

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)
Semester: IV
Title of the Paper – I Retail Strategy & Environment
Course Code - UR04BVSC01

Unit	Description in Detail	Weightage(%)
1	The business system - objectives of the business - setting up and balancing the objectives mission - vision - goals strategic analysis of functional areas production - marketing - human resources - finance - analyzing corporate capabilities - SWOT. Corporate strategy - nature and scope - process of strategic planning - formulation of strategy - project life cycle - portfolio analysis: BCG matrix - G.E matrix - step high strategy - directional policy matrix strategic management - strategic decision making - business level sub strategies	50%
2	Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India. Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy	50%

Compulsory Training: On-the-Job Training for a period of 40 hours where student will take assistance with Retail Store Supervisor or Store Supervisor.

References:

- ✓ Swapna Pradhan –Retailing Management – Text and Cases, Tata McGraw
- ✓ Hill Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India.
- ✓ James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra
- ✓ Gibson G Vedamani – Retail Management – Functional Principles and Prectice, Jaico Publishing House.

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)
Semester: IV
Title of the Paper - II I.T. Application In Retail Management
Course Code - UR04BVSC02

Unit	Description in Detail	Weightage(%)
1	Role of IT in Business, Influencing Parameters for use of IT in Retailing, IT Options Available to Retail, IT Application for Retail, Advantage of IT Application to Retail. Collection of Data/Efficiency in Operations help in Communication, Computer Awareness and Different Financial Packages, Issues Concerning the Use of Internet and Related Technology to Improve Retail Business.	50%
2	Emphasize Analysis of Consumer and Product/Service Types on Online Retailing, Effective Management of Online catalogues, Direct Retailing Methods that Involves Technology such as Interactive TV and Mobile Commerce. Electronic Data Interchange, Database Management, Data warehousing, Critical Analysis of E-Retailing Strategies, How Firms are using the Internet to expand their Markets, Customer Relationship Management and increase their sales.	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: IV
Title of the Paper – III Departmental Management-II
Course Code - UR04BVSC03

Unit	Description in Detail	Weightage(%)
1	<p>Writing Skills - Complete documentation accurately, Write simple reports when required</p> <p>Reading Skills - Read information accurately, Read and interpret data sheets</p> <p>Communication Skills - Use questioning and active listening to determine and respond to customer needs to ensure customers enjoy a positive retail experience that reflects store values, Carry out verbal instructions from other team members and supervisors, Read and interpret simple workplace documents, Complete simple written workplace forms and share work-related information with other team members</p> <p>Professional Skills - Make appropriate decisions regarding the responsibilities of the job role</p> <p>Decision Making - Make appropriate decisions regarding the responsibilities of the job role.</p> <p>Problem-solving - Demonstrate sensitivity to customer needs and concerns, Anticipate problems and act to avoid those where possible, Solve problems in the context of a team structure where, after clarification, customer service issues or recognition of risk may be referred to another team member or a supervisor for resolution depending on store policy and procedures.</p>	50%
2	<p>Teamwork - Work collaboratively with team members, supporting the team, respecting and understanding others' views, and giving and receiving feedback in the context of a retail customer service environment where employees are expected to perform their individual tasks but also look for opportunities to assist others.</p> <p>Problem Solving - Breakdowns and malfunction of equipment, Unsafe and hazardous working conditions, Security breaches.</p> <p>Initiative and enterprise - Adapt to new situations, including changing workplace procedures</p> <p>Planning and organizing - Understand and follow store policies regarding work availability, rosters and work duties, Work within the store culture by practicing inclusive behaviour, Manage personal presentation, hygiene and time, Prioritize and complete delegated tasks under instruction</p> <p>Learning - Identify personal strengths and weaknesses in the context of the job role and recognize how to personally learn best, Accept opportunities to learn new ways of doing things and implement changes under instruction in the context of store procedures</p> <p>Technology - Select and use a range of retail technology, such as point-of-sale systems, according to available equipment and store procedures, Recognize and report faulty equipment and follow store workplace health and safety procedures.</p>	50%

References:

- ✓ Swapana Pradhan- Retailing Management
- ✓ Dravid Gilbert- Retail Marketing
- ✓ Swapna Pradhan –Retailing Management – Text and Cases, Tata McGraw
- ✓ Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House.

