

SARDAR PATEL UNIVERSITY
(Under Choice Based Credit System)
NEP Syllabus for BVOC (Retail Management)
Semester: V (With Effect from: June – 2025-26)

[illegible]



B VOC RETAIL MANAGEMENT
SEMESTER V

Course Code	UM05MABVR 01	Title of the Course	RETAIL STORE MANAGER (QP)
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none">1. Enhance inventory management, ensure compliance with standard procedures, and leverage AI tools for operational efficiency.2. Improve sales through customer relationship building, visual merchandising, and effective promotion strategies.3. Implement eco-friendly practices, manage human resources effectively, and create a positive work environment.
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Course Content		
Unit	Description	Weightage* (%)
1.	Optimize inventory to ensure maximum availability of stocks and minimized losses <ul style="list-style-type: none">• Define stock levels as per market trends and consumption• Monitor receipt and dispatch of goods• Maintain stock records• Co-ordinate stock take/cyclical count	25
2.	Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting. <ul style="list-style-type: none">• Ensure compliance to all store policies, vendor guidelines and statutory regulations• Ensure maintenance, timely submission and safe keeping of operational records.	25
3.	Manage sales and service delivery to increase store profitability <ul style="list-style-type: none">• Monitor operation of store equipment and facilitate maintenance of store upkeep• Identify repeat customers and build relationships with new and existing customers to generate footfall• Identify and implement ways to enhance sales and augment customer service• Analyse overall store profitability and monitor the same against targets	25
4.	Check and confirm adherence to visual merchandising plans <ul style="list-style-type: none">• Ensure display of goods and merchandise to maximize store profitability and cost optimization• Ensure application of store policies and procedures with respect to visual merchandising	25



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	<ul style="list-style-type: none">• Liaison with vendors to ensure compliance with visual merchandising norms	
5.	Manage overall safety, security and hygiene of the store <ul style="list-style-type: none">• Create awareness amongst staff on health, hygiene and safety through ongoing training and policy adherence• Ensure implementation of store security procedures to minimize thefts and losses• Ensure implementation of security procedures with respect to monetary transactions	
6	Implement promotions and special events at the store <ul style="list-style-type: none">• Plan and ensure implementation of in-store promotions• Assess, record and report promotion effectiveness data• Determine staff requirements and ensure sufficient manpower availability	
7	Manage human resources at the store through manpower planning, recruitment, training and performance management <ul style="list-style-type: none">• Plan the staffing needs of the store• Create a positive work environment for the store• Train and develop store staff to improve individual and team performance	
8	Conduct price benchmarking and market study of competition <ul style="list-style-type: none">• Collect and analyze market information to aid in creating appropriate product and pricing policies	
9	To ensure sustainable practices in all process and procedures while managing a Retail Store <ul style="list-style-type: none">• Reduction for Sustainability• Waste Management• Initiatives to promote Sustainability• Compliance• Monitoring & Reporting	
10	Monitor and analyze store performance data <ul style="list-style-type: none">• Monitoring and analysing retail store performance	
11	Use Artificial Intelligence (AI) tools to optimize store operations <ul style="list-style-type: none">• Manage Inventory and customer service processes by using AI tools	



Teaching-Learning Methodology	Lecture, Group discussion, Guest speaker, Assignments, Seminar, Quizzes
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Units/ Modules have the same weightage in the evaluation as suggested in the course outline

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Examination conduct by RASCI	100 %

Course Outcomes: Having completed this course, the learner will be able to	
1.	RASCI has prepared the Module for this course and for each unit Scope, Element and Permormance Criteria, Knowledge and Understanding (KU), Generic Skills (GS) is also prepared. Following is the link to download the whole module and the same will be provided to students: RASCI Qualifications Pack 0107 - Retail Store Manager.pdf

Note: This Job Role is prepared by RASCI (Sector Skill Council) and after some time they may change this job role so we have to change the same in structure.



B VOC RETAIL MANAGEMENT
SEMESTER V

Course Code	UM05MABVR 02	Title of the Course	Organizational Behaviour-I
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none">1. To understand the key concepts of Organizational Behavior, including how personality, emotions, attitudes, and stress influence individual and group dynamics in the workplace, and how these factors impact organizational success.2. To gain the skills to manage and improve workplace behavior, by learning to identify different personality traits, understand job attitudes, and develop emotional intelligence, while effectively managing stress for both personal and professional growth.
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Course Content		
Unit	Description	Weightage* (%)
1.	<u>Introduction:</u> Meaning, Conceptual foundations, Opportunities & Challenges of OB, Significance of OB <u>Personality:</u> Concept and determinants, The Big Five model of Personality Type A & Type B Personality Key personality attributes influencing OB	25
2.	<u>Attitudes:</u> Meaning, Formation of Attitudes Cognitive dissonance theory, overview of major job attitudes Job satisfaction Organizational commitment & prejudice	25
3.	<u>Emotions & Moods</u> Nature & Types of emotions Role of Emotions in OB Sources of emotions & Moods Emotional Intelligence: Concept, Dimensions, Manage emotions at work	25
4.	<u>Stress Management:</u> Concept, Types of Stress, Impact of stress on employees How to manage stress?	25



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Teaching-Learning Methodology	Lecture, Recitation, Group discussion, Guest speaker, Debate, Assignments, Field trips, Seminar, Quizzes
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage

1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	External Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	To understand about personality of human and its determinants
2.	To learn about theories of attitude, & Organizational commitment
3.	To know about emotion and moods of human being on work
4.	To understand stress & stress management
Suggested References:	
Sr. No.	References
1.	L.M. Prasad-Organizational Behaviour, P.Subba Rao- Organizational Behaviour(Text, Cases & Games
2.	K. Aswathappa- Organizational Behaviour
3.	Udai Pareek- Understanding of Organizational Behaviour
4.	Timothy A. Judge, and Seema Sanghi- Organizational Behaviour



B VOC RETAIL MANAGEMENT

SEMESTER V

Course Code	UM05MABVR 03	Title of the Course	Financial Management
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	To impart knowledge to the students in the area of Financial Management
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Course Description		
Unit	Description	Weightage
1.	Introduction Meaning, Scope, Importance, Objectives of Financial Management, Finance Functions & its Classification – Managerial and Routine Functions, Role of Finance Manager.	25%
2.	Sources of Finance Long Term, Medium Term and Short term sources of finance Shares, Debentures and Bonds Public Deposits Commercial Banks Internal Financing Foreign Capital	25%
3.	Capital Budgeting Meaning, Characteristics of Capital Budgeting Decisions, Significance, Process, Types of Capital Budgeting decisions ,Capital rationing (Theory Only), Techniques : PBP, ARR, NPV, IRR, PI (including examples)	25%
4.	Working Capital Management: Concepts: <ul style="list-style-type: none">Gross WorkingCapital.Net WorkingCapital.Fixed/ Permanent WorkingCapitalFluctuating WorkingCapital Needs for Working Capital, Sources of Working Capital Finance. Factors determining working capital requirement. Examples of estimation of working capital and operating cycle.	25%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching- Learning Methodology	<ul style="list-style-type: none">Lecture MethodOnline LecturesGroup DiscussionPractical Problem Solving
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to	
<ul style="list-style-type: none">• Understand the basic concepts and other aspects of Financial Management.• Have an idea of various Sources of Finance• Understand the term Capital Budgeting and solve the examples of various techniques of Capital Budgeting• Have conceptual clarity of the term Working Capital and its various aspects, and solve problems related to it.	

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)	
Sr. No	References
1.	Financial Management :P.V.Kulkarni
2.	Financial Management : S. N.Maheshwari
3.	Financial Management : I. M.Pandey
4.	Financial Management : Prasanna Chandra
5.	Financial Management : R. S.Kulshreshtha
	Financial Management : Khan &Jain
On-Line Resources available that can be used as Reference Material	
https://ugcmoocs.inflibnet.ac.in/view_module_pg.php/392	



