



Savitribai Phule Pune University
&
Waghire College of Arts,
Commerce and Science, Saswad
Faculty of Bachelor of Vocation in
Retail Management

Structure and Syllabus for
Four Year B. Voc. Degree in Retail
Management course as per National
Education Policy - 2020

With effect from June 2024

Preamble: -

Retail Management education provides practical skills in store operations, sales, and customer service. It develops leadership abilities and teaches marketing strategies to boost sales and customer satisfaction. The program also introduces retail technologies and prepares students for various roles in the retail sector.

Following aspects highlight the importance of Retail Management education:

- **Practical Skills:** Provides hands-on training in retail operations, customer service, inventory management, and merchandising, ensuring graduates are job-ready.
- **Industry Relevance:** Focuses on current industry trends and practices, aligning education with real-world retail environments.
- **Skill Development:** Focuses on essential retail skills such as customer service, inventory management, and merchandising, which are crucial for running successful retail operations.
- **Adaptability:** Prepares students to navigate and adapt to changes in the retail industry, including technological advancements and shifting consumer preferences.
- **Leadership Preparation:** Develops leadership and management skills, equipping students for supervisory and managerial roles within retail organizations.
- **Entrepreneurial Opportunities:** Offers insights and knowledge beneficial for those looking to start their own retail ventures, including business planning and operations management.
- **Workplace Integration:** Combines academic learning with practical experience through internships or industry projects, bridging the gap between theory and practice.
- **Industry Relevance:** Focuses on current industry trends and practices, aligning education with real-world retail environments
- **Global Perspective:** Offers insights into global retail practices and trends, preparing students for opportunities in international retail markets.
- **Technology Integration:** Covers the use of modern retail technologies, such as point-of-sale systems and e-commerce platforms, helping students stay ahead in a tech-driven retail environment.
- **Regulatory Knowledge:** Educates students about retail regulations and compliance requirements, ensuring they understand the legal aspects of operating in the retail sector.
- **Sustainability Practices:** Introduces concepts of sustainable retailing and corporate social responsibility, reflecting the growing importance of ethical and eco-friendly practices in retail.
- **Career Opportunities:** Opens doors to various roles in the retail sector, including management, sales, and marketing positions.
- **Continuous Learning:** Retail Management is a field that requires continuous learning and adaptation to stay competitive. Business education instills a mindset of lifelong learning, encouraging individuals to stay updated about industry trends, new technologies, and evolving business practices.

Objectives of the Programme: -

1. The program aims to equip students with practical skills in retail operations, sales, and customer service to meet industry demands.
2. It develops leadership and management abilities needed for supervisory roles in the retail sector.
3. Students learn to implement customer-centric strategies to improve satisfaction and drive loyalty.
4. The program fosters marketing and merchandising skills to help students plan and execute strategies that boost sales.
5. It introduces students to retail technologies such as e-commerce platforms, POS systems, and inventory management software.
6. The program encourages entrepreneurial thinking by providing knowledge for starting and managing retail businesses.
7. It promotes ethical retail practices, including sustainability and corporate social responsibility.
8. Students are trained in supply chain and inventory management to ensure efficient product flow.
9. The program enhances problem-solving skills, enabling students to address challenges in retail environments.
10. It provides a global perspective, preparing students for careers in both local and international retail markets.

Program Outcomes:

1. **Operational Skills:** Ability to manage day-to-day retail operations effectively, including staff supervision and customer service.
2. **Marketing Proficiency:** Skills in developing and implementing marketing strategies to boost sales and attract customers.
3. **Inventory Management:** Competence in managing inventory, handling stock levels, and forecasting demand.
4. **Customer Relations:** Expertise in enhancing customer experiences and addressing issues to improve satisfaction.
5. **Leadership Abilities:** Development of leadership and management skills necessary for supervisory and managerial roles in retail.
6. **Sales Strategy:** Ability to create and execute sales strategies to meet targets and drive revenue.
7. **Visual Merchandising:** Skills in designing effective product displays and store layouts to attract and engage customers.
8. **E-commerce Management:** Proficiency in managing online retail platforms, including product listings and digital marketing.
9. **Financial Acumen:** Understanding of budgeting, financial analysis, and cost management within retail operations.
10. **Technological Integration:** Knowledge of using retail technologies such as POS systems, CRM software, and data analytics tools.
11. **Supply Chain Coordination:** Competence in managing the flow of goods from suppliers to stores, ensuring timely and efficient delivery.
12. **Problem-Solving Skills:** Ability to identify and resolve issues related to retail operations, customer service, and inventory.

13. Ethical Practices: Understanding of ethical issues and best practices in retail, including sustainability and corporate social responsibility.

Introduction

The B. Voc. Degree Course (2024 pattern) will be introduced in the following order: -

a. First Year B. Voc.	2024-2025
b. Second Year B. Voc.	2025-2026
c. Third Year B. Voc.	2026-2027
d. Fourth Year B. Voc.	2027-2028

The course will be offered: -

1. B. Voc. In Retail Management

The B. Voc. Degree Course will consist of eight semesters divided into four Years.

The first year (Semester I and II) choice-based credit system examination will be held at the end of each semester.

The Second Year (Semester III and IV), Third Year (Semester V and VI) and Fourth Year (Semester VII and VIII) choice-based credit system examination will be held at the end of each semester.

2. Eligibility

- a) No Candidates shall be admitted to the First Year of the B. Voc. Degree Course (2024 pattern) unless he/she has passed the Higher Secondary School Certificate Examination of the Maharashtra State Board of Higher Secondary Education Board or equivalent or University with English as a passing Course.
- b) No candidate shall be admitted to the Third Semester examination of the second year unless he/ she has cleared first two semesters satisfactorily for the course at the college affiliated to this University.
- c) No student shall be admitted to the Third Year B. Voc. (Fifth semester) Degree Course (2024 pattern) unless he/she has cleared all the papers of first and second semester Examination of F.Y. B. Voc.
- d) No candidate shall be admitted to the Fifth Semester examination of the third year unless he/ she has cleared first two semesters satisfactorily of second year for the course at the college affiliated to this University.
- e.) No candidate shall be admitted to the Fourth Year B. Voc. (Seventh semester) Degree Course (2024 pattern) unless he/she has cleared all the papers of third and fourth semester Examination of S.Y. B. Voc.

3. Examination: -

- A student cannot appear for semester end examination unless he/she has maintained 75% attendance during the teaching period of that course. If a student fails to maintain attendance up to 75%, at the time of filling of examination forms, an undertaking from

the student should be taken stating that he/she will be allowed to appear for examination subject to fulfilment of required attendance criteria during the remaining period of teaching of the course.

- Each credit will be evaluated for 25 marks.
- Each course will have a distribution of 30:70 for CIE and SEE.
- To pass a course, the student has to obtain at least forty percent marks in the CIE and SEE separately.
- If a student misses CIE examination, he/she will have a second chance with the permission of the teacher concerned. Such a second chance shall not be the right of the student; it will be the discretion of the teacher concerned to give or not to give second chance to a student to appear for internal assessment.
- A student cannot register for the third, fifth and seventh semester, if he/she fails to complete 50% credits of the total credits expected to be ordinarily completed within two semesters.
- No student shall be admitted to the Fifth Semester examination of the third year unless he/ she have cleared first two semesters.
- No student shall be admitted to the Fourth Year B. Voc. (Seventh semester) Degree Course (2024 pattern) unless he/she has cleared all the papers of third and fourth semester Examination of S.Y. B. Voc. and has satisfactorily kept terms for the third year(Fifth and Sixth Semester).
- There shall be revaluation of the answer scripts of semester-end examination but not of internal assessment papers as per Ordinance no 134 A and B.

3. A.T.K.T. Rules:

The present relevant ordinances issued by the SPPU pertaining to ATKT are applicable.

4. University Terms

The dates for the commencement and conclusion of the first and the second terms shall be as determined by the University Authorities. Only duly admitted students can keep the terms. The present relevant ordinances pertaining to grant of terms will be applicable.

5. Verification And Revaluation

The candidate may apply for verification and revaluation or result through Principal of the College which will be done by the University as per ordinance framed in that behalf.

6. Restructuring Of Courses

This revised course structure shall be made applicable to the colleges implementing 'Restructured Programme at the undergraduate level from June, 2024. The Colleges under the Restructured Programme which has revised their structure in the light of the "2024 Pattern" shall be introduced with effect from academic year 2024-25.

7. Standard Of Passing.

A candidate is required to obtain 40% marks in Internal Assessment, Practical Examination and Semester End University Examination.

It means that passing separately at internal assessment, practical examination and semester end university examination is compulsory.

8. Methods Of Evaluation, Passing, And Evaluation Criteria: -

The evaluation of students will be done on three parameters: -

- a. Internal assessment
- b. Practical Examination (If applicable)
- c. University examination

For university examination, question papers will be set for seventy percent of the total marks allotted for the course. Evaluation will be done on a continuous basis, three times during each semester. Internal assessment will be of thirty percent of the total marks allotted for the subject. The colleges need to adopt any three out of the following methods for internal assessment: -

- a. Test
- b. Quiz
- c. Presentations
- d. Projects
- e. Assignments
- f. Tutorials
- g. Oral examination

Type of courses offered under the NEP 2020

Abbreviation	Full form	Purpose
MM	Major Mandatory	Subject in which degree will be awarded
GE /OE	Generic Elective / Open Elective	To provide multidisciplinary knowledge
VSC	Vocational Skill Enhancement Course	Domain area skill development
SEC	Skill Enhancement Course	Practical Training to enhance employability
VEC	Value Education Course	Environmental Science
IKS	Indian Knowledge System	Foundational guide to the history, culture and philosophy of India
CC	Co-Curricular Courses	Overall Development
AEC	Ability Enhancement Course	Languages proficiency
FP	Field Projects	For industry Experience
CEP	Community Engagement Programme	Exposure to social issues
OJT	On the Job Training	Hands on Training

Credit Framework:

2. Credit Framework under Three/Four-Years UG Programme with Multiple Entry and Multiple Exit options:

The structure of the Three/Four-year bachelor's degree programme allows the opportunity to the students to experience the full range of holistic and multidisciplinary education in addition to a focus on the chosen major and minors as per their choices and the feasibility of exploring learning in different institutions. The minimum and maximum credit structure for different levels under the Three/Four -year UG Programme with multiple entry and multiple exit options are as given below:

Credit Framework

Levels	Qualification Title	Credit Requirements		Semester	Year
		Minimum	Maximum		
4.5	UG Certificate	40	44	2	1
5.0	UG Diploma	80	88	4	2
5.5	Three Year Bachelor's Degree	120	132	6	3
6.0	Bachelor's Degree-Honours Or Bachelor's Degree-Honours with Research	160	176	8	4

**Structure of Examination and scheme of marking for
First Year B. Voc. Programme
Semester I - B. Voc. in Retail Management**

Sr. No.	Subject Code	Vertical Level (Course Category)	Course / Subject Title	Theory / Practical	Credits	Maximum Internal Marks	Maximum External Marks
1	BRM - 101	Major Mandatory (MJM)(TH)	Financial Accounting - I	Theory	02	15	35
2	BRM- 102	Major Mandatory (MJM)(TH)	Organization Behaviors- I	Theory	02	15	35
3	BRM- 103	Major Mandatory (MJM)(TH)	Basics of Marketing	Theory	02	15	35
4	BRM- 104	Skill Enhancement Course (SEC)(P)	Principles of Consumer Behaviors	Practical	02	15	35
5	BRM- 105	Vocational Skill Development Course VSC(TH)	E-Commerce -I	Theory	02	15	35
6	BRM- 106	Ability Enhancement Course (AEC)(TH)	Business Communication Skills - I	Theory	02	15	35
7	BRM- 107	Value Education Course (VEC)(TH)	Environmental Studies-I	Theory	02	15	35
8	BRM- 108	Indian Knowledge System (IKS) (Generic IKS)	To be given by the University	Theory	02	15	35
9	BRM- 109	Co-Curricular Courses (CC)	Physical Education-I	Theory	02	15	35
10	OE-101- Eco	Open Elective (OE)(TH)	Indian Economic Policy - I (From Humanities faculty)	Theory	02	15	35
11	CSD-103	Open Elective (OE)(P)	Computer Laboratory Based on Web Technology - I (From CSD faculty)	Practical	02	15	35
	Total				22		

B. Voc. in Retail Management
Semester – I
As Per NEP – 2020
Subject: - Financial Accounting – I

Semester No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
I	B. Voc. in Retail Management	BRM-101	Major Mandatory (TH)	Financial Accounting-I	2	3

Course Objectives:

1. To familiarize the students with accounting as an information system of business entity.
2. To acquaint the students with principles, basic concepts, and conventions of accounting.
3. To develop the skills of using accounting analogy in processing business transactions.
4. To develop an understanding about recording of business transactions.

Unit	Title and Contents	No. of Lectures in Clock Hours
1	Introduction to Accounting: 1.1 Accounting: Meaning-Definition and Functions, Objectives, Accounting as source of information, Internal and External users of accounting information and their needs, Development of Accounting 1.2 Qualitative Characteristics of Accounting Information: Reliability, Relevance, Understandability and Comparability. 1.3 Basic Accounting Terms: Asset, Liability, Capital, Expense, Income, Expenditure, Revenue, Debtors (Bills Receivables), Creditors (Bills Payables), Goods, Cost, Gain, Stock, Purchase, Sales, Loss, Profit, Voucher, Discount, Discount, Drawings etc.	10
2	Accounting Principles: 2.1 Accounting Principles: Meaning and Nature. 2.2 Accounting Concepts: Entity, Money Measurement, Going Concern, Accounting Period, Cost Concept, Dual Aspect, Revenue Recognition (Realization), Matching, Accrual etc. 2.3 Accounting Conventions: Conservatism, Full Disclosure, Consistency, Materiality etc. 2.4 Fundamental Accounting Assumptions (IASC): Going Concern, Consistency, Accrual, Accounting Policies, Prudence, Substance Over Form, Materiality etc. 2.5 Accounting Standards: Concept and Meaning 2.6 Accounting Mechanism: Single Entry and Double Entry 2.7 Bases of Accounting: Cash Basis, Accrual Basis.	10

3	Recording of Business Transactions: 3.1 Voucher and Transactions: Origin of Transactions – Source Documents and Vouchers, Preparation of Vouchers; Accounting Equation Approach – Meaning and Analysis of Transactions using Accounting Equation; Rules of Debit and Credit. 3.2 Recording of Transactions: Books of Original Entry – Journal, Special Purpose Books: (i) Cash Book – Simple, Cashbook with Bank Column and Petty Cashbook, (ii) Purchases Book, Sales Book, Purchases Returns Book, Sale Returns Book; Ledger: Meaning, Utility, Format; Posting from Journal and Subsidiary Books; Balancing of Accounts, Problems on Journal and Cash Book 3.3 Bank Reconciliation Statement: Meaning and Objective of Bank Reconciliation Statement, Causes of Difference, Importance of Bank Reconciliation Statement, Technique of preparing Bank Reconciliation Statement, Problems on Bank Reconciliation Statement	10
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Course Outcomes: After completion of the course, students will be able:

- CO1 - To acquaint with accounting as an information system of business entity.
CO2 - To understand the students with principles, basic concepts, and conventions of accounting.
CO3 - To use the skills of accounting analogy for processing of business transactions.
CO4 - To record the business transactions.

Teaching Methodology
The Teacher can use the following Methods as Teaching Methodology: <ol style="list-style-type: none"> 1. Class Room Lectures 2. Guest Lectures of Professionals, Industry Experts etc. 3. Teaching with the help of ICT tools 4. Visits to various Professionals Units, Companies and Business / Industry Units 5. Group Discussion / Debates 6. Assignments, Tutorials, Presentations, Role Play etc. 7. YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc. 8. Analysis of Case Studies
Internship for Students if any: Not applicable
List of Recommended Books and Study Materials
<ol style="list-style-type: none"> 1. A Textbook of Accounting for Management, 3rd Edition, S. N. Maheshwari, Suneel K. Maheshwari and Sharad Maheshwari, Vikas Publishing House Pvt. Ltd., New Delhi. 2. Financial Accounting for BBA, 2nd Edition, S. N. Maheshwari, Suneel K. Maheshwari and Sharad Maheshwari, 3rd Edition, Vikas Publishing House Pvt. Ltd., New Delhi. 3. Financial and Management Accounting, Dr. S. N. Maheshwari and Sharad Maheshwari, Sultan Chand & Sons (Educational Publishers), New Delhi. 4. Students Guide to Accounting Standards by D. S. Rawat, Taxmann Publication (P.) Ltd., New Delhi 5. Students' Guide to Accounting Standards including Introduction of Ind AS (CA/CMA Final), Dr. D. S. Rawat (FCA) and CA Nozer Shroff, Taxmaan Publication (P.) Ltd., New Delhi 6. Students' Guide to Ind AS Converged IFRSs (CA/CMA Final), Dr. D. S. Rawat (FCA) and CA Pooja Patel, Taxmaan Publication (P.) Ltd., New Delhi 7. Taxmann's Accounting Standards (AS), Notified under Companies Act 2013, Taxmaan Publication (P.) Ltd., New Delhi 8. Taxmaan's Illustrated Guide to Indian Accounting Standards (Ind AS), CA B. D. Chatterjee and CA Jinender Jain, Taxmaan Publication (P.) Ltd., New Delhi. 9. Financial Accounting (For B.Com and Foundation Course of CA, CS and CMA), S. N. Maheshwari, Suneel K. Maheshwari and Sharad Maheshwari, 3rd Edition, Vikas Publishing

House Pvt. Ltd., New Delhi.

10. An Introduction to Accountancy, S. N. Maheshwari, Suneel K. Maheswhari and Sharad Maheshwari, Vikas Publishing House Pvt. Ltd., New Delhi.
11. Accountancy Volume-1 & 2, S. KR. Paul, Central Educational Enterprises (P) Ltd., Kolkata.
12. Advanced Accountancy (Theory, Method and Application for Professional Competence Course), R. L. Gupta, M. Radhaswamy, Sultan Chand & Sons, New Delhi.
13. Advanced Accountancy Volume-I & II, S. N. Maheshwari, Suneel K. Maheswhari and Sharad Maheshwari, Vikas Publishing House Pvt. Ltd., New Delhi.
14. Advanced Accounts Volume-I & II, M. C. Shukla, T. S. Grewal, S. C. Gupta, S. Chand and Company Limited, New Delhi.
15. Accounting for Management, N.P. Srinivas & M. Shaktivel Murugan, S. Chand Publication, New Delhi
16. Fundamental of Financial Management, Amit Singhal, S. Chand Publication, New Delhi
17. Accounting for Management, S. Ramanathan, Oxford University Press, New Delhi
18. Study Materials of ICAI, ICSI, ICMA
19. Journal of Chartered Accountants, Journal of Cost and Management Accountants and Journal of Company Secretary

Scheme of Examination

Scheme of Examination: 1. Internal Assessment: 30% and 2. External Assessment: 70%

Scheme of Examination	Exam Format	Min. Passing Marks
Continuous Internal Evaluation (CIE) (15 Marks)	The colleges need to adopt any Two Methods out of the following Methods for Continuous Internal Evaluation: 1) Offline Written Examination 2) Power Point Presentations 3) Assignments / Tutorials 4) Oral Examination 5) Open Book Test 6) Offline MCQ Test 7) Group Discussion 8) Analysis of Case Studies	Min. 06 Marks (40% of Passing)
SEE / External Exam (35 Marks) (Total 2 Hours Duration)	Instructions: 1) Question No. 1 and 5 are Compulsory. 2) Attempt any Two Questions from Question No. 2 to 4 Q. 1: Fill in the Blanks = 05 Marks Q. 2: Theory Question on Unit-1 = 10 Marks Q. 3: Theory Question on Unit-2 = 10 Marks Q. 4: Short Notes on all Units (Any 2 out of 4) = 10 Marks Q. 5: Numerical Problem on Unit-3 = 10 Marks	Min. 14 Marks (40% of Passing)
Total 50 Marks Separate Passing for Internal Assessment (CIE) and External Exam (SEE)		

B. Voc. in Retail Management
Semester – I
As Per NEP – 2020
Subject: Organization Behaviour – I

Semester No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
I	B.Voc. in Retail Management	BRM 102	Major Mandatory (TH)	Organization Behaviour-I	2	3

Course Objectives:

1. To learn the basic concepts of Organizational Behaviour and its applications in contemporary organizations.
2. To understand how individual, groups and structure have impacts on the organizational effectiveness and efficiency.
3. To appreciate the theories and models of organizations in the workplace.
4. To creatively and innovatively engage in solving organizational challenges.

Unit	Title and Contents	No. of Lectures in Clock Hours
1	Fundamental of Organization Behaviour 1.1 Defining, scope and importance of organizational Behavior. 1.2 Different models of OB - autocratic, custodial, supportive, Collegial and SOBC 1.3 Personality: Definition Personality, The Big Five personality model. 1.4 Attitude: Definition Attitude Importance of attitude in an organization.	10
2	Work Motivation 2.1 Definition & Concept of Motive & Motivation 2.2 The Content Theories of Motivation 2.3 Maslow's Need Hierarchy 2.4 Herzberg's Two Factor Model Theory	10
3	Communication and Group/Team Dynamics: 3.1 Communication: Definition, Process of Communication, Formal and Informal Communication, Building Effective Communication. 3.2 Group Dynamic: Nature, Types of Groups 3.3 Team work: Meaning, Nature, Effectiveness of Team Work.	10

Course Outcomes: After completion of the course, students will be able:

CO1 - Understand the conceptual framework of the discipline of OB and its practical Applications in the organizational set up.

CO2 - Deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.

CO3 - Critically evaluate and analyse various theories and models that contributes in the Overall understanding of the discipline.

CO4 - Develop creative and innovative ideas that could positively shape the organizations.

CO5 - Accept and embrace in working with different people from different cultural and diverse background in the workplace

Teaching Methodology	
The Teacher can use the following Methods as Teaching Methodology:	
<ol style="list-style-type: none"> 1. Class Room Lectures 2. Guest Lectures of Professionals, Industry Experts etc. 3. Teaching with the help of ICT tools 4. Visits to various Professionals Units, Companies and Business / Industry Units 5. Group Discussion / Debates 6. Assignments, Tutorials, Presentations, Role Play etc. 7. YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc. 8. Analysis of Case Studies 	
Internship for Students if any: Not applicable	
List of Recommended Books and Study Materials	
<ol style="list-style-type: none"> 1. Organizational Behavior by Robins Organizational Behavior by Nelson & Quick Organizational Behavior by Fred Luthans 2. Organizational Behavior by Stephen Robins, Timothy Judge, Neharika Vohra Organizational Behavior by M N Mishra 3. Organizational Behavior by K Ashwathappa. 4. Understanding OB by Uday Pareek 5. Change & Knowledge Management by Janakiram, Ravindra and Shubha Murlidhar 	

Scheme of Examination		
Scheme of Examination: 1. Internal Assessment: 30% and 2. External Assessment: 70%		
Scheme of Examination	Exam Format	Min. Passing Marks
Continuous Internal Evaluation (CIE) (15 Marks)	<p>The colleges need to adopt any Two Methods out of the following Methods for Continuous Internal Evaluation:</p> <ol style="list-style-type: none"> 1. Offline Written Examination 2. Power Point Presentations 3. Assignments / Tutorials 4. Oral Examination 5. Open Book Test 6. Offline MCQ Test 7. Group Discussion 8. Analysis of Case Studies 	Min. 06 Marks (40% of Passing)
SEE / External Exam (35 Marks) (Total 2 Hours Duration)	<p>Instructions:</p> <ol style="list-style-type: none"> 1. Question No. 1 is compulsory. 2. Attempt any Three Questions from Question No. 2 to 5. <p>Q. 1: Fill in the Blanks on all Units = 05 Marks Q. 2: Answer in One Sentence on all Units = 10 Marks Q. 3: Theory Question on Unit-1 = 10 Marks Q. 4: Theory Question on Unit-2 = 10 Marks Q. 5: Theory Question on Unit-3 = 10 Marks</p>	Min. 14 Marks (40% of Passing)
<p align="center">Total 50 Marks</p> <p align="center">Separate Passing for Internal Assessment (CIE) and External Exam (SEE)</p>		

B. Voc. in Retail Management
Semester – I
As Per NEP – 2020
Subject: Basics of Marketing

Semester No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
I	B.Voc. in Retail Management	BRM 103	Major Mandatory (TH)	Basics of Marketing	2	3

Course objective:

1. To understand the basics of marketing.
2. To learn about the marketing process for different types of products and services.
3. To understand the tools used by marketing managers in decision situations.
4. To understand the marketing environment.
5. To understand the marketing segmentation.
6. To know about internal and external factors affecting marketing.
7. To learn about challenges faced by marketing manager.
8. To differentiate between marketing and selling concept.

Unit	Title and Contents	No. of Lectures in Clock Hours
1	Introduction to Marketing 1.1 Definition & Functions of Marketing, Scope of Marketing, Nature and Importance marketing 1.2 Core Concepts of Marketing – Need, Want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer loyalty 1.3 Company Orientation Toward the Marketplace - Production, Product, Selling, Marketing, Holistic Marketing Orientation. 1.4 Difference between Sales and Marketing	10
2	Marketing Environment: 2.1 Concept of Environment, Macro Environment & Micro Environment– Components and Characteristics. 2.2 Major Forces Impacting the Macro Environment & Micro Environment	4
3	Segmentation, Market Targeting 3.1 Segmentation: Concept, Need & Benefits. 3.2 Bases for Segmenting Consumer Markets - Geographic, Demographic, Psychographic, Behavioral. 3.4 Market Targeting - Concept of Target Markets Market Targeting and Criteria for Selection	10
4	Consumer Behaviour: 4.1 Meaning & Importance of Consumer Behavior 4.2 Factor Influencing Consumer Behavior 4.3 Five-Stage Model of Buying Decision Process	6

Course Outcomes: After completion of the course, students will be able:

- CO1: Strong conceptual knowledge in the functional area of marketing management.
- CO2: Effective understanding of relevant functional areas of marketing management and its applications.
- CO3: Demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.
- CO4: Relevance of Marketing in a developing economy. CO5: Market segmentation Process.
- CO6: Study the Marketing Information System.
- CO7: Difference between Market Research and Marketing Research

Teaching Methodology

The Teacher can use the following Methods as Teaching Methodology:

1. Class Room Lectures
2. Guest Lectures of Professionals, Industry Experts etc.
3. Teaching with the help of ICT tools
4. Visits to various Professionals Units, Companies and Business / Industry Units
5. Group Discussion / Debates
6. Assignments, Tutorials, Presentations, Role Play etc.
7. YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc.
8. Analysis of Case Studies

Internship for Students if any: Not applicable

List of Recommended Books and Study Materials

Suggested Text Books:

1. Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson, 14th Edition
2. Marketing Management Rajan Saxena, TMGH
3. Marketing, Lamb, Hair, Sharma, McDaniel, Cengage Learning

Suggested Reference Books:

1. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson, 13th Edition
2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books
3. Marketing Management, Ramaswamy & Namakumari, Macmillan.
4. Marketing Whitebook

Scheme of Examination**Scheme of Examination:** 1. Internal Assessment: 30% and 2. External Assessment: 70%

Scheme of Examination	Exam Format	Min. Passing Marks
Continuous Internal Evaluation (CIE) (15 Marks)	The colleges need to adopt any Two Methods out of the following Methods for Continuous Internal Evaluation: 1. Offline Written Examination 2. Power Point Presentations 3. Assignments / Tutorials 4. Oral Examination 5. Open Book Test 6. Offline MCQ Test 7. Group Discussion 8. Analysis of Case Studies	Min. 06 Marks (40% of Passing)
SEE / External Exam (35 Marks) (Total 2 Hours Duration)	Instructions: 1. <i>Question No. 1 is compulsory.</i> 2. <i>Attempt any Three Questions from Question No. 2 to 5.</i> Q. 1: Fill in the Blanks on all Units = 05 Marks Q. 2: Answer in One Sentence on all Units = 10 Marks Q. 3: Theory Question on Unit-1 = 10 Marks Q. 4: Theory Question on Unit-2 = 10 Marks Q. 5: Theory Question on Unit-3 = 10 Marks	Min. 14 Marks (40% of Passing)
Total 50 Marks Separate Passing for Internal Assessment (CIE) and External Exam (SEE)		

B. Voc. in Retail Management
Semester – I
As Per NEP – 2020
Subject: Principles of Consumer Behaviors

Semester No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
I	B.Voc. in Retail Management	BRM 104	SEC Practical	Principles of Consumer Behaviors	2 (1 Credit= 30 Hours of Lab Work)	5

Course objective:

1. To gain a thorough and systematic understanding of consumer behaviour.
2. To investigate how personal, socio cultural, and environmental factors influence consumer decision-making.
3. To enable students to build and evaluate marketing strategies based on consumer buying behaviour elements.
4. To define the importance of consumer behaviour for business.
5. To analyse the effects of various factors on the Consumer Decision Process.
6. To distinguish the relationship between consumer behaviour and marketing practices.
7. To compare the relationship between consumer behaviour and other disciplines.
8. To understand the perception and behaviour.

Unit	Title and Contents	No. of Lectures in Clock Hours
1	Introduction to Consumer Behaviour: 1.1 Meaning and Definition 1.2 Scope, Importance and Interdisciplinary Nature. 1.3 Consumer Research Process: Qualitative and Quantitative Research 1.4. Market Segmentation: Uses and Bases of Segmentation. 1.5 Customer Value Satisfaction and retention 1.6 Process of Consumer Behaviour 1.7 Factors affecting on Consumer Behaviour	15
2	Individual Determinants of Consumer Behaviour: 2.1 Motivation: Nature and Types of motives, Process of Motivation, Types of Needs. 2.2 Personality: Product Personality, Self-Concepts. 2.3 Consumer Perception: Concept and Elements of Perception, 2.4 Consumer Learning: Behavioural and Cognitive Learning Theories. 2.5 Consumer Attitude: 1 Attitude definition, and characteristics	15
3	Sociological Influences on Consumer Decision Making: 3.1 Consumer Reference Groups 3.2 Family and Life Cycle 3.3 Social Class - Culture - Subculture - Cross Culture 3.4 Personal Influence - Diffusion of Innovation	15

4	Consumer Decision Making Processes: 4.1 Problem recognition, 4.2 Search and evaluation, 4.3 Purchasing processes, 4.4 Post purchase behaviour, 4.5 Models of consumer decision making	10
5	Consumer Behaviour Analysis and Marketing Strategy: 5.1 Consumer Behaviour and Product Strategy 5.2 Consumer Behaviour and Pricing Strategy 5.3 Consumer Behaviour and Distribution Strategy 5.4 Consumer Behaviour and Promotion Strategy	5

Course Outcomes: After completion of the course students will be able to:

CO1. Demonstrate how knowledge of consumer behaviour may be applied to marketing.

CO2. Determine and describe the factors that impact customer behaviour.

CO3. Link internal dynamics like personality, perception, learning motivation, and attitude to customer decisions.

CO3. As part of a group, write an effective research report on consumer behaviour concerns in a specific scenario.

CO4. Brand loyalty and customer loyalty.

CO5. Analyse the individual psychological forces and socio-cultural forces that shape the purchase behaviour of individual consumers.

Teaching Methodology
<ol style="list-style-type: none"> 1. The Teacher can use the following Methods as Teaching Methodology: 2. Class Room Lectures 3. Guest Lectures of Professionals, Industry Experts etc. 4. Teaching with the help of ICT tools 5. Visits to various Professionals Units, Companies and Business / Industry Units 6. Group Discussion / Debates 7. Assignments, Tutorials, Presentations, Role Play etc. 8. YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc. 9. Analysis of Case Studies
Internship for Students if any: Not applicable
List of Recommended Books and Study Materials
<p>Suggested Text Books:</p> <ol style="list-style-type: none"> 1. Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson, 14th Edition 2. Marketing Management Rajan Saxena, TMGH 3. Marketing, Lamb, Hair, Sharma, McDaniel, Cengage Learning <p>Suggested Reference Books:</p> <ol style="list-style-type: none"> 1. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson, 13th Edition 2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books 3. Marketing Management, Ramaswamy & Namakumari, Macmillan. 4. Marketing Whitebook

Scheme of Examination		
Scheme of Examination: 1. Internal Assessment: 30% and 2. External Assessment: 70%		
Scheme of Examination	Exam Format	Min. Passing Marks
Continuous Internal/ External Exam Evaluation (CIE) (50 Marks)	Paper will be evaluated on the basis of Project report and Viva Voce by Internal and External examination	Min. 20 Marks (40% of Passing)
Total 50 Marks Separate Passing for Internal Assessment (CIE) and External Exam (SEE)		

B. Voc. in Retail Management
Semester – I
As Per NEP – 2020
Subject: - E-Commerce -I

Semester No.	Programme Name	Subject Code	Type of Course	CourseTitle	Credits	Lectures per Week in Clock Hour
I	B.Voc. in Retail Management	BRM-105	VSC(TH)	E-Commerce – I	2	3

Course Objectives:

1. To help students understand the concept and application of E-Commerce.
2. To help students understand the types and models of E-Commerce.
3. To make students understand the Payment Process of E-Commerce.
4. To provide information to students regarding difference E-Commerce applications.

Unit	Title and Contents	No. of Lectures in Clock Hours
Unit -1	Introduction: 1.1 Concept of E-commerce 1.2 Digital Markets and Digital Goods 1.3 Advantages and disadvantages of transacting online	05
Unit- 2	Types and Models of E-Commerce: 2.1 Types of E-commerce and M-commerce, 2.2 E-commerce business models 2.3 B2B, B2C, C3G, B2G and G2B, B2B applications 2.4 Benefits of E-Commerce to Business 2.5 Drivers of E-Commerce 2.6 Present Scenario of E-Commerce 2.7 Consumer Interaction with E-Commerce 2.8 Business of E-Commerce	12
Unit – 3	E-Commerce Supporting functions 3.1 Purchase and sale Procedures 3.2 Supply Chain management, 3.3 Value Chains in E-Commerce. 3.4 Electronic Payment Systems & Authentication of payment 3.5 Mode of Payments E-Commerce 3.6 Security and Security Requirements. 3.7 Security Mechanisms-Encryption, Digital Signature, E-Certificate, Secure electronic transaction protocol. 3.8 Problems in Taxing of E-Commerce	13

Course Outcomes: After completion of the course, students will be able:

1. To understand the concept and application of E-Commerce
2. To aware the types and models of E-Commerce
3. To acquaint with the Payment Process of E-Commerce
4. To provide information regarding difference E-Commerce applications

Teaching Methodology

The Teacher can use the following Methods as Teaching Methodology:

1. Class Room Lectures
2. Guest Lectures of Professionals, Industry Experts etc.
3. Teaching with the help of ICT tools
4. Visits to various Professionals Units, Companies and Business / Industry Units
5. Group Discussion / Debates
6. Assignments, Tutorials, Presentations, Role Play etc.
7. YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc.
8. Analysis of Case Studies

Internship for Students if any: Not applicable

List of Recommended Books and Study Materials

1. E-Commerce Devid Whiteley- McGraw Hill
2. E-commerce- P. Joseph- PHI
3. E-commerce The cutting edge of business K. Bajaj and Nog TMH
4. System Analysis, Design and Introduction to Software Engineering S Parthasarathy,
5. B.W. Khalkar
6. 5 Text book on Intellectual property rights N.K. Acharya, Asia Law House
7. Guide to Cyber Laws by Rohnay D. Ryder Wadhwa, Nagpur)
8. Cyber Laws Justice Yatindra Singh, Universal Law Publishing Co.

Scheme of Examination

Scheme of Examination: 1. Internal Assessment: 30% and 2. External Assessment: 70%

Scheme of Examination	Exam Format	Min. Passing Marks
Continuous Internal Evaluation (CIE) (15 Marks)	The colleges need to adopt any Two Methods out of the following Methods for Continuous Internal Evaluation: 1) Offline Written Examination 2) Power Point Presentations 3) Assignments / Tutorials 4) Oral Examination 5) Open Book Test 6) Offline MCQ Test 7) Group Discussion 8) Analysis of Case Studies	Min. 06 Marks (40% of Passing)
SEE / External Exam (35 Marks) (Total 2 Hours Duration)	Instructions: 1) Question No. 1 and 5 are Compulsory. 2) Attempt any Two Questions from Question No. 2 to 4 Q. 1: Fill in the Blanks = 05 Marks Q. 2: Theory Question on Unit-1 = 10 Marks Q. 3: Theory Question on Unit-2 = 10 Marks Q. 4: Short Notes on all Units (Any 2 out of 4) = 10 Marks Q. 5: Broad Question on Unit-3 = 10 Marks	Min. 14 Marks (40% of Passing)
Total 50 Marks Separate Passing for Internal Assessment (CIE) and External Exam (SEE)		

B. Voc. in Retail Management
Semester – I
As Per NEP – 2020
Subject: - Business Communication Skills- I

Semester No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
I	B. Voc. in Retail Management	BRM-106	AEC(TH)	Business Communication Skills- I	2	3

Course Objectives:

1. To familiarize the students with basics of English language.
2. To resolve customer concerns and improve customer relationship.
3. To develop the skills English language
4. To develop an interest in Communication and language skills.

Unit	Basics in English and Communication Skills	No. of Lectures in Clock Hours
1	1.1 Tenses, Auxiliaries 1.2 Subject-verb concord 1.3 Conjunction, 1.4 Preposition & Articles	10
2	2.1 Synonyms, & Antonyms 2.2 Homophones 2.3 Prefix, suffix, 2.4 One-word substitution	10
3	3.1 Communication 3.2 Importance of communication 3.3 Types of communication 3.4 Interview skills 3.5 Essay & dialogue writing	10

Course Outcomes: After completion of the course, students will be able:

- CO1 - To acquaint the student with the grammar of English.
CO2 - To converse in English.
CO3 - To be fluent in English language.
CO4 - To improve inter personal relationship.

Teaching Methodology

The Teacher can use the following Methods as Teaching Methodology:

1. Class Room Lectures
2. Guest Lectures of Professionals, Industry Experts etc.
3. Teaching with the help of ICT tools
4. Visits to various Professionals Units, Companies and Business / Industry Units
5. Group Discussion / Debates
6. Assignments, Tutorials, Presentations, Role Play etc.
7. YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc.
8. Analysis of Case Studies

Internship for Students if any: Not applicable

List of Recommended Books and Study Materials

1. Ronen, V., & Pearce, W. B. (1982). The coordinated management of meaning: A theory of communication. In F. E. Dance (Ed.), Human communication theory (pp. 61–89). New York, NY: Harper & Row.
2. Habermas, J. (1984). The theory of communicative action (Vol. 1, p. 100). Boston, MA: Beacon Press.
3. Leavitt, H., & Mueller, R. (1951). Some effects of feedback on communication. Human Relations, 4, 401–410.
4. McLean, S. (2003). The basics of speech communication. Boston, MA: Allyn & Bacon.
5. McLean, S. (2005). The basics of interpersonal communication. Boston, MA: Allyn & Bacon.
6. National Association of Colleges and Employers, National Association of Colleges and Employers. (2009). frequently asked questions. Retrieved from http://www.nacweb.org/Press/Frequently_Asked_Questions.aspx?referral=
7. National Commission on Writing for America's Families, Schools, and Colleges. (2004, September). Writing: A Ticket to Work...Or a Ticket Out, A Survey of Business Leaders. Retrieved from http://www.writingcommission.org/pr/writing_for_employ.html
8. Pearce, W. B., & Cronen, V. (1980). Communication, action, and meaning: The creating of social realities. New York, NY: Praeger.
9. Pearson, J., & Nelson, P. (2000). An introduction to human communication: understanding and sharing (p. 6). Boston, MA: McGraw-Hill.
10. Weekley, E. (1967). An etymological dictionary of modern English (Vol. 1, p. 338). New York, NY: Dover Publications.
11. Wood, J. (1997). Communication in our lives (p. 22). Boston, MA: Wadsworth.
12. Vocate, D. (Ed.). (1994). Intrapersonal communication: Different voices, different minds. Hillsdale, NJ: Lawrence Erlbaum.

Scheme of Examination		
Scheme of Examination: 1. Internal Assessment: 30% and 2. External Assessment: 70%		
Scheme of Examination	Exam Format	Min. Passing Marks
Continuous Internal Evaluation (CIE) (15 Marks)	The colleges need to adopt any Two Methods out of the following Methods for Continuous Internal Evaluation: 1) Offline Written Examination 2) Power Point Presentations 3) Assignments / Tutorials 4) Oral Examination 5) Open Book Test 6) Offline MCQ Test 7) Group Discussion 8) Analysis of Case Studies	Min. 06 Marks (40% of Passing)
SEE / External Exam (35 Marks) (Total 2 Hours Duration)	Instructions: 1) <i>Question No. 1 and 5 are Compulsory.</i> 2) <i>Attempt any Two Questions from Question No. 2 to 4</i> Q. 1: Fill in the Blanks = 05 Marks Q. 2: Theory Question on Unit-1 = 10 Marks Q. 3: Theory Question on Unit-2 = 10 Marks Q. 4: Short Notes on all Units (Any 2 out of 4) = 10 Marks Q. 5: Theory Question on Unit-3 = 10 Marks	Min. 14 Marks (40% of Passing)
<p style="text-align: center;">Total 50 Marks</p> <p style="text-align: center;">Separate Passing for Internal Assessment (CIE) and External Exam (SEE)</p>		

B. Voc. in Retail Management
Semester – I
As Per NEP – 2020
Subject: - Environmental Studies-I

Semester No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
I	B.Voc. in Retail Management	BRM- 107	VEC(TH)	Environmental Studies-I	2	3

Course Objectives:

1. Have awareness on issues with environmental pollution, their effects and possible solutions.
2. Gain knowledge of natural resources, their significance, and the effects of human activity on the resources in environment.
3. Be familiar with biodiversity conservation and its significance.
4. Understand the need of sustainable development for future and become competent and socially responsible citizen of India.

Unit	Title and Contents	No. of Lectures in Clock Hours
1	Environmental Studies: 1.Nature, Scope and Importance of Environmental Studies, 2.Need for Public Awareness, 3.Natural Resources, Renewable and Non-Renewable Resources. 4.Use and Over-Exploitation /Over-Utilization of Various Resources and Consequences. 5.Role of an Individual in Conservation of Natural Resources.	10
2	Ecosystems: 1.Concept, Structure and Function of an Ecosystem 2.Energy Flow in the Ecosystem 3.Ecological Succession, Food Chains, Food Webs and Ecological Pyramids 4.Types of Ecosystems: Forest Ecosystem, Grassland Ecosystem Desert Ecosystem, Aquatic Ecosystems	10
3	Problems or Issues Related to Environment: Environmental Pollution: 1.Definition, Causes, Effects and Control Measures of Different 2.Types of Pollutions, Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Thermal Pollution, Nuclear Hazards, 3.Role of an Individual in Prevention of Pollution Solid Waste Management: 4. Causes, Effects and Control Measures of Urban and Industrial Waste	10

Course Outcomes:

- CO1 - This course will provide a comprehensive knowledge of mechanism of Ecological System.
- CO2 - Students will be enabled to understand the various environmental issues and Legislation.
- CO3 - This course will help students to understand the various elements of ecological System and its impact.
- CO4 - Students will understand the consequences of human actions on the web of life, global economy, and quality of human life.

Teaching Methodology	
The Teacher can use the following Methods as Teaching Methodology:	
<ol style="list-style-type: none"> 1. Class Room Lectures 2. Guest Lectures of Professionals, Industry Experts etc. 3. Teaching with the help of ICT tools 4. Visits to various Professionals Units, Companies and Business / Industry Units 5. Group Discussion / Debates 6. Assignments, Tutorials, Presentations, Role Play etc. 7. YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc. 8. Analysis of Case Studies 	
Internship for Students if any: Not applicable	
List of Recommended Books and Study Materials	
Suggested Text Books:	
<ol style="list-style-type: none"> 1. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi 	
Suggested Reference Books:	
<ol style="list-style-type: none"> 1. Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers 2. Joseph Benny, Environmental Studies, Tata Mc Graw Hill Publishing Company Ltd., New Delhi 3. Ubaroi, N.K., Environment Management, Excel Books, New Delhi 	

Scheme of Examination		
Scheme of Examination: 1. Internal Assessment: 30% and 2. External Assessment: 70%		
Scheme of Examination	Exam Format	Min. Passing Marks
Continuous Internal Evaluation (CIE) (15 Marks)	<p>The colleges need to adopt any Two Methods out of the following Methods for Continuous Internal Evaluation:</p> <ol style="list-style-type: none"> 1. Offline Written Examination 2. Power Point Presentations 3. Assignments / Tutorials 4. Oral Examination 5. Open Book Test 6. Offline MCQ Test 7. Group Discussion 8. Analysis of Case Studies 	Min. 06 Marks (40% of Passing)
SEE / External Exam (35 Marks) (Total 2 Hours Duration)	<p>Instructions:</p> <ol style="list-style-type: none"> 1. Question No. 1 is compulsory. 2. Attempt any Three Questions from Question No. 2 to 5. <p>Q. 1: Fill in the Blanks on all Units = 05 Marks Q. 2: Answer in One Sentence on all Units = 10 Marks Q. 3: Theory Question on Unit-1 = 10 Marks Q. 4: Theory Question on Unit-2 = 10 Marks Q. 5: Theory Question on Unit-3 = 10 Marks</p>	Min. 14 Marks (40% of Passing)
Total 50 Marks Separate Passing for Internal Assessment (CIE) and External Exam (SEE)		

**Structure of Examination and scheme of marking for
First Year B. Voc. Programme
Semester II - B. Voc. in Retail Management**

Sr. No.	Subject Code	Vertical Level (Course Category)	Course / Subject Title	Theory / Practical	Credits	Maximum Internal Marks	Maximum External Marks
1	BRM - 201	Major Mandatory (MJM)(TH)	Financial Accounting - II	Theory	02	15	35
2	BRM- 202	Major Mandatory (MJM)(TH)	Organization Behaviors- II	Theory	02	15	35
3	BRM- 203	Major Mandatory (MJM)(P)	Marketing Management	Practical	02	15	35
4	BRM- 204	Minor (TH)	Retail Marketing	Theory	02	15	35
5	BRM- 205	Skill Enhancement Course (SEC)(P)	Advertising and Sales Promotion	Practical	02	15	35
6	BRM- 206	Vocational Skill Development Course VSC(TH)	E-Commerce -II	Theory	02	15	35
7	BRM- 207	Ability Enhancement Course (AEC)(TH)	Business Communication Skills - II	Theory	02	15	35
8	BRM- 208	Value Education Course (VEC)(TH)	Environmental Studies-II	Theory	02	15	35
9	BRM- 209	Co-Curricular Courses (CC)	Physical Education-II	Theory	02	15	35
10	OE-151-Eco	Open Elective (OE)(P)	Indian Economic Policy - II (From Humanities faculty)	Practical	02	15	35
11	CSD-206	Open Elective (OE)(TH)	Operating System (From CSD faculty)	Theory	02	15	35
	Total				22		

B. Voc. in Retail Management
Semester – II
As Per NEP – 2020
Subject: - Financial Accounting – II

Semester No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
II	B. Voc. in Retail Management	BRM-201	Major Mandatory (TH)	Financial Accounting- II	2	3

Course Objectives:

1. To understand the objectives of Trial Balance and preparation procedure of Trial Balance.
2. To understand and analyze the Errors and Types of Errors and their effects on the Trial Balance and Financial Statements
3. To acquaint the students with preparation of Financial Statements and important Financial Ratios
4. To develop the skills of accounting treatment of various adjustments and incorporate the same in the Financial Statements.

Unit	Title and Contents	No. of Lectures in Clock Hours
1	Trial Balance and Rectification of Errors: 1.1 Meaning, Objectives and Preparation of Trial Balance 1.2 Errors: Types of Errors; Errors affecting Trial Balance; Errors not affecting Trial Balance 1.3 Detection and Rectification of Errors (One Sided and Two Sided) 1.4 Uses of Suspense Account 1.5 Problem on preparation of Trial Balance	10
2	Financial Statements: 2.1 Meaning, Objectives and Users of Financial Statements 2.2 Distinction between Capital Expenditure and Revenue Expenditure 2.3 Trading and Profit and Loss Account: Gross Profit, Operating profit, Net Profit 2.4 Balance Sheet: Need, Grouping, Marshalling of Assets and Liabilities, Vertical Presentation of Financial Statement 2.5 Adjustments in Preparation of Financial Statements with respect to Closing Stock, Outstanding Expenses, Prepaid Expenses, Accrued Income, Income Received in Advance, Depreciation, Bad Debts, Provision for Doubtful Debts, Provision for Discount on Debtors, Managers' Commission. 2.6 Preparation of Trading and Profit and Loss Account and Balance Sheet of Sole Proprietorship	20

Course Outcomes: After completion of the course, students will be able:

CO1 - To develop skills for preparation of Trial Balance.

CO2 - To develop skills to understand the errors and its types and effects on Trial Balance.

CO3 - To develop the skills for preparation of Financial Statements.

CO4 - To create skills for calculation of Financial Ratios.

Teaching Methodology
The Teacher can use the following Methods as Teaching Methodology: <ol style="list-style-type: none">1. Class Room Lectures2. Guest Lectures of Professionals, Industry Experts etc.3. Teaching with the help of ICT tools4. Visits to various Professionals Units, Companies and Business / Industry Units5. Group Discussion / Debates6. Assignments, Tutorials, Presentations, Role Play etc.7. YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc.8. Analysis of Case Studies
Internship for Students if any: Not applicable
List of Recommended Books and Study Materials
<ol style="list-style-type: none">1. A Textbook of Accounting for Management, 3rd Edition, S. N. Maheshwari, Suneel K. Maheshwari and Sharad Maheshwari, Vikas Publishing House Pvt. Ltd., New Delhi.2. Financial Accounting for BBA, 2nd Edition, S. N. Maheshwari, Suneel K. Maheshwari and Sharad Maheshwari, 3rd Edition, Vikas Publishing House Pvt. Ltd., New Delhi.3. Financial and Management Accounting, Dr. S. N. Maheshwari and Sharad Maheshwari, Sultan Chand & Sons (Educational Publishers), New Delhi.4. Students Guide to Accounting Standards by D. S. Rawat, Taxmann Publication (P.) Ltd., New Delhi5. Students' Guide to Accounting Standards including Introduction of Ind AS (CA/CMA Final), Dr. D. S. Rawat (FCA) and CA Nozer Shroff, Taxmaan Publication (P.) Ltd., New Delhi6. Students' Guide to Ind AS Converged IFRSs (CA/CMA Final), Dr. D. S. Rawat (FCA) and CA Pooja Patel, Taxmaan Publication (P.) Ltd., New Delhi7. Taxmann's Accounting Standards (AS), Notified under Companies Act 2013, Taxmaan Publication (P.) Ltd., New Delhi8. Taxmaan's Illustrated Guide to Indian Accounting Standards (Ind AS), CA B. D. Chatterjee and CA Jinender Jain, Taxmaan Publication (P.) Ltd., New Delhi.9. Financial Accounting (For B.Com and Foundation Course of CA, CS and CMA), S. N. Maheshwari, Suneel K. Maheshwari and Sharad Maheshwari, 3rd Edition, Vikas Publishing House Pvt. Ltd., New Delhi.10. An Introduction to Accountancy, S. N. Maheshwari, Suneel K. Maheshwari and Sharad Maheshwari, Vikas Publishing House Pvt. Ltd., New Delhi.11. Accountancy Volume-1 & 2, S. KR. Paul, Central Educational Enterprises (P) Ltd., Kolkata.12. Advanced Accountancy (Theory, Method and Application for Professional Competence Course), R. L. Gupta, M. Radhaswamy, Sultan Chand & Sons, New Delhi.13. Advanced Accountancy Volume-I & II, S. N. Maheshwari, Suneel K. Maheshwari and Sharad Maheshwari, Vikas Publishing House Pvt. Ltd., New Delhi.14. Advanced Accounts Volume-I & II, M. C. Shukla, T. S. Grewal, S. C. Gupta, S. Chand and Company Limited, New Delhi.15. Accounting for Management, N.P. Srinivas & M. Shaktivel Murugan, S. Chand Publication, New Delhi16. Fundamental of Financial Management, Amit Singhal, S. Chand Publication, New Delhi17. Accounting for Management, S. Ramanathan, Oxford University Press, New Delhi18. Study Materials of ICAI, ICSI, ICMA19. Journal of Chartered Accountants, Cost & Management Accountants and Company Secretary

