



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 Organisation and Management |
| Course Code | 21CBVR121 |
| Semester | II |
| No. of Credits | 3 |

Objectives of the Course

| Sr. No. | Objectives |
|----------------|---|
| 1. | This course will provide conceptual knowledge of different forms of Business Organizations to students. |
| 2. | This course will enable students' understanding various concepts in Management. |
| 3. | Students will be enabled to work effectively in organization with proper understanding of various aspects of Business Organization and Management |

Course Specific Outcomes

| Sr. No. | Learning Outcome |
|----------------|---|
| 1. | The students will understand the concepts of business organization and its scope with types of industries, forms of business organizations like sole trader, partnership etc. |
| 2. | The students will gain an in-depth knowledge about partnership, its characteristics and types of partnership etc. |
| 3. | The students will understand the concept of joint stock company, procedure to incorporate the joint stock company |

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| 4. | The students will be able to understand and differentiate the various functions of management viz. planning, organizing, staffing, controlling etc. |
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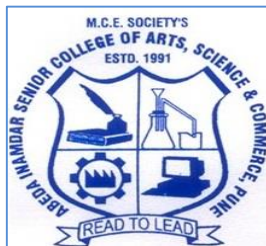
Syllabus

| Unit No. | Title with Contents | No. of Lectures |
|-----------------|--|------------------------|
| Unit I | Basic Concepts | 12 |
| | 1. Business Organization and its Scope | 2 |
| | 2. Profession, employment, Industry, Trade | 2 |
| | 3. Types of Trade and Aids to Trade | 2 |
| | 4. Types of Industries | 1 |
| | 5. Forms of Business Organizations | 1 |
| | 6. Sole Trader – Characteristics | 1 |
| | 7. Merits and Demerits of Sole Trader | 1 |
| | 8. Joint Hindu Family: Karta, Merits and Demerits | 2 |
| Unit II | Partnership and Joint Stock Company | 12 |
| | 1. Partnership: | |
| | i. Characteristics, Merits and Demerits | 2 |
| | ii. Partnership Deed, Types of Partners | 3 |
| | iii. Rights and Duties of Partners | 3 |
| | 2. Joint Stock Company: | |
| | i. Characteristics, | 1 |
| | ii. Merits and Demerits | 1 |
| | iii. Kinds of Companies | 1 |
| | iv. Promoters | 1 |
| Unit III | Incorporation of Joint Stock Company and Co-Operative Societies | 10 |
| | 1. Incorporation of Joint Stock Company: | |
| | i. Procedure of Incorporation of Joint Stock Company | 2 |

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|----------------|--|-----------|
| | ii. Memorandum of Association | 2 |
| | iii. Articles of Association | 2 |
| | iv. Prospectus. | 1 |
| | 2. Co-Operative Societies: | |
| | i. Characteristics | 1 |
| | ii. Types of Co-Operative Societies | 2 |
| Unit IV | Management and Its Functions | 11 |
| | 1. Management: | 2 |
| | 2. Introduction and concepts, nature, process and significance | 2 |
| | 3. Planning: concept, types and process, | 2 |
| | 4. Organizing: concept, nature, process and significance | 2 |
| | 5. Staffing: concept, nature and scope. | 2 |
| | 6. Controlling: concept, nature, process and significance | 1 |

References:

- *S.P. and Decenzo, D.A., Fundamentals of Management by Robbins, Pearson Education Asia, New Delhi*
- *Koontz and Wehrich, Management, TMGH*
- *Stoner, et. al, Management, Prentice Hall of India, New Delhi*
- *Satya Raju, Management-Text & Cases, PHI, New Delhi*
- *Richard L.Draft, Management, Thomson South Western*



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Syllabus for F.Y.B.Voc.(Retail Management) 2021-22 (CBCS)

(CBCS – Autonomy 2021 Pattern)

| | |
|----------------------------|-------------------------------------|
| Course/ Paper Title | Business Mathematics and Statistics |
| Course Code | 21CBVR122 |
| Semester | II |
| No. of Credits | 3 |

Aims and Objectives of the course:

| Sr. No. | Objectives |
|----------------|--|
| 1. | This course will enable students to develop understanding of various |

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| | mathematical and statistical tools and techniques and its application in practical problems. |
| 2. | This course will enable students to perform mathematical, logical calculations required for decision making in day today retail operations. |
| 3. | Students will be enabled to manage and monitor store performance |

Expected Course Specific Learning Outcomes

| Sr. No. | Learning Outcome |
|--------------------|--|
| 1. | Demonstrate an understanding of basic marketing mathematics by solving relevant problems, including trade discounts, cash discounting, and markup and markdown calculations. |
| 2. | To present the importance of Statistics in various business situations to the students. |
| 3. | To acquaint students with some basic concepts in Statistics and its application in business. |

| Sr. No. | Course | Semester | Continuous Internal Evaluation (Internal Marks) | End Semester Exam (External Marks) | Total Marks | Credits |
|----------------|---|-----------------|--|---|--------------------|----------------|
| 1. | 21CBVR122 – Business Mathematics and Statistics | II | 40 | 60 | 100 | 3 |

For Continuous Internal Evaluation (CIE): Internal assessment will be as follows:

CIE of Theory Examination

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|--|---------------------------------------|-----------------------------------|---|
| Credits :03 | | | |
| Duration: 1 Hour / Exam Marks:40 | | | |
| 10 Marks* | 10 Marks | 10 Marks | 10 Marks* |
| Offline / Online Objective type examination | Two Class Tests (Average of two test) | Two Assignments (Each of 5 marks) | Mid Semester Descriptive Type Examination |

*20 Marks exam will be scaled down to 10 Marks

Syllabus:

| Unit No. | Titles with Content | No. of Lectures |
|-----------------|---|--|
| Unit I | Cash Flow | 6 |
| | Interest: 1. Simple Interest. 2. Compound interest (nominal and effective rate of interest). 3. Equated Monthly Instalments (EMI) (Reducing and flat rate of interest). 4. Examples. Profit and Loss: 1. Concept of Cost Price, Marked Price and Selling Price. 2. Trade Discount and Cash Discount. Commission and Brokerage. | 1 1 1 1 1 1 |
| Unit II | Operation Research | 7 |
| | Linear Programming Problems (LPP): 1. Graph of linear Equation. 2. Graph of linear Inequality. 3. Formulation of LPP, Solution by Graphical Method. | 2 2 3 |

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|-----------------|---|----------------------------|
| Unit III | Data and Visualization | 9 |
| | Statistics: 1. Meaning, Evolution & Scope Statistics in Economics, Management Science and Industry. 2. Limitations and Applications. 3. Diagrammatic and graphical presentation of data. | 3 3 3 |
| Unit IV | Exploration of Univariate Data | 9 |
| | Measures of Central tendency: 1. Variables Qualitative and Quantitative, Raw data, Classification of data. 2. Frequency distribution, cumulative frequency distribution. 3. Histogram (finding mode graphically) Ogive curves and its uses. 4. Measures of central tendency: Mean, Median, Mode for ungrouped and grouped data. Measures of dispersion: 1. Concept of Dispersion. 2. Measures of Dispersion — Range, Variance and Standard Deviation(S.D.)for Grouped and ungrouped data. Measures of relative dispersion- Coefficient of range and Coefficient of variation. | 1 1 1 2 2 2 |
| Unit V | Exploration of Bivariate Data | 6 |

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|----------------|---|------------------|
| | Correlation: 1. Meaning & