

SARDAR PATEL UNIVERSITY
PROGRAMME: - BACHELOR OF VOCATION
SEMESTER- II
SUBJECT: - RETAIL MANAGMENT
SYLLABUS WITH EFFECT FROM: 2016-17

COURSE TYPE	NAME OF COURSE	COURSE CODE	CREDIT	THEORY (Hours)	PRACTICAL (Hours)	TUTORIAL/ SELF STUDY (Hours)	Exam Duration in hrs	Component of Marks		
								Internal	External	Total
								Total/ Passing %	Total/ Passing %	Total/ Passing
Skill Component	Team Leader	RM02BVSC01	18	150	240	-		10/40	24/60	40/100
General Education	Consumer Behaviour in Retailing	RM02BVGE01	3	30	30	-	02	10/40	24/60	40/100
	Macro Economics	RM02BVGE02	3	45	-	-	02	10/40	24/60	40/100
	Business English II	RM02BVGE03	3	30	30	-	02	10/40	24/60	40/100
	Use of ICT - II	RM02BVGE04	3	30	30	-	02	10/40	24/60	40/100

NOTE:Rasci (Sector Skill Council) conduct skill component assessment while University conduct general component assessment.

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)

Semester: II

Title of the Paper – Team Leader

Course Code - RM02BVSC01

(This syllabus/ curriculum has been approved by RASCI)

S.No	Module/Topic	NOS Code
01	TO ORGANIZE A DISPLAY PRODUCT AT STORE	N0146
KEY LEARNING OUTCOMES		
PERFORMANCE CRITERIA		
<ul style="list-style-type: none">• Comply with health, safety and hygiene requirements and wear the correct personal protective clothing and equipment throughout the process• Check whether the display area, equipment and accessories are clean and take prompt action on finding any problems• Assemble and check products and additional materials and prepare them for use.• Review the products available for display, estimate the quantities required and select those products which are most suitable with regard to shelf life, demand, appeal and promotional requirements.• Prepare the display to ensure maximum appeal and to comply with product safety requirements• Confirm requirements for labelling of products with the relevant people.• Confirm label information is correct and conforms to legal and standard operational requirements, with the relevant people.• Position labels for products correctly.• Ensure that labels are legible, visible to customers, and securely positioned in the correct place.• Check and take steps to ensure that the display area always meets the requirement of hygiene, safety and saleability.• Transfer products safely to the display area according to instructions and specifications.• Arrange and promptly replace products and additional materials in a way this is attractive to customers and meets the requirements of hygiene and safety.• Where product is not available, you reposition and reorganize the position of products and accessories to maintain presentation and to meet trading conditions.• Monitor displays according to instructions and specifications.• Carry out any emergency cleaning procedures promptly when required.• Take prompt action to address any product or display related problem.		

S.No	Module/Topic	NOS Code
02	PROCESSING THE SALE OF PRODUCT	NO147
KEY LEARNING OUTCOMES		
PERFORMANCE CRITERIA		
<ul style="list-style-type: none"> • Confirm prices of product and supplies with customers and ensure customers are agreeable to the pricing terms and the department's business policies. • Confirm that customer is aware and agreeable to the modes of payment available at the department. • Process payment or credit in line with business policies and ensure accurate accounting of units of purchased product or supplies and the payments and credits processed. • Ensure safe handling and movement of product and supplies off the racks and through to billing counters. • Ensure appropriate and accurate processing and safe storage of payments, vouchers, records and receipts. • Ensure proper functioning of departmental processes that lead to a sale and alert appropriate persons in case of a process malfunction or process failure. • • Conclude dealing with customers with appropriate and prescribed mannerisms 		
S.No	Module/Topic	NOS Code
03	MAINTAIN HEALTH AND SAFETY	NO139
KEY LEARNING OUTCOMES		
PERFORMANCE CRITERIA		
<ul style="list-style-type: none"> • Identify the purpose, content and style of the display. • Identify the equipment, materials, merchandise and props you need to create and install the display and the dates for completing it. • Evaluate whether the place you plan to put the display is likely to fulfil the design brief. • Create new and effective ways of improving the visual effect of displays, within the limits of the design brief, the company's visual design policies and the authority you have. • Confirm that the features of merchandise and props shown in the design brief are those most likely to attract customers' attention. • Identify other merchandise and props when those originally specified are not available or not suitable, and agree your selections with the right person. • Agree arrangements for delivery of merchandise and props with the right people, allowing enough time for deliveries to arrive before the display must be installed. • Check the progress of deliveries and take suitable action if delays seem likely. • Update stock records to account for merchandise on display. 		
S.No	Module/Topic	NOS Code
04	ESTABLISH AND SATISFY CUSTOMER NEEDS	NO140
KEY LEARNING OUTCOMES		
PERFORMANCE CRITERIA		
<ul style="list-style-type: none"> • Stay alert to, and make unobtrusive observations about, customer choices and movements within the store. • Heed to customer queries about the products and supplies they wish to purchase and unobtrusively and politely enquire about their purchase requirements, when necessary • Help customers identify the product or supplies they wish to purchase and direct / accompany them to the exact store location where the specific product or supplies are 		

stocked / displayed

- Confirm with customers that the products and supplies being packed, wrapped and billed exactly match their selections.
- Extend appropriate courtesy to customers during the sales process and provide appropriate and accurate information and advice
- Provide information on variants of product and supplies available in the store and enable customers to make informed purchase decisions
- Enable customers to make choices appropriate with their product, supplies and brand preferences and complete their basket of purchases
- Where allowed, by store or business policy, advise the customer to sample the product or supplies in the course of the purchase decision
- Maintain prescribed levels of store, environmental and personal hygiene and ensure health and safety within the store environs and peripheral areas
- Ensuring that customers fulfil their purchase process smoothly from start to billing by minimizing waiting times at different stages of the process.

S.No	Module/Topic	NOS Code
05	TO MAINTAIN THE AVAILABILITY OF GOODS FOR SALE TO CUSTOMERS	NO148

KEY LEARNING OUTCOMES

PERFORMANCE CRITERIA

- Confirm the purchase of the display and any relevant requirements and standards and , where necessary , check them with the appropriate authority
- Clearly explain to staff the purpose of the display and any relevant requirements and standards Check that staff prepare the display area and put the display together in a way that causes the least inconvenience to customers
- Provide constructive feedback to staff on their performance
- Provide opportunities for staff to check they understand the requirements and standards of the display • Check that the assembled display confirms to company requirements and standards
- Obtain permission from the appropriate authority to modify or change the display
- Monitor that information has been placed accurately and legally, and is chosen and positioned to promote sales effectively
- Keep complete , accurate and up- to- date records of displays
- Identity what standards the display should meet
- Check displays against all the relevant standards to decide how effective they are
- Encourage staff to make helpful comments and identify changes that may make the display more appealing to customers
- Ask the right person for permission to make any changes that you cannot authorize yourself
- Give staff clear instructions and encouragement so that they can make any changes needed to the display
- Take prompt and suitable action to deal with any risks to security or health and safety that your assessment has revealed
- Collect and record accurate information on price changes
- Give accurate, up-to-date price information to the staff who need it
- Regularly check price marking and promptly sort out any pricing problems you spot
- Make sure that stock replenishment plans are up to-date and realistic
- Deal with out of date or deteriorating stock in line with company policy and any relevant laws
- Involve staff in spotting potential improvements to the way stock is organized and presented
- Spot realistic and effective ways of improving how stock is organized and presented

- Get permission from the right person ,where necessary, to improve the way stock is organized and presented
- Make sure that you maintain customer goodwill and staff morale while stock is being reorganized

S.No	Module/Topic	NOS Code
06	ALLOCATE AND CHECK WORK IN YOUR TEAM	NO131
KEY LEARNING OUTCOMES		
PERFORMANCE CRITERIA		
<ul style="list-style-type: none"> • Use information collected on the performance of team members in any formal appraisal of performance. • Recognize successful completion of significant pieces of work or work activities by team members and the overall team and advise your manager. • Identify unacceptable or poor performance, discuss the cause(s) and agree ways of improving performance with team members. • Monitor the team for conflict, identifying the cause(s) when it occurs and dealing with it promptly and effectively. • Motivate team members to complete the work they have been allocated and provide, where requested and where possible, any additional support and/or resources to help completion. • Support team members in identifying and dealing with problems and unforeseen events. • Check the progress and quality of the work of team members on a regular and fair basis against the standard or level of expected performance and provide prompt and constructive feedback. • Encourage team members to ask questions, make suggestions and seek clarification in relation to the work they have been allocated. • Recognize and seek to find out about differences in expectations and working methods of any team members from a different country or culture and promote ways of working that take account of their expectations and maximize productivity. • Brief team members on the work they have been allocated and the standard or level of expected performance. • Allocate work to team members on a fair basis taking account of their skills, knowledge and understanding, experience and workloads and the opportunity for development. • Plan how the team will undertake its work, identifying any priorities or critical activities and making best use of the available resources. • Confirm the work required of the team with your manager and seek clarification, where necessary, on any outstanding points and issues. 		

S.No	Module/Topic	NOS Code
07	COMMUNICATE EFFECTIVELY WITH STAKE-HOLDERS	NO145
KEY LEARNING OUTCOMES		
PERFORMANCE CRITERIA		
<ul style="list-style-type: none"> • Pass on written information only to those people authorized to receive it and within agreed timescales • Keep the information in written documents as required by your organization; • Maintain the communication mediums in line your instructions and organization's procedures • Make sure the communication equipment you use is working properly, take corrective action as required • Acknowledge incoming communication promptly and clearly, using appropriate terminology • Pass on information to persons who require it within agreed timescales • Check to ensure that the information you give is understood by the receivers • Take prompt and effective action when there is difficulty in transmission or reception of information Accurately interpret and act upon instructions that you receive • Make sure you get clarifications when you need to • Consult with and help your team members to maximize efficiency in carrying out tasks • Give instructions to others clearly, at a pace and in a manner that helps them to understand • Listen actively and identify the most important things that customers are saying • Identify the most important things that customers are telling you • Summarize information for customers • Use appropriate body language when communicating with customers • Read your customers' body language to help you understand their feelings and wishes • Deal with customers in a respectful, helpful and professional way at all times • Help to give good customer service by passing messages to colleagues • Understand the roles and responsibilities of the different people you will be working with • Agree and record arrangements for joint working that are appropriate and effective • Agree to the information sharing timing, reasons and confidentiality • Discuss on how and when the joint work will be monitored and reviewed • Undertake your role in the joint working in a way that is consistent with agreements made, your own job role and relevant policies and standards • Represent your agency's views and policies in a clear and constructive way • Identify any tensions and issues in the joint working and seek to address them with the people involved • Seek appropriate support when you are having difficulty working effectively with staff in other agency 		
08	HELP MAINTAIN HEALTH AND SAFETY	NO122
KEY LEARNING OUTCOMES		
PERFORMANCE CRITERIA		
<ul style="list-style-type: none"> • Follow company procedures and legal requirements for dealing with accidents and emergencies. • Speak and behave in a calm way while dealing with accidents and emergencies. • Report accidents and emergencies promptly, accurately and to the right person. • Recognize when evacuation procedures have been started and following company procedures for evacuation. • Follow the health and safety requirements laid down by your company and by law, and encourage colleagues to do the same. 		

	<ul style="list-style-type: none"> Promptly take the approved action to deal with risks if you are authorized to do so. If you do not have authority to deal with risks, report them promptly to the right person. Use equipment and materials in line with the manufacturer's instructions 	
S.No	Module/Topic	NOS Code
09	MONITOR AND SOLVE CUSTOMER SERVICE PROBLEMS	NO150
KEY LEARNING OUTCOMES		
PERFORMANCE CRITERIA		
<ul style="list-style-type: none"> Respond positively to customer service problems following organizational guidelines Solve customer service problems when you have sufficient authority Work with others to solve customer service problems Keep customers informed of the actions being taken Checking if the customers are comfortable with the actions taken Solve problems with service system and procedures Inform co workers of the steps taken to solve specific problems Identify repeated customer service problems Identify advantages and disadvantages of options for dealing with problems Selecting the best option ,balancing customers needs and needs of organization Obtain approval from sufficient authority to change guidelines to reduce a problem Action your agreed solution Keeping customers positively involved in steps taken to solve problem Monitor and adjust changes made 		
S.No	Module/Topic	NOS Code
10	WORK EFFECTIVELY IN A RETAIL TEAM	NO137
KEY LEARNING OUTCOMES		
PERFORMANCE CRITERIA		
<ul style="list-style-type: none"> Display courteous and helpful behaviour at all times. Take opportunities to enhance the level of assistance offered to colleagues. Meet all reasonable requests for assistance within acceptable workplace timeframes. Complete allocated tasks as required. Seek assistance when difficulties arise. Use questioning techniques to clarify instructions or responsibilities. Identify and display a non-discriminatory attitude in all contacts with customers and other staff members. Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact. Follow personal hygiene procedures according to organizational policy and relevant legislation. Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task. Interpret, confirm and act on legal requirements in regard to anti- discrimination, sexual harassment and bullying. Ask questions to seek and clarify workplace information. Plan and organise daily work routine within the scope of the job role. Prioritise and complete tasks according to required timeframes. Identify work and personal priorities and achieve a balance between competing priorities. 		

S.No	Module/Topic	NOS Code
11	WORK EFFECTIVELY IN YOUR ORGANIZATION	NO138
KEY LEARNING OUTCOMES		
PERFORMANCE CRITERIA		
<ul style="list-style-type: none"> • Share work fairly with colleagues, taking account of your own and others' preferences, skills and time available. • Make realistic commitments to colleagues and do what you have promised you will do. • Let colleagues know promptly if you will not be able to do what you have promised and suggest suitable alternatives. • Encourage and support colleagues when working conditions are difficult. • Encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect. • Follow the company's health and safety procedures as you work. • Discuss and agree with the right people goals that are relevant, realistic and clear. • Identify the knowledge and skills you will need to achieve your goals. • Agree action points and deadlines that are realistic, taking account of your past learning experiences and the time and resources available for learning. • Regularly check your progress and, when necessary, change the way you work. • Ask for feedback on your progress from those in a position to give it, and use their feedback to improve your performance. • Encourage colleagues to ask you for work- related information or advice that you are likely to be able to provide. • Notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice. • Give clear, accurate and relevant information and advice relating to tasks and procedures. • Explain and demonstrate procedures clearly, accurately and in a logical sequence. • Encourage colleagues to ask questions if they don't understand the information and advice you give them. • Give colleagues opportunities to practise new skills, and give constructive feedback. • Check that health, safety and security are not compromised when you are helping others to learn. 		

Reference:

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

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)
Semester: II
Title of the Paper – I: - Consumer Behaviour in Retailing
Course Code - RM02BVGE01

Unit	Description in Detail	Weightage(%)
1	Consumer Behaviour – definition, scope of Consumer Behaviour; Discipline of consumer behavior; Customer Value Satisfaction – Retention –Marketing ethics; Consumer research – Paradigms – The process of consumer research – consumer motivation – dynamics– types – measurement of motives – consumer perception.	50%
2	Consumer Learning – Behavioural learning theories – Measures of consumer learning – Consumer attitude – formation – Strategies for attitude change; Social Class and Consumer Behaviour – Life style Profiles of consumer classes – Cross Cultural Customers Behaviour Strategies; Consumer Decision Making – Opinion Leadership – Dynamics – Types of consumer decision making – A Model of Consumer Decision Making.	50%

Practical: Making consumer profile for any Retail Organization.

References:

- ✓ Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice – Hall of India, Sixth Edition.
- ✓ Paul Green Berg – Customer Relationship Management – Tata McGraw Hill
- ✓ Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- PrenticeHall of India, Tenth Edition
- ✓ Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second Edition

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)
Semester: II
Title of the Paper : Macro Economics
Course Code - RM02BVGE02

Unit	Title and Description	Weightage
1	Nature, Scope and Subject-matter of Macro Economics Nature and Scope of Macro Economics, Economic Activity, Macro Economics Concepts, Theories and Policies, Macro Economic Paradox, Importance of Macro Economic Studies	25%
2	Measuring Nation's Income The Economy's Income and Expenditure, Concept of National Income, Methods for Measuring National Income, Problems and Measurement of National Income, Estimation of National Income in India	25%
3	The Monetary and Credit System The Barter System and its disadvantages, Meaning of Money, Functions of Money, The Kinds of Money, Components of Money, Bank: Meaning, Central Bank: Concept, Functions, Commercial Banks: Concept, Functions, Credit Creation	25%
4	Monetary and Fiscal Policy Monetary Policy: Meaning and Content of Monetary Policy, its Objectives, Role of Monetary policy in a Developing Country, Efficacy and Limitations Of Monetary Policy. Fiscal policy: Concept of Fiscal Policy and Instruments of Fiscal Policy, its Objectives, Role of Fiscal policy in a Developing Country, Limitations of Fiscal Policy.	25%