Scheme of Examination		
Scheme of Examination: 1. Internal Assessment: 30% and 2. External Assessment: 70%		
Scheme of Examination	Exam Format	Min. Passing Marks
Continuous Internal Evaluation (CIE) (15 Marks)	The colleges need to adopt any Two Methods out of the following Methods for Continuous Internal Evaluation: 1. Offline Written Examination 2. Power Point Presentations 3. Assignments / Tutorials 4. Oral Examination 5. Open Book Test 6. Offline MCQ Test 7. Group Discussion 8. Analysis of Case Studies	Min. 06 Marks (40% of Passing)
SEE / External Exam (35 Marks) (Total 2 Hours Duration)	Instructions: 1. Question No. 1 is compulsory. 2. Attempt any Three Questions from Question No. 2 to 5. Q. 1: Fill in the Blanks on all Units = 05 Marks Q. 2: Theory Question on Unit-1 = 10 Marks Q. 3: Theory Question on Unit-2 = 10 Marks Q. 4: Theory Question -1 = 10 Marks Q. 5: Problem on Unit-2 = 10 Marks	Min. 14 Marks (40% of Passing)
Total 50 Marks Separate Passing for Internal Assessment (CIE) and External Exam (SEE)		

B. Voc. in Retail Management
Semester – II
As Per NEP – 2020
Subject: - Organization Behaviour-II

Semester No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
I	B.Voc. in Retail Management	BRM 202	Major Mandatory (TH)	Organization Behaviour-II	2	3

Course Objectives:

- 1.To learn the basic concepts of Organizational Behaviour and its applications in contemporary organizations.
- 2.To understand how individual, groups and structure have impacts on the organizational effectiveness and efficiency.
- 3.To appreciate the theories and models of organizations in the workplace.
- 4.To creatively and innovatively engage in solving organizational challenges.

Unit	Title and Contents	No. of Lectures in Clock Hours
1	Leadership and Decision Making 1.1 Concept of Leadership 1.2 Styles of Leadership 1.3 Trait Approach, Contingency Leadership Approach 1.4 Contemporary leadership roles 1.5 Decision making in organizations, Rational decision making model, ethics in decision making. 1.6 Success stories of today's Global and Indian leaders.	10
2	Organization System 2.1 Organizational Culture: Meaning & Definition of Organizational Culture. 2.2 Creating & Sustaining Organizational Culture. 2.3 Types of Culture (Strong vs. Weak Culture, Soft vs. Hard Culture & formal vs. Informal Culture). 2.4 Creating Positive Organizational Culture	10
3	Stress Management 3.1 Meaning, Types of Stress 3.2 Causes of Stress Consequences of Work Stress 3.3 Conflict, Types of Conflicts, Levels of Conflict, Conflict Resolution, 3.4 Organizational Development, Meaning, Need, Benefits and Limitations	10

B) Course Outcomes: After completion of the course, students will be able:

- CO1- Understand the conceptual framework of the discipline of OB and its practical Applications in the organizational set up.
- CO2- Deeply understands the role of individual, groups and structure in achieving organizational goaleffectively and efficiently.
- CO3- Critically evaluates and analyses various theories and models that contributes in the Overall understanding of the discipline.
- CO4- Develop creative and innovative ideas that could positively shape the organizations.
- CO5- Accept and embrace in working with different people from different cultural and diverse background in the workplace.

Teaching Methodology	
The Teacher can use the following Methods as Teaching Methodology:	
1.Class Room Lectures	
2.Guest Lectures of Professionals, Industry Experts etc.	
3.Teaching with the help of ICT tools	
4.Visits to various Professionals Units, Companies and Business / Industry Units	
5.Group Discussion / Debates	
6.Assignments, Tutorials, Presentations, Role Play etc.	
7. YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc.	
8.Analysis of Case Studies	
Internship for Students if any: Not applicable	
List of Recommended Books and Study Materials	
1. Organizational Behavior by Robins Organizational Behavior by Nelson & Quick Organizational Behavior by Fred Luthans	
2.Organizational Behavior by Stephen Robins, Timothy Judge, Neharika Vohra Organizational Behavior by M N Mishra	
3.Organizational Behavior by K Ashwathappa	
4. Reference Books	
5.Understanding OB by UdayPareek	
6.Change & Knowledge Management by Janakiram, Ravindra and ShubhaMurlidhar	

Scheme of Examination		
Scheme of Examination: 1. Internal Assessment: 30% and 2. External Assessment: 70%		
Scheme of Examination	Exam Format	Min. Passing Marks
Continuou sInternal Evaluatio n (CIE) (15 Marks)	The colleges need to adopt any Two Methods out of the following Methods for Continuous Internal Evaluation: 1. Offline Written Examination 2. Power Point Presentations 3. Assignments / Tutorials 4. Oral Examination 5. Open Book Test 6. Offline MCQ Test 7. Group Discussion 8. Analysis of Case Studies	Min. 06 Marks (40% of Passing)

SEE / External Exam (35 Marks) (Total 2 Hours Duration)	Instructions: 1. <i>Question No. 1 is compulsory.</i> 2. <i>Attempt any Three Questions from Question No. 2 to 5.</i> Q. 1: Fill in the Blanks on all Units = 05 Marks Q. 2: Answer in One Sentence on all Units = 10 Marks Q. 3: Theory Question on Unit-1 = 10 Marks Q. 4: Theory Question on Unit-2 = 10 Marks Q. 5: Theory Question on Unit-3 = 10 Marks	Min. 14 Marks (40% of Passing)
Total 50 Marks Separate Passing for Internal Assessment (CIE) and External Exam (SEE)		

B. Voc. in Retail Management
Semester – II
As Per NEP – 2020
Subject: - Marketing Management

Semester No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
I	B.Voc. in Retail Management	BRM-203	MJM(P)	Marketing Management	2 (1 Credit = 30 Hours of Lab Work)	5

A) Course Objectives:

1. To introduce students to the basic concept and principles of marketing.
2. To Provide in depth knowledge of the marketing mix elements: product, price, place and promotion.
3. To understand different pricing Strategies.
4. To learn effective promotion and distribution tools.

Unit	Title and Contents	No. of Lectures in Clock Hours
1	Product: 1.1 Meaning, The Role of Product as a market offering, 1.2 Types of Product-Consumer Product & Industrial Product 1.3 New Product Development - New Product Development Process 1.4 Branding: Concept, Definition and Product Vs Brand	15
2	Pricing: 2.1 Meaning, The Role of Pricing, Importance 2.2 Factors influencing pricing decisions. 2.3 Types of Pricing Strategy	15
3	Place: 3.1 Meaning, The Role of Marketing Channels 3.2 Channel Options - Introduction to Wholesaling, Retailing, Franchising, Direct marketing, 3.3 Market Logistics Decisions - Order processing, Warehousing, Inventory, and Logistics	15
4	Promotion: 4.1 Meaning, Communication Mix Elements, 4.2 Introduction to Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing. 4.3 Developing Effective Communication - Communication Process, Steps in Developing effective marketing communication.	15

Course Outcomes: After completion of the course, students will be able:

CO1 - Students will understand marketing concepts and their practical applications.

CO2 - Students will be able to develop and manage products and brands throughout their lifecycle.

CO3 - Students will formulate and implement pricing strategies based on market conditions.

CO4 - Students will design and manage distribution channels to optimize product delivery.

Teaching Methodology	
The Teacher can use the following Methods as Teaching Methodology:	
<ol style="list-style-type: none"> 1. Class Room Lectures 2. Guest Lectures of Professionals, Industry Experts etc. 3. Teaching with the help of ICT tools 4. Visits to various Professionals Units, Companies and Business / Industry Units 5. Group Discussion / Debates 6. Assignments, Tutorials, Presentations, Role Play etc. 7. YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc. 8. Analysis of Case Studies 	
Internship for Students if any: Not applicable	
List of Recommended Books and Study Materials	
<ol style="list-style-type: none"> 1. Lamb, Hair, Sharma, Mc Daniel, MKTG, A South-Asian Perspective, Cengage Learning, 2016 2. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithleshwar Jha, Marketing Management, Pearson Education, 13/e, 2012 3. Ramaswamy Namakumari, —Marketing Management, TMH 5e, 2013. 4. Paul Baines, Chris fill, Kelly Page, Piyush Sinha, Marketing, Asian Edition, Oxford, 2013. 5. K.Karunakaran, Marketing Management (Text and Cases), Himalaya Publishing House, 2/e, 2012. 6. Rajan Saxena, Marketing Management, TMH, 4/e, 2013 7. Sidharth Balakrishna, Case Studies in Marketing, Pearson, 2011. 8. Czinkota Kotable, —Marketing Management, Indian Edition, Cengage Learning, 2012. 9. I.S.A.Sherlekar, R.Krishnamoorthy, Marketing Management Concept and Cases, HPH, 2012. 10. Maheswari, Principles of Marketing, IBH, 2012. 13. Marilyn A Stone & John Desmond, Fundamentals of Marketing, Routledge, 2011 	

Scheme of Examination		
Scheme of Examination: 1. Internal Assessment: 15% and 2. External Assessment: 35%		
Scheme of Examination	Exam Format	Min. Passing Marks
Continuous Internal/ External Exam Evaluation (CIE) (50 Marks)	<p>The students are required</p> <p>Practical Tasks:</p> <p>1. Choose a Product Choose a product or service from a real company (e.g., mobile phone, food item, or clothing brand).</p> <p>2. Market Research: Create 5-6 simple questions to ask people about their opinion on the product (Surveys, Competitor Research)</p> <p>3. Analyze the 4Ps Product, Price, Place, Promotion</p> <p>5. Give Suggestions Based on your research, suggest one or two improvements for the product</p> <p>6.Report and Presentation Write a brief report and Presentation.</p>	Min.20 Marks (40% of Passing)
<p style="text-align: center;">Total 50 Marks</p> <p style="text-align: center;">Separate Passing for Internal Assessment (CIE) and External Exam (SEE)</p>		

B. Voc. in Retail Management
Semester – II
As Per NEP – 2020
Subject: - Retail Marketing

Semester No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
I	B. Voc. in Retail Management	BRM-204	MN(TH)	Retail Marketing	2	3

Course Objectives:

1. To understand and the fundamentals of Retail Marketing and all the processes involved.
2. To understand pricing strategies
3. To understand the store layout design.
4. To learn about service retailing.

