

SARDAR PATEL UNIVERSITY
Bachelor of Vocational (Retail Management)
Semester: VI
Paper-1 Retail Planning(UR06BVSCO1) (Theory)

Unit-1	Marketing & Strategic management Marketing: Retailing, Role, Relevance & Trends.-Retail Customer-Retail market segmentation & franchising-Relationship marketing in Retailing.-Retailing in banking and other financial services, mutual funds and Insurance-Quantitative methods in marketing.-Social Marketing in Retail management Strategic management :Retail in India.-Services marketing and management.-Brand Management- International / Strategies- Pricing - Advertising & sales promotion	35%
Unit-2	Human Resources Management in Retailing Human Resources: Retail organization- Laws involved in HR.- Motivation-Customer psychology-Training needs for employee-Top grading-Obstacles to Top grading- Astronomical Costs of Mis- Hires- Company killers and Company Derailers- recruitment Best Practices-How to Avoid Mis Hires- CIDS (Chronological in Depth Structure) based Model – Coaching to fix weakness-Interviews guide- Avoiding Legal Problems: Bulletproof Approach.	35%
Unit-3	Mall Management Mall Management:-Types of Various retail formats-Concepts in mall design-Factors influencing Malls establishments-Aspects in Finance-Aspects in security / accounting -Aspects in HR-Aspects in Quality management-Statistical methods used in measuring mall performance	30%

Reference books

- Retailing Management Text & Cases- Swapna Pradhan- The McGraw Hill Companies
- Retailing Management -Levy & Weitz- The McGraw Hill Companies
- Marketing Channel- Bert Rosenbloom- South Western –Thomson
- Marketing Creating and Keeping Customers in an e-commerce world- Wiiliam G Zikumund & Michael d Amico- South Western –Thomson
- Retail Management A Strategic Approach – Barry Berman & Joel R.Evans- The Prentice Hall of India, New Delhi
- Legal Aspects of Business –Akhileshwar Pathak- The McGraw Hill Companies
- Top Grading – How Leading Companies Win by Hiring, Coaching and Keeping the Best People- Bradford D Smart- Viva Books Pvt Ltd.

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (Retail Management)
Semester: VI
Paper-2 Direct Network Marketing(UT06BVSCO2) (Theory)

Unit-1	Introduction- The Scope of Direct Marketing- Business, Strategic and Direct Marketing Planning- The Impact of Databases- Consumer and Business Mailing Lists- The Offer- Magazines- Newspapers- TV/Radio- Telemarketing/Tele services-Overview of Internet Direct Marketing - E-Communications- Creating Print Advertising- Managing a Lead-Generation Program- Modeling for Business Decision Support	25%
Unit-2	Direct and Digital Marketing- Modern integrated DM & interactive marketing -important role in marketing strategy -build and develop brands - customer acquisition, development and retention-Key principles of targeting, interaction, control and continuity-Three different business models - stand alone, integrated and support Catalysts of change in modern marketing -From distance selling to interactive marketing -Managing relationships across channels and media -The direct and interactive marketers' information system-Data-driven marketing planning	25%
Unit-3	Network Marketing- Advantages and Disadvantages- Network Marketing Boom-Network Marketing Compensation Plan- Evaluating Network Marketing Opportunity Relationship Marketing – Introduction-Six Market Models-Managing Relationship with Buyers, Intermediaries and Customer – Segmentation and analysis of Customer market Domain- Customer Acquisition and Customer Retention –Strategic outsourcing- creating Successful alliances- Referral and Influence Marketing	25%
Unit-4	Creating and implementing Relationship Marketing Strategies- Introduction- People-Processes- Proactive/ Personalized Service- What sort of Relationship for what sort of Customers- Relationship Marketing Plan- Relationship Management Chain- Value Proportions- Identifying appropriate customer value segments-Designing value delivery systems- Managing and Maintaining delivered satisfaction	25%

Basic Text & Reference Books:

Stone, Bob, and Jacobs, Ron, *Successful Direct Marketing Methods, 7th ed* (2001), McGraw-Hill, New York, NY.

Dave Chaffey, Richard Mayer, Kevin Johnston, Fiona Ellis-Chadwick *Internet Marketing: Strategy, Implementation and Practice*

Edward L. Nash- *Direct Marketing: Strategy, Planning, Execution-* The McGraw Hill Companies

Robert W. Bly -*Business To Business Direct* The McGraw Hill Companies

Shyam Sunder Kambhammettu *Nework Marketing Concepts and Cases-* Magnus School of Business, Hyderabad.

SARDAR PATEL UNIVERSITY
Bachelor of Vocation(Retail Management)
Semester: VI
Paper-3 Quantitative Technique for Management (UR06BVSCO3) (Theory)

Units	Detail Description	
Unit-1	Introduction – Measures of Central Tendency – Mean, Median, Mode. Mathematical Models – deterministic and probabilistic – simple business examples – OR and optimization models – Linear Programming – formulation – graphical solution –simplex – solution.	25%
Unit-2	Transportation model – Initial Basic Feasible solutions – optimum solution for non – degeneracy and degeneracy model – Trans-shipment Model – Assignment Model – Travelling Salesmen problem	25%
Unit-3	Network Model – networking – CPM – critical path – Time estimates – critical path – crashing, Resource levelling, Resources planning. Waiting Line Model – Structure of model – M/M/1 for infinite population..	25%
Unit-4	Probability – definitions – addition and multiplication Rules (only statements) – simple business application problems – probability distribution – expected value concept – theoretical probability distributions – Binomial, Poison and Normal – Simple problems applied to business.	25%

REFERENCE

1. Statistics for Management – Richard L Levin & Daid S Rubin
2. Statistical Methods – S P Gupta
3. Operations Research – Kanti Swarup, Gupta And Man Mohan
4. Operations Research – Dr. J.K. Sharma Macmillan Indian Ltd.
5. U.K. Srivastava, G.V. Shenoy, S. C. Sharma, “Quantitative Techniques for Managerial Decision”, Second Edition, Prentice Hall of India

SARDAR PATEL UNIVERSITY
Bachelor of Vocation(Retail Management)
Semester: VI
Paper-4 Operations Management (UR06BVSCO4) (Theory)

Unit-1	Operations Management – Meaning – Importance – historical contributions – System view of OM - Operation strategy and competitiveness - Functions of OM – types of production systems.	25%
Unit-2	Product design and process selection – Evaluation and Selection of appropriate Production and Operations technology. Product Design and process selection. Types of layout – analysis and selection of layout – Product and / or Process layout, Cellular, Lean and Agile manufacturing systems – Computer Integrated Manufacturing Systems - Assembly line balancing..	25%
Unit-3	Production planning and control – meaning – functions – aggregate planning – master production schedule (MPS) – Material requirement planning (MRP) – BOM – Capacity requirement planning (CRP) – Techniques – problems in MRP and CRP – an introduction to MRP II and ERP – Business Process Re-engineering - Total Productive Maintenance (TPM)	25%
Unit-4	Materials management – functions – material planning and budgeting – Value Analysis - purchase functions and procedure - inventory control – types of inventory – safety stock – order point – service level – inventory control systems – perpetual – periodic – JIT – KANBAN.	25%

References :

1. Production and Operations Management – Everest E Adam & Ebert – PHI – publication forth edition.
2. Operations Management (Theory and Problems) – Joseph G Monks – McGraw Hill Intl.
3. Production and Operations Management – S N Chary – TMH Publications
4. Production and Operations Management – Pannerselvam, PHI
5. Lee J. Krajewski and Larry P. Ritzman, “Operations Management: Process and value Chains”, 7th Edition, PHI, 2007
6. Hunawalla and Patil – production and Operations Management, Himalaya.

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (Retail Management)
Semester: VI
Paper-1 Organization Behavior (UR06BVGE01) (Theory)

Unit	Description in Detail	Weightage(%)
1	<p>Concept, Nature of organization behaviour, Study of OB Model, Managerial Skill, Organization Structure- Types of Organization Design.</p> <p>Concept of Group Types of Group Stages of Group Development Usefulness of Groups in Organization Pitfalls of Group</p>	50%
2	<p>GROUP BEHAVIOUR Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.</p> <p>LEADERSHIP AND POWER Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.</p> <p>DYNAMICS OF ORGANIZATIONAL BEHAVIOUR Organizational culture and climate – Factors affecting organizational climate – Importance. Job satisfaction – Determinants – Measurements – Influence on behavior. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational development – Characteristics – objectives –. Organizational effectiveness -Developing Gender sensitive workplace.</p>	50%

Reference Books:-

1. Stephen P. Robbins, Timothy A Judge, Seema Sanghi, Organisational Behavior, Pearson Education , 13th edition, 2009.
2. Fred Luthans, Organisational Behavior, McGraw Hill, 11th Edition, 2001.
3. K Aswathappa- Organization Behaviour, Himalaya Publishing House.

SARDAR PATEL UNIVERSITY
Bachelor of Vocational (Retail Management)
Semester: VI
Paper-2 Communication Competencies for Professional Advancement (UR06BVGE02)
(Theory/Practical)

Unit	Description in Detail	Weightage(%)
1	<p>Interviews - Learning the Craft of Winning the Job</p> <p>Interview -Types of interview, Job interviews, The interviewee and the interviewer, Dress code, Facing an Interview board, Preparation.</p> <p>Telephonic Interviews : Rationale for a Telephone Interview? How You are Evaluated During a Phone Interview, Telephone vs. Face-to-Face Interviews, Preparing For a Telephone Interview, Phone Interview Etiquette.</p> <p>After the interview - Thank-you letters to interviewers . Accepting job offers, Declining job offers, Notifying your present employer that you are taking a new job, Responding to a rejection notice after an interview.</p>	50%
2	<p>Individual development for Professional Effectiveness</p> <p>Personal Skills: Developing Self-Awareness ,Applying Emotional Intelligence : Managing Personal Stress, Frustration, and Aggression, Self-Management: Clarifying Values, Setting Goals,and Planning, Solving Problems Analytically and Creatively.</p> <p>Programming for Excellence –. Rapport, Anchors Nonverbal communication – Impact of body- language, space, time and paralanguage in business. Personal productivity, Continuous improvement and ‘branding you’.</p> <p>Maximising Relationships & Team Playing: Understanding the Nature of Relationships, Managing Relationships with Your Direct Reports, Bosses, and Peers, Building Relationships by Communicating Supportively, Organisational structure and communication, Succeeding as a team player, Gaining Power and Influence, Motivating Others, Empowering and Delegating, Building Effective Teams and Teamwork, Restoring Injured Relationships, Leading Positive Change.</p>	50%

References:

1. **David A. Whetten, Kim S. Cameron**, Developing Management Skills, 8/E , Pearson Education
2. Jon L. Pierce & John Newstrom, Manager's Bookshelf, 9/E , Prentice Hall
3. Mathukkutty M Monippally, Business Communication Strategies, Tata McGraw Hill
4. Julie Hay. Transformational Mentoring, Creating Developmental Alliances for Changing Organisational Cultures , Sherwood Publishing
5. Mcgrath S J., Basic Managerial Skills for All , Pearson Education
6. Lesikar & Flatley, Basic Business communication- Tata McGraw Hill.
7. Webster's New World Letter Writing Handbook
8. Stephen P. Robbins, Self Assessment Library 3.4 for Supervision Today! Pearson Education
9. Mary Ann Keubel ed, Living Learning, A Reader in Theme Centred Interaction, Media House, Delhi.
10. Acy L. Jackson and C. Kathleen Geckeis How to prepare your curriculum Vitae, , Tata McGrawHill.
11. **Paula Caproni** , Management Skills for Everyday Life, 3/E , Pearson Education
12. Jonamay Lambert, & Selma Myers, 50 activities for diversity Training, Ane Books, HRD press, 2003
13. Jean Naterop & Rod Revell, Telephoning In English, Cambridge University Press.
14. Joseph O'Connor & John Seymour, Training with NLP, Thorsons.
15. Marshal Goldsmith & Louis Carter, Best Practices in Talent Management, Pfeiffer Publications.
16. **Stephen P. Robbins, Phillip L Hunsaker** , Training in Interpersonal Skills: TIPS for Managing People at Work, 6/E Pearson Education

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Bachelor of Vocational (Retail Management)
Semester: VI

Paper- Human Resource Management (UR06BVGE03) (Theory/Practical)

Unit	Description in Detail	Weightage(%)
1	<p>Human Resources Management Introduction</p> <p>Overview of hospitality industry, Managing human resources, Defining HR, Human resources responsibilities, Managing diversity, HR policy and procedures, Steps in HR policy and procedure development, documentation and record keeping</p> <p>Securing Human Resources</p> <p>Job design: Job enlargement, Job enrichment, Socio technical systems, Quality circles, Empowerment, Job analysis, Job description, Job specification</p> <p>Recruitment: Sources & techniques, Requirement practices in India. Selection: steps in selection process- Tests, interviews, reference checks, Appointment, Induction</p>	50%
2	<p>Performance Management</p> <p>Training: Individual on the job training, Individual off the job training methods, Introduction to group training methods, Training evaluation, Performance management, Behavioral improvement tactics, Employee separation.</p> <p>Compensations & Rewards Management: Job evaluation, Performance appraisal, Direct financial compensation, Indirect financial compensation, Nonfinancial compensation, Fringe benefits, Promotion, Transfer, Labour turnover</p> <p>Employee discipline: Grievance handling, Negative and Positive Discipline, Situation reports, Conduct of enquiry, Award of punishment, Termination of employment</p>	50%

Reference:

1. Human Resource Management for the Hospitality and Tourism Industries: Dennis Nickson
2. Human Resource Development & Management in the Hotel Industry: Jagmohan Negi (Frank Bros & Co)
3. Human Resource Issues in Hotel Industry : R.K. Malhotra
4. Training and Development for the Hospitality Industry: Debra F. Cannon and Catherine M. Gustafson
5. International Hotel Management: Chuck Y Gee