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)
Semester: IV
Title of the Paper – IV Marketing Research
Course Code - UR04BVSC04

Unit	Description in Detail	Weightage(%)
1	Introduction: Conceptual framework, Significance of Marketing Research (MR), the MR Industry, MR and Marketing Information System, An overview of the Marketing Research Process Research Designs: Exploratory Research, Descriptive Research, Experimental Research, Uncontrollable Variables: History, Maturation, Testing Effect, Measurement of Variation and Interactive Effect. Types of Data-Primary Data and Secondary Data, Secondary Data Sources for MR in India. Sampling: Census and Sampling, The population, Sample frame, Sampling Units and elements, Sampling Techniques, Sample Size Determination. Data Collection: Survey Vs Observation method, Various Interviewing Methods, Process of Designing a Questionnaire, Types of Questionnaire.	50%
2	Attitude Measurement: Types of scales, Nominal, Ordinal, Interval, Ratio Scales, Thurstone , Likert, Depth Interview and Focus Group Interview, Disguised and Unstructured Methods, Projective Techniques. Processing Raw Data: Editing, Coding, and Tabulation. Data Analysis: Statistical Estimation, use of percentages and Measures of Central tendency, overview of “z”& “t” tests, Chi-square Analysis, Analysis of Variance in marketing. Report Writing: The contents and characteristics of a good report	50%

References:

- ✓ Marketing Research: Text & Cases- Boyd, Westfall & Stasch, R D Irwin
- ✓ Research For Marketing Decisions- Green & Tull, Prentice Hall
- ✓ Marketing Research; Measurement & Method- Tull & Hawkins, Prentice Hall
- ✓ Marketing Research -G C Beri, Tata Mcgraw Hill
- ✓ Marketing Research- Debashish Pati, Universal Press
- ✓ Marketing Research: Text & cases- R Nargundkar, Tata Mcgraw Hill
- ✓ Marketing research: An Application Orientation- Naresh K Malhotra, Pearson

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)
Semester: IV
Title of the Paper – Life Centred Education-IV
Course Code - UR04BVSC05

Unit	Description in Detail	Weightage(%)
1.	<p>Integral Health Sariram Khalu Dharma Sadhanam Swasthya and Arogya An Integral View of Health, Disease, Treatment, Cure, Birth, Death Synthesis of Various Health Sciences Psychological Health – An Overview</p> <p>Integral Studies, Self Learning Exercises to develop an integral view of the main subject of one's study Workshops – True Success, Spirituality at Work, Intuition and Other Life-enriching Aspects Self/assisted study of some of the reference books of the first four units, eg: (a) On Education, (b) Four Austerities and Four Liberations, (c) Life Beautiful,</p>	100%

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

M P Pandit, Life Beautiful. Dipti Publications, Puducherry. M P Pandit, Sunder Jivan. Dipti Publications, Puducherry. Jyotiben Thanki, Sarvangi Shikshan. Sri Aurobindo Kendra, Gandhinagar. Jyotiben Thanki, Chalo Jivanne Madhur Banviea. Sri Aurobindo Centre, Vadodara.