Unit	Title and contents	No of Lectures
1	1. Introduction 1.1 An overview of Retailing industry, Types of stores 1.2 Product Retailing vs. Service Retailing, non-store Retailing- Retail strategy 1.3 Achieving competitive advantage and positioning Retailing environment - Legal, Social, Economic, Technological, and issues - Trends in the retailing.	10
2	2. Retail Store Location and Layout 2.1 Retail store location and layout, Country/Region analysis- Trade area analysis, Site evaluation and selection. 2.2 Store design and layout, Comprehensive store planning - 2.1 Exterior design and layout 2.2 Interior design elements. 2.3 Visit to retail store.	10
3	3. Retail Marketing Planning 3.1 Planning merchandise needs and merchandise budgets, 3.2 Methods for determining inventory evaluation, buying and vendor relations. 3.3 Merchandise pricing - Price strategies – Psychological pricing-Mark-up and markdown strategies.	10

Course Outcomes: After completion of the course, students will be able:

- CO1 - The student will know strong conceptual knowledge of retail marketing
CO2 - The student will demonstrate proficiency in analyzing production and cost function, including concepts.
CO4 - The student will understand service retailing with their benefits.
CO5 - The student will understand various pricing strategies in retail marketing

Teaching Methodology	
The Teacher can use the following Methods as Teaching Methodology:	
<ol style="list-style-type: none"> 1. Class Room Lectures 2. Guest Lectures of Professionals, Industry Experts etc. 3. Teaching with the help of ICT tools 4. Visits to various Professionals Units, Companies and Business / Industry Units 5. Group Discussion / Debates 6. Assignments, Tutorials, Presentations, Role Play etc. 7. YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc. 8. Analysis of Case Studies 	
Internship for Students if any: Not applicable	
List of Recommended Books and Study Materials	
<ol style="list-style-type: none"> 1. Michael lacy, Barton AWeitz and Ajay Pandit, Retail Mangement, Tata McGraw Hill Education Pvt. Ltd., New Delhi. 2. KVC Madaan, Fundamental of retailing, Tata McGraw Hill Education Pvt. Ltd., New Delhi. 3. Swapana Pradhan, Retail Mangement, Tata McGraw Hill Education Pvt. Ltd., New Delhi. 4. K. Rama MohanaRao: Service Marketing Person, 2 Ed.New Delhi 	

Scheme of Examination		
Scheme of Examination: 1. Internal Assessment: 30% and 2. External Assessment: 70%		
Scheme of Examination	Exam Format	Min. Passing Marks
Continuous Internal Evaluation (CIE) (15 Marks)	<p>The colleges need to adopt any Two Methods out of the following Methods for Continuous Internal Evaluation:</p> <ol style="list-style-type: none"> 1) Offline Written Examination 2) Power Point Presentations 3) Assignments / Tutorials 4) Oral Examination 5) Open Book Test 6) Offline MCQ Test 7) Group Discussion 8) Analysis of Case Studies 	Min. 06 Marks (40% of Passing)
SEE / External Exam (35 Marks) (Total 2 Hours Duration)	<p>Instructions:</p> <ol style="list-style-type: none"> 1. Question No. 1 and 5 are Compulsory. 2. Attempt any Two Questions from Question No. 2 to 4 <p>Q. 1: Fill in the Blanks = 05 Marks Q. 2: Theory Question on Unit-1 = 10 Marks Q. 3: Theory Question on Unit-2 = 10 Marks Q. 4: Short Notes on all Units (Any 2 out of 4) = 10 Marks Q. 5: Broad Question on Unit-3 = 10 Marks</p>	Min. 14 Marks (40% of Passing)
<p style="text-align: center;">Total 50 Marks</p> <p style="text-align: center;">Separate Passing for Internal Assessment (CIE) and External Exam (SEE)</p>		

B. Voc. in Retail Management
Semester – II
As Per NEP – 2020
Subject: - Advertising & Sales Promotion

Semester No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
I	B.Voc. in Retail Management	BRM-205	SEC(P)	Advertising & Sales Promotion	2	5

Course Objectives:

1. To understand the concept of Advertising.
2. To examine the origin and development of advertising.
3. To create advertising posters with help of Canva.
4. To understand the differentiate between advertising and sales promotion.
5. To understand the how to reach customers.

Unit	Title and contents	No of Lectures
1	Introduction of Advertising 1.1 Introduction of Advertising, Creativity of Concept Creation, Planning & Organization framework 1.2 Strategic Advertising Decision, Media Planning, Advertising Ethics 1.3 Advertising Agency Interface. 1.4 Difference between Advertising and Sales Promotion	20
2	Design 2.1 Canva application (Using related various application for designing posters) 2.2. Poster Design 2.3 Creativity in advertising, copy decision	20
3	Sales 3.1 Sales promotion activity at retail counter 3.2 Strategies and Practices, After sales Services, brand equity 3.3 Advertising and Sales Communication	20

Course Outcomes: After completion of the course, students will be able:

CO1 - Demonstrate the canvas application for designing posters.

CO2 - Demonstrate of Google Analytics.

CO3 - Explain use of advertising and sales promotion as a marketing tool.

CO4 - Describe advertising and sales promotional appeals.

Teaching Methodology	
The Teacher can use the following Methods as Teaching Methodology:	
<ol style="list-style-type: none"> 1. Class Room Lectures 2. Guest Lectures of Professionals, Industry Experts etc. 3. Teaching with the help of ICT tools 4. Visits to various Professionals Units, Companies and Business / Industry Units 5. Group Discussion / Debates 6. Assignments, Tutorials, Presentations, Role Play etc. 7. YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc. 8. Analysis of Case Studies 	
Internship for Students if any: Not applicable	
List of Recommended Books and Study Materials	
<ol style="list-style-type: none"> 1. Advertising Management - Concepts and Cases, Manendra Mohan (Tata McGraw Hill) 2. Sales Promotion and Advertising Management (6thEd.) Himalaya Publishing House 3. Advertising Excellence by Bovee, Thill, Dovel and Wood (McGraw Hill) 4. Advertising Management - Shelekar, Victor & Nirmala Prasad (Himalaya Publishing House) 5. Foundation of Advertising – Theory & Practice - SA Chunawala. 	

Scheme of Examination		
Scheme of Examination	Exam Format	Min. Passing Marks
Continuous Internal/ External Exam Evaluation (CIE) (50 Marks)	<p>The students are required</p> <p>Practical Tasks: Create an ad campaign (concept, media, target audience, message). Design a sales promotion strategy (type, timing, target, objectives).</p> <p>Case Study: Analyze a real ad or promotion for effectiveness.</p> <p>Viva/Presentation: Explain the rationale behind the campaign and promotion.</p> <p>Assessment: Creativity, practical application, effectiveness, and clarity of presentation.</p> <p>Conclusion: Recap expected skills: creativity, analysis, and presentation.</p>	Min.20 Marks (40% of Passing)
<p style="text-align: center;">Total 50 Marks</p> <p style="text-align: center;">Separate Passing for Internal Assessment (CIE) and External Exam (SEE)</p>		

B. Voc. in Retail Management
Semester – II
As Per NEP – 2020
Subject: - E-Commerce – II

Semester No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
I	B. Voc. in Retail Management	BRM-206	VSC(TH)	E-Commerce-II	2	3

Course Objectives:

1. To understand the importance, role, and activities of E-Commerce.
2. To enable students to know the concepts of E-Money and E-Payment systems used in E-Commerce.
3. To help students to understand what is E-Marketing and the role of Search Engine operations.
4. To identify how Cyber Security and IT Act plays an important role in E-Commerce.

Unit	Title and contents	No of Lectures
1	E-Commerce and Business Model Concepts <ol style="list-style-type: none"> 1. Introduction to E-Commerce, Role of E-Commerce in Business Economy. 2. - Factors responsible for the growth of E-Commerce in India Opportunities and Challenges for E-Commerce in India 3. E-Commerce Business Models. 4. Search Engine Optimization (SEO), Content Marketing, Social Media Marketing. 5. Internet Banking, Mobile Retailing. 	10
2	E-Payment Systems and Cyber Security <ol style="list-style-type: none"> 2.1 Digital Currencies, Crypto Currencies -Introduction, Digital Disruption in E-Money Market. 2.2 Modern Digital Payment trends – Credit/Debit Cards, QR Code Scanners, Mobile point of sale, NEFT and RTGS. Contactless Payments – Samsung Pay/Apple Pay and use of NFC Technology. 2.3 Role of modern digital payment systems and Challenges faced in Indian Retail Sector. 2.4 Cyberwarfare - Automotive hacking, Cloud services vulnerability, Mobile Hacking. Data Privacy as a discipline, Insider threats, Phishing, ATM frauds. 2.5 Information Technology Act -2000: Role, Need and Importance, Software development and legal issues, Shrink-wrap contracts. 	20

Course Outcomes: After completion of the course, students will be able:

CO1 - Students will understand the Role of E-Commerce Industry and the utility of E-Commerce models.

CO2 - Students will gain insight knowledge for E-Payment systems. How technology plays a vital role in the E-commerce sector will be learnt by them.

CO3 - Students will be able to understand the recent e-marketing tools and their utility. How search engine operation helps to search data will be learnt by them.

CO4 - Functioning of Digital economy will be understood. Students will gain knowledge about various cyber threats and understand the importance of IT Act and Cyber security.