B VOC RETAIL MANAGEMENT
SEMESTER V

Course Code	UM05MIBVR01	Title of the Course	Retail Management V(Retail Merchandising Management – I)
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none">1. To enable the students to learn the basics of Retail merchandising and Category Management.2. To develop the practical approach of the students relating to Retail merchandising and Category Management.
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Course Content		
Unit	Description	Weightage* (%)
1.	Merchandise Planning Merchandise planning, GMROI, Mark ups and Mark downs, Shrinkage in merchandising, IT and support systems in merchandising, merchandising organization	25
2.	Buying in Retail The buying function, Buying Methods and controls, Key buying activities, The buying organization, Best practices in Buying	25
3.	Category Management: Definition and benefits of Category management, Category management concept and process, Role of category manager	25
4.	Assortment Planning: Assortment Planning Process, Need for trade-off between variety, Assortment and product availability, Assortment plan, Product mix trends.	25

Teaching-Learning Methodology	Lecture, Recitation, Group discussion, Guest speaker, Debate, Assignments, Field trips, Seminar, Quizzes
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	External Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
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| 1. | Understand the key components of merchandise planning. |
| 2. | Apply the principles of buying in retail. |
| 3. | Analyze and implement category management processes. |
| 4. | Design and optimize assortment planning strategies. |

Suggested References:	
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- | Sr. No. | References |
|---------|---|
| 1. | Barry Berman and Joel R. Evans – Retailing Management – A strategic Approach , Prentice Hall of India |
| 2. | James R. Ogden Denise Ogden – Integrated Retail Management – Biztantra |
| 3. | Gibson G. Vedamani – Retail Management – Functional Principles and Practices, Jaico Publishing House |
| 4. | Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill |
| 5. | M.J. Shaw, Prentice Hall - Retail Merchandising |

On-line resources



B VOC RETAIL MANAGEMENT

SEMESTER V

Course Code	UM05MIBVR0 2	Title of the Course	Contemporary Research-I
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	1. To equip students with the foundational knowledge of research principles and techniques. 2. To develop critical thinking and analytical skills for identifying and solving research problems.
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to Research: Meaning of research, Objectives of research, Motivation in research, Types of research, Significance of research. Research methods v/s Research methodology, Stages of the research process	25
2.	Problem Identification: Defining the research problem, Selecting the research problem, Techniques for defining a problem, Necessity of defining the problem, Research proposal	25
3.	Research Design: Meaning of research design, Need for research design, Features of a good design, Important concepts in research design, Different types of research design, Basic principles of experimental designs	25
4.	Interpretation of Data: Meaning, Importance of interpretation, Techniques of interpretation, Precautions in interpretation	25

Teaching- Learning Methodology	Lecture, Recitation, Group discussion, Guest speaker, Debate, Assignments, Field trips, Seminar, Quizzes
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	External Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
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| 1. | Define a research problem and develop a research proposal. |
| 2. | To apply various research methods and designs to solve practical problems. |
| 3. | Interpret research data effectively and draw meaningful conclusions. |
| 4. | Differentiate between various research methodologies and choose the appropriate one for their study. |

Suggested References:	
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- | Sr. No. | References |
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| 1. | Donald Cooper & Pamela Schindler - Business Research Methods - TMGH, 9th edition |
| 2. | Alan Bryman & Emma Bell - Business Research Methods - Oxford University Press. |
| 3. | C.R.Kothari - Research Methodology |

On-line resources



B VOC RETAIL MANAGEMENT

SEMESTER V

Course Code	UM05SEBVR01	Title of the Course	BUSINESS ETIQUETTES & PRESENTATION SKILLS
Total Credits of the Course	02	Hours per Week	02

Course Objectives:	The programme has been designed to acquaint the learner with the creative use of the English language commercial communications. It also introduces the learner to the basic concepts and practices of business writing with essentials of writing effectively in the English Language.
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Course Content		
	Description	Weightage
1.	Interviews: <ul style="list-style-type: none">• Introduction & Objectives• Preparing for Interviews• Types of Interviews• Job Interviews• Stages of Interview• Face-to-face Interviews: Campus and On Site	50%
2.	Business Reports: Drafting of Individual and Committee Reports on the following topics: <ul style="list-style-type: none">• Selection of Site (Feasibility Report)• Labour Problem/Labour Unrest/Workers Grievances'• Decline in Sales• Fire and Accidents	50%

Teaching- Learning Methodology	Learner-centered Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning, use of e-resources, including films
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Course Outcomes: After completion of the course, the learner