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

Semester: IV

Title of the Paper – I: - ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

Course Code - UR04BVGE01

Unit	Description in Detail	Weightage(%)
1	.Understanding Entrepreneurship: Meaning of Entrepreneurship - characteristics, skills, functions and types of entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development. Entrepreneurial success and failures. Concept of Entrepreneur, Entrepreneurial Motivation, Entrepreneurial Process. Factors affecting entrepreneur growth, economic and non-economic. Entrepreneurship development programmes – need, objectives, phases and evaluation. Institutional support to entrepreneurs.	50%
2	. Finance Management in current operations and expansion of capital. Role of Small Business in the national economy, National Policies for small business development, Governmental and Non-Governmental assistance. Contribution of Commercial Banks in promoting and servicing small business. Small business and modern technology.	50%

Reference Books :-

1. Entrepreneurship Development Small Business Enterprises- Charantimath, Pearson
2. Entrepreneurial Development- C.B.Gupta & N.P. Srinivasan
3. Entrepreneurship in the new Millennium- Kuratko & Hodgetts, Cengage
4. Entrepreneurship & New Venture Creation- Sahay & Sharma, EB
5. Entrepreneurial Development- Dr.S.S. Kharkha, S. Chand
6. Entrepreneurship- Roy, Oxford

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (Retail Management)
Semester: IV
Title of the Paper - II SOFT SKILLS AND PERSONALITY DEVELOPMENT
Course Code - UR04BVGE02

Unit	Description in Detail	Weightage(%)
1	Attitude, Process of attitude formation, How to build a success attitude, Spot analysis, Self-management techniques, Self-image and self-esteem, Building self-confidence, Power of irresistible enthusiasm, etiquettes and manners in a group, public speaking, oral and written communication, Body language, Importance of listening and responding, Tips for technical writing. Development of Communication & Co-operation- Suitable behaviour towards customers, Influence in skill, Creativity in presentation & projection and Multi- cultural skills	50%
2	Introduction to Personality- Basic of Personality, Human growth and Behavior, Theories in Personality, Motivation; Techniques in Personality development – Self- confidence, Mnemonics, Goal setting, Time Management and effective planning, Techniques in Personality Development - Stress Management, Meditation and concentration techniques, Self- hypnotism, Self- acceptance and Selfgrowth. Co-ordination while working in a team, Leadership styles, Leader & Team player, Management of conflict, Profiles of great and successful personalities, Role of career planning in personality development, How to face personal interviews and group discussions.	50%

Practical: To evaluate presentation skills and team work of students.

References:

- ✓ Personality Development by Rajiv K. Mishra, Rupa &Co
- ✓ An Approach to Communication Skills by Indrajit Bhattacharya, Delhi : Dhanpat Rai
- ✓ Business Communication Skills by Varinder Kumar, Bodh Raj, Manocha, Kalyani Publishers, New Delhi
- ✓ Introduction to Psychology by Atkinson and Hilgard's, Edward E. Smith, Susan Nolen-Hoeksema, Barbara Fredrickson,
- ✓ Geoffrey Loftus
- ✓ Communication Today & Tomorrow by Ravi Aggarwal, Sublime Publications, Jaipur

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

Title of the Paper – III ACCOUNTING APPLICATIONS
Course Code - UR04BVGE03

Unit	Description in Detail	Weightage(%)
1	Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts problems - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books. Trial balance - Errors – types of errors - Rectification of errors – problems – Bank reconciliation statement – problems.	50%
2	Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments. Financial Statement Analysis Techniques Preparation of Cost Statements-Cost Data collection, Cost Sheet formats, Preparation of Cost Sheets (historical cost sheets and estimated cost sheets), Fundamentals of Management Accounting : Marginal Costing and Break-even analysis – basic knowledge, Application of Marginal Costing for decision-making.	50%

Practical: Filing of forms for registration, returns and assessment.

References:

- ✓ Grewal, T.S. : Double Entry Book Keeping
- ✓ Jain and Narang : Advanced Accountancy
- ✓ Shukla and Grewal : Advanced Accountancy
- ✓ Gupta and Radhaswamy : Advanced Accountancy
- ✓ Gupta R.L. : Advanced Accountancy
- ✓ Saxena, V/ Vashist, C: Advanced Cost & Management Accounting
- ✓ Jain, S/ Narang, K. : Advanced Cost Accounting
- ✓ Inamdar, S. M. : Cost & Management Accounting