Teaching Methodology	
1. The Teacher can use the following Methods as Teaching Methodology: 2. Class Room Lectures 3. Guest Lectures of Professionals, Industry Experts etc. 4. Teaching with the help of ICT tools 5. Visits to various Professionals Units, Companies and Business / Industry Units 6. Group Discussion / Debates 7. Assignments, Tutorials, Presentations, Role Play etc. 8. YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc. 9. Analysis of Case Studies	
Internship for Students if any: Not applicable	
List of Recommended Books and Study Materials	
1. 1 E-Commerce – An Indian Perspective S.J.P.T. Joseph PHI Learning Pvt. Ltd.; 6th edition (10 October 2019) India 2. E-Commerce Shruti Mathur Pinnacle Learning (1 January 2020) India 3. E-Commerce Concepts- Models – Strategies. C.S.V. Murthy Himalaya Publishing House India 4. E-Business and E-Commerce Management David Chaffey Pearson Education – 5 th Edition India 5. E-Commerce – Strategy Technology and Applications David Whiteley McGraw Hill Education (1 July 2017) India 6. Electronic Commerce – Framework Technologies and Applications Bharat Bhasker McGraw Hill Education; Fourth edition (1 July 2017) India	

Scheme of Examination

Scheme of Examination: 1. Internal Assessment: 30% and 2. External Assessment: 70%

Scheme of Examination	Exam Format	Min. Passing Marks
Continuous Internal Evaluation (CIE) (15 Marks)	The colleges need to adopt any Two Methods out of the following Methods for Continuous Internal Evaluation: 1) Offline Written Examination 2) Power Point Presentations 3) Assignments / Tutorials 4) Oral Examination 5) Open Book Test 6) Offline MCQ Test 7) Group Discussion 8) Analysis of Case Studies	Min. 06 Marks (40% of Passing)

SEE / External Exam (35 Marks) (Total 2 Hours Duration)	Instructions: 1. <i>Question No. 1 and 5 are Compulsory.</i> 2. <i>Attempt any Two Questions from Question No. 2 to 4</i> Q. 1: Fill in the Blanks = 05 Marks Q. 2: Theory Question on Unit-1 = 10 Marks Q. 3: Theory Question on Unit-2 = 10 Marks Q. 4: Short Notes on all Units (Any 2 out of 4) = 10 Marks Q. 5: Broad Question on Unit-3 = 10 Marks	Min. 14 Marks (40% of Passing)
Total 50 Marks Separate Passing for Internal Assessment (CIE) and External Exam (SEE)		

B. Voc. in Retail Management
Semester – I
As Per NEP – 2020
Subject: - Business Communication Skills- II

Semester No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
I	B. Voc. in Retail Management	BRM-207	AEC(TH)	Business Communication Skills- II	2	3

Course Objectives:

1. To provide an overview of Prerequisites to Communication.
2. To understand the basics of communication strategies and principles for effective communication in domestic and international business situations.
3. To provide an outline to effective Organizational Communication.
4. To underline the nuances of Business communication.
5. To impart the correct practices of the strategies of Effective Business writing.

Unit	Basics in English and Communication Skills	No. of Lectures in Clock Hours
1	1.5 Prose 1.6 My lost dollar by Stephen Leacock 1.7 The Selfish giant - Oscar wild	10
2	2.1 Communication 2.2 Purpose of Communication 2.3 Importance of Communication in Management. 2.4 Types of Communication	10
3	3.1 Email writing 3.2 Presentation 3.3 Group Discussion 3.4 Nonverbal communication	10

Course Outcomes: After completion of the course, students will be able:

- CO1 - The student will know various forms of communication, and communication barriers.
CO2 - The student will use business language and presentation skills.
CO3- The student will create a positive image of self and organization in customer's mind.
CO4 - The student will develop language fluency.
CO5 - The student will understand the importance of language and literature in lif

Teaching Methodology

The Teacher can use the following Methods as Teaching Methodology:

1. Class Room Lectures
2. Guest Lectures of Professionals, Industry Experts etc.
3. Teaching with the help of ICT tools
4. Visits to various Professionals Units, Companies and Business / Industry Units
5. Group Discussion / Debates
6. Assignments, Tutorials, Presentations, Role Play etc.
7. Analysis of Case Studies

Internship for Students if any: Not applicable

List of Recommended Books and Study Materials

1. McLean, S. (2003). The basics of speech communication. Boston, MA: Allyn & Bacon.
2. Asha Kaul (1999), "Business Communication", Prentice Hall of India, New Delhi.
3. Chaturvedi P. D. & Chaturvedi Mukesh (2012), "Managerial Communication", Pearson, Delhi.
4. McLean, S. (2005). The basics of interpersonal communication. Boston, MA: Allyn & Bacon.
5. Pearce, W. B., & Cronen, V. (1980). Communication, action, and meaning: The creating of social realities. New York, NY: Praeger.
6. Pearson, J., & Nelson, P. (2000). An introduction to human communication: understanding and sharing (p. 6). Boston, MA: McGraw-Hill.
7. Weekley, E. (1967). An etymological dictionary of modern English (Vol. 1, p. 338). New York, NY: Dover Publications.
8. Wood, J. (1997). Communication in our lives (p. 22). Boston, MA: Wadsworth.

Scheme of Examination

Scheme of Examination: 1. Internal Assessment: 30% and 2. External Assessment: 70%

Scheme of Examination	Exam Format	Min. Passing Marks
Continuous Internal Evaluation (CIE) (15 Marks)	The colleges need to adopt any Two Methods out of the following Methods for Continuous Internal Evaluation: 1) Offline Written Examination 2) Power Point Presentations 3) Assignments / Tutorials 4) Oral Examination 5) Open Book Test 6) Offline MCQ Test 7) Group Discussion 8) Analysis of Case Studies	Min. 06 Marks (40% of Passing)
SEE / External Exam (35 Marks) (Total 2 Hours Duration)	Instructions: 1. Question No. 1 and 5 are Compulsory. 2. Attempt any Two Questions from Question No. 2 to 4 Q. 1: Fill in the Blanks = 05 Marks Q. 2: Theory Question on Unit-1 = 10 Marks Q. 3: Theory Question on Unit-2 = 10 Marks Q. 4: Short Notes on all Units (Any 2 out of 4) = 10 Marks Q. 5: Theory Question on Unit-3 = 10 Marks	Min. 14 Marks (40% of Passing)
Total 50 Marks Separate Passing for Internal Assessment (CIE) and External Exam (SEE)		

B. Voc. in Retail Management
Semester – II
As Per NEP – 2020
Subject: - Environmental Studies-II

Semester No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
I	B.Voc. in Retail Management	BRM- 208	VEC (TH)	Environmental Studies-II	2	3

Course Outcomes:

1. This course will provide a comprehensive knowledge of mechanism of Ecological System.
2. Students will be enabled to understand the various environmental issues and Legislation.
3. This course will help students to understand the various elements of ecological System and its impact.
4. Students will understand the consequences of human actions on the web of life, global economy, and quality of human life.

Unit	Title and Contents	No. of Lectures in Clock Hours
1	Environmental Policies & Practices 1.1 Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture 1.2 Environment Laws: Environment Protection Act, Air (Prevention, & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: 1.3 Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.	10
2	Human Communities and the Environment 2.1 Human population growth: Impacts on environment, human health and welfare. 2.2 Resettlement and rehabilitation of project affected persons; case studies. 2.3 Disaster management: floods, earthquake, cyclones and landslides. 2.4 Environmental ethics and Environmental movements: Chipko, Silent valley, Bishnoi's of Rajasthan in environmental conservation.	10
3	Environmental communication and public awareness, 3.1 Case studies (e.g. CNG vehicles in Delhi), 3.2 National Climate Action Programme (NCAP)	10

Course Outcomes: After completion of the course, students will be able:

- CO1 - Have awareness on issues with environmental pollution, their effects and possible solutions.
- CO2 - Gain knowledge of natural resources, their significance, and the effects of human activity on the resources in environment.
- CO3 - Be familiar with biodiversity conservation and its significance.
- CO4- Understand the need of sustainable development for future and become competent and socially responsible citizen of India.

Teaching Methodology		
The Teacher can use the following Methods as Teaching Methodology:		
<ol style="list-style-type: none"> 1. Class Room Lectures 2. Guest Lectures of Professionals, Industry Experts etc. 3. Teaching with the help of ICT tools 4. Visits to various Professionals Units, Companies and Business / Industry Units 5. Group Discussion / Debates 6. Assignments, Tutorials, Presentations, Role Play etc. 7. YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc. 8. Analysis of Case Studies 		
Internship for Students if any: Not applicable		
List of Recommended Books and Study Materials		
Suggested Text Books:		
<ol style="list-style-type: none"> 1. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi 		
Suggested Reference Books:		
<ol style="list-style-type: none"> 2. 3. Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers 4. Joseph Benny, Environmental Studies, Tata Mc Graw Hill Publishing Company Ltd., New Delhi 5. Ubaroi, N.K., Environment Management, Excel Books, New Delhi 		
Note: Late stand additional good books may be suggested and Added from time to time.		
Scheme of Examination		
Scheme of Examination: 1. Internal Assessment: 30% and 2. External Assessment: 70%		
Scheme of Examination	Exam Format	Min. Passing Marks
Continuous Internal Evaluation (CIE) (15 Marks)	<p>The colleges need to adopt any Two Methods out of the following Methods for Continuous Internal Evaluation:</p> <ol style="list-style-type: none"> 1. Offline Written Examination 2. Power Point Presentations 3. Assignments / Tutorials 4. Oral Examination 5. Open Book Test 6. Offline MCQ Test 7. Group Discussion 8. Analysis of Case Studies 	Min. 06 Marks (40% of Passing)
SEE / External Exam (35 Marks) (Total 2 Hours Duration)	<p>Instructions:</p> <ol style="list-style-type: none"> 1. Question No. 1 is compulsory. 2. Attempt any Three Questions from Question No. 2 to 5. <p>Q. 1: Fill in the Blanks on all Units = 05 Marks Q. 2: Answer in One Sentence on all Units = 10 Marks Q. 3: Theory Question on Unit-1 = 10 Marks Q. 4: Theory Question on Unit-2 = 10 Marks Q. 5: Theory Question on Unit-3 = 10 Marks</p>	Min. 14 Marks (40% of Passing)
Total 50 Marks		
Separate Passing for Internal Assessment (CIE) and External Exam (SEE)		