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| 1. | <ul style="list-style-type: none">• Students will gain a foundational understanding of the significance, nature, and stages of team building, and will differentiate between teams and staff.• Participants will implement effective team building guidelines and strategies, including crafting agendas and overcoming common challenges.• Students will evaluate the effectiveness of various business reports, assessing how well they address the issues, provide actionable insights, and support decision-making processes.• Students will apply theories of non-verbal communication and communication barriers to practical scenarios |
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Sr. No.	References
	<ul style="list-style-type: none">• Essentials of Business Communication - Rajendra Pal and J S Korlahalli (Sultan Chand & Sons)• Principles and Practice of Business Communication - Rhoda A Doctor & Aspi H Doctor (A R Sheth& Company, Mumbai)• Business Communication - U S Rai & S M Rai(Himalaya Publishing House, Mumbai) • Developing Communication Skills - Krishna Mohan & Meera Benerjee (Macmillan)• Effective Business Communication - Asha Kaul (Prentice Hall - Economy Edition)• Business Communication - Asha Kaul (Prentice Hall of India Pvt. Ltd, New Delhi)• Effective Business Communication - M V Rodrigues (Concept Publishing House) • Business Communication and Report Writing - R P Sharma and Krishna Mohan (Tata McGraw Hill2002)• Contemporary Business Communication - Scot Ober (Biztantra)• Communication Skills – Sanjay Kumar & Pushp Lata (OUP)• Research Methodology Methods and Techniques C R Kothari (New Age International Publishers)• Communication for Business A Practical Approach Shirley Taylor (Pearson Education)<ul style="list-style-type: none">• Technical Communication: Principles and Practice Second Edition, Meenakshi Raman (Oxford University Press)

On-line resources to be used as and when required.

SWAYAM-https://onlinecourses.swayam2.ac.in/nou24_cm21/preview





B VOC RETAIL MANAGEMENT

SEMESTER V

Course Code	UM05SEBVR02	Title of the Course	HR ANALYTICS
Total Credits of the Course	02	Hours perWeek	02

Course Objectives:	To provide an overview of evolution of HRM and its journey towards Analytics and highlight the need, concepts and scope of HR Analytics linked with business outcomes. ▪ To elucidate the methods of capturing, examining & purifying data and to introduce the aspect of HR Metrics in the context of HR Analytics
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Course Content		
	Description	Weightage
1.	Introduction to HR Analytics: <ul style="list-style-type: none">• HR Analytics and Changing Role of HR Professionals.• Importance and Scope of HR Analytics.• Significance of HR Analytics.• Benefits of HR Analytics.• Levels of Analysis and Conducting analytics.	50%
2.	Understanding HR Analytics: Conducting HR/Workforce Analytics: <ul style="list-style-type: none">• Models of HR Analytics.• How to Conduct HR Analytics.• Understanding HR Data: Importance of Data, Types and Scales of Data Methods of Capturing Data.• Data Examination & Purification.	50%

Teaching- Learning Methodology	Learner-centered Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning, use of e-resources, including films
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Course Outcomes: After completion of the course, the learner

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| 1. | <ul style="list-style-type: none">• Gain an understanding of the relevance of HR Analytics in the current business scenario.• Have an understanding of the models of conducting HR Analytics and understanding of the methods of capturing, examining & purifying data for conduction of HR Analytics. Students will evaluate the effectiveness of various business reports, assessing how well they address the issues, provide actionable insights, and support decision-making processes. |
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Sr. No.	References
	<ul style="list-style-type: none">• Rama Shankar Yadav & Sunil Maheshwari, HR Analytics, Wiley, 2021.• Pratyush Banerjee, Jatin Pandey & Manish Gupta, HR Analytics: Practical Applications of HRAnalytics, Sage, 2019.• Dipak Kumar Bhattacharya, HR Analytics, Sage, 2017.• Ramesh Soundrarajan & Kuldeep Singh, Winning on HR Analytics, Sage, 2017.• Nishant Uppal, Human Resource Analytics, Pearson, 2021.• Bharti Motwani, HR Analytics: Practical Approach Using Python, Wiley, 2021.

On-line resources to be used as and when required.

SWAYAM-https://onlinecourses.swayam2.ac.in/nou24_cm21/preview