Reference Books:

- ✓ Principles of Economics - N. Gregory Mankiw - Thomson South-Western
- ✓ Macro Economics – N. Gregory Mankiw - Thomson South-Western
- ✓ Macro Economics – Rudiger Dornbsch, Stanley Fischer - Tata McGraw-Hill Education, New Delhi
- ✓ Macro Economic Theory – Gardner Ackley – The Macmillan Company, New York
- ✓ Macro Economics – Errol D'Souza – Pearson Education, New Delhi
- ✓ Macro Economics Theory and Policy – H.L.Ahuja – S.Chand & Company Ltd., New Delhi
- ✓ Principles of Macro Economics – C. Rangarajan, B.H.Dholakiya – Tata McGraw Hill Publishing Company Limited, New Delhi
- ✓ Macro Economics – D.M.Mithani – Himalaya Publishing House

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation
Retail Management
Semester: II
Title of Paper : Business English II
Course Code - RM02BVGE03

Unit	Description in detail	Weightage(%)
I	Inter cultural Competence:- key concept, Cultural and inter cultural Communication, Cultural Diversity, Dialect, Global Village, Social network, intercultural communication, symbolic communication	40 %
II	Developing Oral Communication Skills for Business: Effective Listening, Business Presentations and Public Speaking, Conversations, Interviews, Meeting and Conferences, Group Discussions and Team Presentations, Team Briefing	40%
III	Business Vocabulary II General Vocabulary(GSL) Business Vocabulary	20 %

Practical

Unit	Description in detail
I	Simulation II: Negotiation skill, Meeting and Conferences, , Team Briefing
II	Presentation Skill II: Interviews, Group Discussions and Team Presentations

Text book & Reference Books:-

- ✓ Business Communication (with CD) 2nd Edition by Minakshi Raman(Oxford University Press, New Delhi, 2012)
- ✓ Technical Communication 'Principles and Practice' by Meenakshi Raman and Sangeeta Sharma(Oxford University Press, New Delhi, 2004)
- ✓ *Intercultural Competence: Interpersonal Communication Across Culture* by Myron W Lustig, 6th Edition
- ✓ Teach Business English by Sylvie Donna(Cambridge Handbooks For Language)
- ✓ Business English the writing skills you need for Today's workplace by Andrea B Geffner (Barron's Educational Series, 2010)

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)
Semester: II
Title of the Paper : Use of ICT- II
Course Code - RM02BVGE04

Unit	Description in Detail	Weightage
I	Introduce Computers General Characteristics of Personal Computers Operating System Concepts (Ms Dos) Internal Commands of Ms-Dos External Commands of Ms-Dos.	25%
II	Introduction to Spreadsheet Software (Ms Excel) What is Spreadsheet or Ms-Excel? Application of MS-Excel, Naming cells Inserting, deleting, and moving Rows ,Columns ,Sheets Formatting cells Auto Format ,Number ,Alignment ,Font ,Boarder Charting Charting Wizard ,Selecting objects in a chart ,Customizing a Chart Resizing a chart, Printing a chart on a whole page. Formulas, worksheet commands.	50%
III	Introduction to Presentation Software (Ms-PowerPoint) What is PowerPoint? Usefulness and advantages of PowerPoint File operation, edit operation View slide, slide show, header, footer Slide animation, custom animation, slide layout, background	25%

Practical:- Theory Exercise + Practical Exercise on units I/II/III/IV

Practical examination shall be held in the computer lab and evaluation shall be made by the concerned teacher.

Basic Text & Reference Books:

- ✓ Computer Today – Suresh K Basandra
- ✓ P.C. Software For Windows 98 Made Simple – R.K. Taxali.
- ✓ Learning excel – Ramesh Bangia
- ✓ Learning powerpoint - Ramesh