



M. C. E. Society's

Abeda Inamdar Senior College

Of Arts, Science and Commerce, Camp, Pune-1

(Autonomous) Affiliated to Savitribai Phule Pune University

NAAC accredited 'A' Grade

Syllabus for F.Y. B. Voc. Retail Management

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Business Communication
Course Code	21CBVR111
Semester	I
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives
1.	To help students to have a basic understanding of English grammar
2.	To enable students to use the appropriate vocabulary
3.	To equip the students to handle personal interviews, group discussions
4.	To expose students to different Business / retail situations through Role plays etc.
5	To enhance the employability skills through effective CV writing, GD, interview skills.

Course Specific Outcomes

Sr. No.	Learning Outcome
1.	Students will become proficient users of the English Language.
2.	Students will understand the peculiarities of Business English
3.	Students will be more employable.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Grammar: Tenses, Auxiliaries, Subject-Verb Concord, Conjunction, Preposition, Articles.	17
Unit II	Vocabulary: Synonyms, Antonyms, Homophones, Prefix, Suffix, One Word Substitution.	5
Unit III	Writing Skills: Curriculum Vitae, Paragraph Writing on current and business issues, drafting Business Emails, Dialogue Writing, Comprehension passages in Business English	12
Unit IV	Conversational skills in business situations: Introducing yourself and others, making suggestions, complaining, persuading. Role Play, GD, Personal Interview	11

References:

- Tickoo, M.L., A.E. Subramanian, P.R. Subramanian. *Intermediate Grammar, Usage and Composition*, New Delhi: Orient Longman, 1976.
- 2. Wood, F.T. *A Remedial English Grammar For Foreign Students*, Madras: MacMilan
○ 1965.



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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Basics of Marketing
Course Code	21CBVR112
Semester	I
No. of Credits	03

Objectives of the Course

Sr. No.	Objectives
1.	This course will improve the concept of marketing.
2.	This course will monitor and solve service problems.
3.	This course will promote continuous improvement in service.
4.	This course will expose the students to the latest trends in marketing.

Course Specific Outcomes

Sr. No.	Learning Outcome
1.	Basics knowledge of the subject should be clear.
2.	To understand the impact of marketing environment on marketing Decisions.
3.	Important elements should be considered while making marketing planning and how sales should be done.

Syllabus

Unit No.	Title with Contents	No. of Lectures
I.	Introduction to Marketing:	10
	<ol style="list-style-type: none"> 1. Meaning, Definition, Nature & Scope. 2. Importance, difference between sales and marketing. 3. Marketing planning, The Holistic Marketing & Target marketing. 	<p>4</p> <p>2</p> <p>4</p>
II.	Marketing Environment & Market Segmentation:	10
	<ol style="list-style-type: none"> 1. Components of modern marketing. 2. Information system, analyzing the marketing environment-Micro and Macro. 3. Demand forecasting-need and techniques. 4. Bases for Market Segmentation. 5. Market Targeting Strategies, designing and managing marketing channels. 	<p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>2</p>
III.	Marketing mix	10
	<ol style="list-style-type: none"> 1. Introduction meaning definition & scope. 2. Significance of marketing mix. 3. Elements of marketing importance of marketing. 	<p>2</p> <p>2</p> <p>6</p>
IV.	Buyer Behaviour	8
	<ol style="list-style-type: none"> i. Consumer markets. ii. Factors influencing consumer behaviour. iii. Buying decision process, analyzing business markets-the procurement. 	<p>2</p> <p>3</p> <p>3</p>
V.	Logistic & Supply Chain Management	7

	i. Introduction meaning definition & scope.	3
	ii. Significance, Elements and types of marketing channels of distribution.	4

References:

- 1. Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2016). *Marketing management Asian perspective* Pearson.
- 2. Gandhi, J. C. (1985). *Marketing: A managerial introduction* Mc graw hill.
- *Pride, W. M., & Ferrell, O. C. (1997). Marketing: Concepts and strategies* Pearson .
- 4. R S. (2019). *Marketing management (6th ed.)*. McGraw-Hill Education.



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Syllabus for F.Y.B.Voc. Retail Management

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Fundamental of Customer Service
Course Code	21CBVR113
Semester	I
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives
1.	This course will help students to understand the critical need for service orientation in the current business scenario.
2.	This course will help customers choose right products
3.	This course will create a positive image of self and organization in the competitive market.
4.	This course will resolve customer concerns and improve customer relationship

Course Specific Outcomes

Sr. No.	Learning Outcome
1.	The Students will understand the meaning of customer service, components of service triangle and the journey from understanding customer needs to customer delight, the do's and don'ts of first impression and the difference in customer perception and reality.
2.	The students will understand the various factors that make up the customer's environment and culture that influence the buying

	behavior of the customer thereby delivering exactly what and how the customer needs.
3.	The students will understand how to meet customer needs and the importance of constant interaction with the customer, and build strong customer relationship to boost loyalty
4.	The students will be able to understand the customer psychology better and communicate effectively with the customer

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Focus on Customers	14
	1. Understanding the Customers	2
	2. Understanding Customer Service	3
	3. Service Triangle	2
	4. Benefits of Exceptional Customer Service	2
	5. Customer Delight	1
	6. First Impressions	2
	7. Perception vs. Reality	2
Unit II	Scanning Environmental and Cultural Influences	10
	1. Environmental and Cultural Influences on Customer Behavior,	5
	2. Creating, Delivering and Sustaining Value	5
Unit III	Building Customer Relationship	14
	1. Why do People do Business with you,	2
	2. Ways to Address Human Needs,	3
	3. Building Relationships through valuing the Customer,	3
	4. Building Rapport,	2
	5. Emotional Bank Account,	2
	6. The Value Equation.	2
Unit IV	Empathy	7

	1. Empathy	1
	2. Empathy vs. Sympathy	1
	3. Problem Solving	1
	4. Customer Interaction Cycle	1
	5. Communication Styles: Three Main Styles. (Aggressive, Passive and Assertive)	1
	6. Disagreement Process	1
	7. Selective Agreement	1
	8. Benefits of Assertive Communication	1

References:

- Peeru Mohammed, *Customer Relationship Management*, Vikas Publications
- R Saxena, *Marketing Management*, Vikas Publications
- Grover S K, *Marketing: A Strategic Orientation*, S. Chand & Company Ltd.
- P. Kotler, *Marketing Management*, BPB Publications
- Stanton, *Marketing Management*, BPB Publications



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Syllabus for F.Y.B.Voc. Retail Management

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Basics of Retail
Course Code	21CBVR114
Semester	I
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives
1.	This course enables to know about prevailing, past and future scenario of retailing in India
2.	This course will improve customer relationship
3.	This course will help to organize the display at the store and to plan visual merchandising

Course Specific Outcomes

Sr. No.	Learning Outcome
1.	The students will understand the meaning, nature, importance and evolution of retail. They will also understand the various career opportunities available in retail industry.
2.	The students will understand how to categorize stores based on different types, what the different retailing models are and how the wheel of retailing operates. The students will also understand how to handle conflicts and cooperation mechanism.
3.	The students will understand the importance of retail planning and

	the various steps involved in it. It gives an overview of various strategies like pricing strategy, location strategy, visual merchandising etc.
4.	The student will understand the skills required in retail selling before during and after the sales takes place

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction	10
	1. Meaning, nature, scope, importance, growth	2
	2. Present size.	1
	3. Career options in retailing,	3
	4. Technology induction in retailing,	2
	5. Future of retailing in India	2
Unit II	Types of Retailing	10
	1. Types of retailing: i. Stores classified by owners, ii. Stores classified by merchandising categories	4
	2. Retailing formats: cash and carry business;	1
	3. Retailing models: i. Franchiser-franchisee ii. Directly Owned	3
	4. Wheel of retailing and retailing lifecycle	1
	5. Cooperation and conflict with other retailers.	1
Unit III	Retail Planning	10
	1. Retail planning- importance and process	2
	2. Developing retailing strategies: i. Objectives ii. Action plans iii. Pricing strategies iv. Location strategies	8

	v. Visual merchandising and displays	
Unit IV	Retail Selling Skills	15
	1. Retail Selling Skills:	12
	i. Pre-Check	
	ii. Opening the Sale	
	iii. Probing	
	iv. Demonstration	
	v. Trial	
	vi. Handling Objections	
	vii. Closing	
	viii. Confirmations & Invitations	
	2. Retail Audits,	1
	3. Online Retailing,	1
	4. Changing role of retailing in Globalised world	1

References:

- Swapna Pradhan, *Retailing Management*, Tata McGraw Hill Publishing Company, New Delhi
- Barry Berman, Joel R.Evans, *Retail Management*, Pearson Education
- A.J.Lamba, *The Art of Retailing*, Tata McGraw Hill Publishing Co.Ltd. New Delhi



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Syllabus for F.Y.B.Voc. Retail Management

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Project Work
Course Code	21CBVR115
Semester	I
No. of Credits	1.5

Objectives of the Course

Sr. No.	Objectives
1.	This course will help to learn the practical tactics of retail business
2.	This course will provide on the job experience to students

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	This course will help to learn the practical tactics of retail business
2.	This course will provide on the job experience to students

Syllabus

1.	<p>Projects Based on Classification and Overview of Various Departments in Any Retail Set up, Fundamentals of Retailing Operations, Foot falls, Conversion Rate, Basket size, Calculation of sales, Margins, Break-even point of a Retail business, Pre opening set up of a retail business, Divisions of organised Retail, Negotiations.</p> <p>Foot falls: Location, Advertising, Brand, past experience</p> <p>Conversion Rate: Right category, Right Brand, Right Price, Right quantity</p> <p>Basket size: Fill Rate, Store arrangement, Discount, up selling, Tagging, Customer Care, Plano gram</p> <p>Pre-opening Depts.: Purchase, Inspection, Masters Preparation, Schemes, Transportation, Rejections, Accounts and Finance.</p> <p>Categories/Divisions in a Retail business: Food Items, Non- Food Items, Garments Negotiations: Margin-Mark down, Delivery Time, Payment Terms, Freight & Insurance, Rejections, Damages, Expiries, Cash Discount, Display, Advisors, Testers, Quantity Based Inventories & Schemes, preparing purchase order,</p> <p>Store security, maintaining health and safety: measures of stores safety to be adopted, techniques and methods to keep employees healthy and safety measures in store.</p>
2.	<p>Note: 21CBVR115 Course will be evaluated on the basis of Project report and Viva- voce by Internal and External examiner. Student will be assessed for NSQF Level 4.</p>



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Course/ Paper Title	Computer Practical I –(MS Word and Excel)
Course Code	21CBVR116
Semester	I
No. of Credits	1.5

Objectives of the Course

Sr. No.	Objectives
1.	This course is useful to enhance the knowledge about the usage the Computer's and IT in retail business
2.	This course will improve the computer skills of students

MS-WORD

Sr.No.	Assignment
1.	Type Chairman's speech/Auditor's report / Minutes / Agenda and perform the Following operations: Bold, Underline, Font Size, style, Background color, Textcolor, Linespacing, SpellCheck, Alignment, Header&Footer, Inserting pages and paragraph numbers, Find and Replace.
2.	Prepare an invitation for the college function using Text Boxes and Clip Arts.
3.	Design an Invoice and Account Sales by using Drawing Tool Bar, Clip Art, Word Art, Symbols, Borders and Shading.
4.	Prepare a Class Time Table and perform the following operations:

	Inserting the Table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
5.	Prepare a Shareholders meeting letter for 10 members using mail merge operation.
6.	Prepare Bio-Data by using Wizard/Templates.

MS-EXCEL :

Sr.No	Assignment																								
1.	<p>Create sheet in Excel for “ABC Book Center” with following details:</p> <table border="1"> <thead> <tr> <th>Item No</th> <th>Item Name</th> <th>Original Price</th> <th>Discount in %</th> <th>Discounted Price</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>a. Enter at least 10 item details. b. Design sheet by adding proper formatting for title and data. c. Calculate Discounted price using formula. d. Draw a Bar chart for above data</p>	Item No	Item Name	Original Price	Discount in %	Discounted Price																			
Item No	Item Name	Original Price	Discount in %	Discounted Price																					
2.	<p>The following are the salaries of five employees. Create a File in Excel.</p> <table border="1"> <thead> <tr> <th>Pay Roll No</th> <th>Name</th> <th>Salary</th> <th>Part time</th> </tr> </thead> <tbody> <tr> <td>1011</td> <td>Ajay</td> <td>10000</td> <td>900</td> </tr> <tr> <td>1012</td> <td>Pooja</td> <td>14000</td> <td>800</td> </tr> <tr> <td>1013</td> <td>Salim</td> <td>18000</td> <td>700</td> </tr> <tr> <td>1014</td> <td>Shaan</td> <td>15000</td> <td>600</td> </tr> <tr> <td>1015</td> <td>Shilpa</td> <td>17000</td> <td>500</td> </tr> </tbody> </table> <p>a. Use Conditional formatting on Salary < 15000 and Part time > 700. b. Find Person name having maximum salary</p>	Pay Roll No	Name	Salary	Part time	1011	Ajay	10000	900	1012	Pooja	14000	800	1013	Salim	18000	700	1014	Shaan	15000	600	1015	Shilpa	17000	500
Pay Roll No	Name	Salary	Part time																						
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1013	Salim	18000	700																						
1014	Shaan	15000	600																						
1015	Shilpa	17000	500																						
3.	<p>Create Excel worksheet to display details of “K-Soft Company Ltd”. Create sheet with following details</p> <table border="1"> <thead> <tr> <th>Employee No</th> <th>Employee Name</th> <th>Department</th> <th>Basic Salary</th> <th>EPF</th> <th>HRA</th> <th>Medical Allowance</th> <th>D A</th> <th>Net Salary</th> </tr> </thead> <tbody> <tr> <td>1011</td> <td></td> <td></td> <td></td> <td>Ajay</td> <td>1000</td> <td></td> <td></td> <td>900</td> </tr> </tbody> </table>	Employee No	Employee Name	Department	Basic Salary	EPF	HRA	Medical Allowance	D A	Net Salary	1011				Ajay	1000			900						
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1011				Ajay	1000			900																	

					0		
1012				Pooja	1400 0		800
1013				Salim	1800 0		700
1014				Shaan	1500 0		600
1015				Shilpa	1700 0		500

- Enter at least 10 item details.
- Calculate Net Salary. EPF = 14% of Basic Salary HRA = Rs.6000 Medical Allowance = Rs.3000 DA = 12% of Basic Salary Net

$$\text{Salary} = \text{Basic Salary} + \text{HRA} + \text{Medical Allowance} + \text{DA} - \text{EPF}$$
- Hide Basic Salary, EPF, HRA, Medical Allowance, DA columns.

4. Create Excel worksheet to store the records of the students and perform the following steps.

Roll No	Name	Physics	Chemistry	Maths	Total	Percentage

- Enter at least 10 item details.
- Calculate total and percentage using formula.
- Sort the data on percentage.
- Use filter option to display the data of students having >90%

5. Create Excel worksheet to create a Pie Chart for following data, also calculate total marks and average marks using functions.

Roll No.	Marks out of 600
1	532
2	480
3	435
4	302
5	464

6.	<p>Create the following Excel spreadsheets.</p> <p>Sheet1 (Employee-ID, Names of Employee)</p> <p>Sheet2 (Employee-ID, Age of Employee, Vaccination information - whether the employee has been vaccinated(V) or pending vaccination(P))</p> <p>Note that employee names need not be on this sheet2.</p> <p>Now, on sheet1, use VLOOKUP to Import Age of Employee and Vaccination information from Sheet2 for each Employee.</p>
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References:

- Kumar Bittu, Mastering MS-OFFICE, V & S Publishers Jennifer Kettel, Microsoft Office – The Complete Reference, Microsoft Press
- Richard Masfield, Ms-Office for Beginners, Cengage Press