

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)
Semester: III
Title of the Paper – I Store Operation
Course Code - UR03BVSC01

Unit	Description in Detail	Weightage(%)
1	Store Planning: Design and Layout, Retail Merchandising, Pricing in Retailing, Importance of Supply Chain Management in Retailing; Setting up Retail organization, Size and space allocation, location strategy, Factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design. Store Layout and Space planning, Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors	50%
2	Store Management, Responsibilities of Store Manager, Store Security, Store Record and Accounting System, Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments. Recruitment & Selection of Store Employees, Motivating & Managing Store employee, Evaluation of Store Employee, Compensation & Reward for Store Employees, Cost Control, Inventory loss. Logistic and Information system, Improved product availability, Improved assortments, Strategies, Quick Response System.	50%

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: III
Title of the Paper - II Customer Relationship Management
Course Code - UR03BVSC02

Unit	Description in Detail	Weightage(%)
1	Overview of Relationship marketing – Types of relationship marketing – customer life cycle; Changing Nature of Marketing and Customer Service, Changing Social Trends – Lesser Government Controls Rising Income Levels – Threats from New Forms – Empowered Customer – Increased Demand –Easy Access to Information – Emerging Trends in Marketing –Shorter Product Life Cycles; Customer Relationship Management – Overview and evolution of the concept – CRM and Relationship marketing –CRM strategy – importance of customer divisibility in CRM; CRM in India.	50%
2	Enhancing Value of Products and Services – Customer Satisfaction – CRM and Customer Satisfaction – Delighting the Customer – Measuring Relationship at Risk Effects on Customer Loyalty; The Customer Lifecycle – Role of CRM in Pre-purchase Stage – Role of CRM in Purchase Stage – Role of CRM in Usage Stage - Role of CRM In Re-purchase Stage – Role of CRM in Winning Back Lost Customers; Establishing Customer Relationship on the Internet, Technology Issues in CRM Implementation.	50%

Reference:

- ✓ S. Shajahan – Relationship Marketing – Mc Graw Hill
- ✓ Paul Green Berg – CRM – Tata Mc Graw Hill
- ✓ Philip Kotler, Marketing Management, Prentice Hall
- ✓ Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice hall India
- ✓ Kaushik Mukerjee, “Customer Relationship Management”, PHI, New Delhi.

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)
Semester: III
Title of the Paper – III Departmental Management-I
Course Code - UR03BVSC03

Unit	Description in Detail	Weightage(%)
1	Plan visual merchandise Establish and satisfy customer needs Monitor and manage store performance Provide leadership for your team Build and manage store team Allocate and check work in your team	50%
2	Develop individual retail service opportunities Communicate effectively with stake-holders Help maintain health and safety To work effectively in your team To work effectively in your organisation Manage a budget	50%

References:

- ✓ 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: III
Title of the Paper – IV Sales Management
Course Code - UR03BVSC04

Unit	Description in Detail	Weightage(%)
1	Sales Management – nature and importance – Objective - process, Strategies and tactics – Emerging Trends – Buying Decision Process – Situations – Role of Marketing and Selling – Sales forecasting techniques – Sales Budgets. Sales quota: Sales Territory – Designing – assigning and managing Sales people; Sales force expenses – Marketing Audit – Sales force Audit- Distribution management – need for distribution channel – channel levels.	50%
2	Retailing: retailer as salesman – Types of retailers – role of retailer – retailing strategies – store design – franchising – e-retailing – wholesaler – functions – classification – limitations of wholesalers. Channel design factor – ideal structure –Selecting channel partners; Channel design implementations – Channel conflict; Principles of Channel management.	50%

Reference:

- ✓ Krishna K Havaldar and Savant M Cavale, “Sales and Distribution Management, TMH

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)
Semester: III
Title of the Paper – V: Life Centred Education –III
Course Code - UR03BVSC05

Unit	Description in Detail	Weightage(%)
1.	Integral Education: My Aim in Life Prayer in daily life Communication Skills Materialism and Spirituality Call to Young India Human/ Man Management Destiny	50%
2.	Integral Education: Science and Living Physical Education Mental Education Vital Education Psychic Education	50%

Reference Sources :

www.spuvvn.edu/academics/academic_chairs/aurobindo/

Life Enrichment – Volume I, Volume II by Sardar Patel University

Life beautiful by M P Pandit

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)
Semester: III
Title of the Paper – I: - Climate Change & Sustainable Development
Course Code - UR03BVGE01

Unit	Description in detail	weightage
01	Understanding Global Environmental Change Understanding relationship between Society, Economy, Environment - Causes and Effects of Environmental change - Water, Energy, Agriculture and Biodiversity, Projections and Impact - Role of Individual in prevention of pollution Climate Change Greenhouse Gases-Emissions-Mitigation-Policies and Protocols	50%
02	Water, land and Bio-diversity Management Water Crisis - Demands and Trends - Resource Management - Sustainable Land Management- Bio-diversity - Water conservation - Rainwater harvesting Watershed management Sustainable Development Sustainable Urban future–Rural Development-Business Responsibility – One Case Study	50%

Basic Text & Reference Books:

- ✓ Text book of Environmental Studies for undergraduate Courses: Erach Barucha, Publisher University

SARDAR PATEL UNIVERSITY

Programme: - Bachelor of Vocation (Retail Management)

Semester: III

Title of the Paper - II FUNCTIONAL ENGLISH FOR EXECUTIVES

Course Code - UR03BVGE02

Unit	Description in Detail	Weightage (%)
1	Speech –basic grammar rules in English; Enhancing the reading ability of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Practice of reading newspapers viz., The Hindu, Indian Express, Business Line, Economic Times., etc. and magazines like business world etc.; Enhancing the spontaneous writing skill–writing, articles on simple topics given – preparing speeches - preparing reports on various events / functions; Writing letters assuming, various capacities and various situations.	50%
2	Enhancing the spontaneous speaking skills– self introduction at various forums and during interviews – Effective Public Speaking (EPS) – Role playing. Mock interviews for recruitment –mock press meets; enhancing the presentation skills of the students –Individual seminar presentation and Group seminar presentation. Enhancing the interpersonal communication skill, Reading ability of students.	50%

Practical: Group Discussion (organized into 4 or 5 groups and the groups may be given a management problem relating to real life experiences of retail industry in the country or the world)

Reference:

- ✓ Functional English, Rachna Sagar
- ✓ The Functional Analysis Of English, Thomas Bloor

SARDAR PATEL UNIVERSITY

Programme: - Bachelor of Vocation (Retail Management)

Semester: III

Title of the Paper – III MANAGEMENT INFORMATION SYSTEM

Course Code - UR03BVGE03

Unit	Description in Detail	Weightage(%)
1	Introduction to Information Systems - definition - features - steps in implementation of MIS - need for information, information system for decision making- MIS as competitive advantages – MIS structures. MIS - Strategic information system - MIS support for planning - organising – controlling - MIS for specific functions - personnel, Finance, marketing, inventory, production. Data Base Management System Models - hierarchical -network - relational – modular	50%
2	Finance, marketing, inventory, production. Data Base Management System Models - hierarchical -network - relational - modular. Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture.	50%

References:

- ✓ Elements of Mercantile Law - N.D. Kapoor
- ✓ A Manual of Mercantile Law - Shukla M.C.
- ✓ Hand Book of Mercantile Law - Venkatesan
- ✓ Mercantile Law - Pandia R. H.
- ✓ Banking Law & Practice - K.P.Kandasami