

S.N.	CONTENT	NO OF HOURS	CREDIT
1	Understanding the impact of e-commerce on retail business and exploring strategies for successful integration of online and offline retail channels.	70	5

Minimum 120 Days On the Job Training [OJT] followed by submission of Training Certificate/ Report

B.Voc. Retail Management
Semester- II, Total Marks:30
RM/P-204- Retail Sales Techniques and Customer Service (Practical)

S.N.	CONTENT	NO OF HOURS	CREDIT
1	Retail Sales Techniques and Customer Service: Enhancing selling skills, customer engagement, and providing excellent customer service in the retail environment through practical training and role-play exercises.	70	5

Minimum 120 Days On the Job Training [OJT] followed by submission of Training Certificate/ Report

B.Voc. Retail Management
Semester- III, Paper –I, Total Marks:70
RM-301- Retail Store Design and Planning

UNIT	CONTENT	NO OF HOURS
Unit- 1	Importance and impact of store design on customer experience and sales Trends and evolving concepts in retail store design Role of retail store design in brand identity and customer loyalty	20
Unit - 2	Understanding Customer Behavior and Shopping Patterns Customer journey mapping and analysis Factors influencing customer behavior in retail environments Using data and research to inform design decisions	20
Unit- 3	Principles of effective store layout design Types of store layouts and their advantages and disadvantages Traffic flow management and creating customer-friendly spaces	20
Unit- 4	Importance of lighting in retail environments Different types of lighting and their effects Lighting techniques for enhancing product displays and ambiance	30

B.Voc. Retail Management
Semester- III, Total Marks:30
RM/P-301- Retail Store Operations and Staff Management (Practical)

S.N.	CONTENT	NO OF HOURS	CREDIT
1	Focusing on practical aspects of store operations, including visual merchandising, product placement, staff scheduling, and performance management.	270	18

Minimum 120 Days On the Job Training [OJT] followed by submission of Training Certificate/ Report

B.Voc. Retail Management
Semester- IV, Paper –I, Total Marks:70
RM-401- Retail HR Management

UNIT	CONTENT	NO OF HOURS
Unit- 1	Introduction to Retail HR Management Overview of human resource management in the retail industry Role and responsibilities of HR professionals in retail organizations	25
Unit - 2	Aligning HR strategies with retail business objectives Workforce planning and forecasting in retail organizations Recruitment and Selection in Retail Job analysis and job descriptions in a retail context Recruitment strategies and techniques for attracting top talent Selection methods and assessments for retail positions	25
Unit- 3	Performance Management in Retail Setting performance expectations and goals in a retail setting Performance appraisal methods and feedback techniques Performance improvement and corrective action strategies	20
Unit- 4	Incentive programs and recognition strategies Employee benefits and perks in the retail sector Employee Relations and Engagement in Retail Building positive employee relations in retail organizations Employee engagement strategies and initiatives	20

B.Voc. Retail Management
Semester- IV, Total Marks:30
RM/P-401- Retail Business Plan Development (Practical)

S.N.	CONTENT	NO OF HOURS	CREDIT
1	Creating a comprehensive business plan for a retail venture, including market analysis, financial projections, marketing strategies, and operational plans.	270	18

Minimum 120 Days On the Job Training [OJT] followed by submission of Training Certificate/ Report

B.Voc. Retail Management
Semester- V ,Paper –I, Total Marks:70
RM-501- Retail Entrepreneurship

UNIT	CONTENT	NO OF HOURS
Unit- 1	Introduction to Retail Entrepreneurship Definition and scope of retail entrepreneurship Evolution and trends in the retail industry Opportunities and challenges in the retail sector	25
Unit - 2	Identifying target markets and customer segments Competitive analysis and positioning Developing a comprehensive business plan	20
Unit- 3	Retail Marketing Strategies Branding and positioning in retail Pricing strategies and promotions Digital marketing for retail entrepreneurs	25
Unit- 4	Identifying and evaluating entrepreneurial opportunities Creativity and innovation in retail entrepreneurship	20

B.Voc. Retail Management
Semester- V , Total Marks:30
RM/P-501- Retail Entrepreneurship (Practical)

S.N.	CONTENT	NO OF HOUR S	CREDIT
1	Maximizing Customer Engagement in Retail Entrepreneurship The Role of Data Analytics in Retail Entrepreneurship	270	18

*Minimum 120 Days On the Job Training [OJT] followed by submission of Training Certificate/
Report*

B.Voc. Retail Management
Semester- VI, Total Marks:70 +30
(RM-601- Industrial specific Project Work
(Viva-Voce examination)

Students will prepare a project report on the basis of work done in the industry in the relevant specific area they are working, which will be evaluated by Viva-Voce examination in the end semester.

UNIT	CONTENT	NO OF HOURS
	<ol style="list-style-type: none">1. Defining research problem and formulation of Title and design for the study.2.Objectives3. Review of Related Literatures4. Methods and techniques of data collection - Sampling and sampling designs - Attitude measurement and scales.5. Data processing - Statistical analysis and interpretation of data6. Model building and decision making7. Analysis for research9. Findings/result10. Project writing and presentation11. Presentation of Project and submission(Viva-Voce)	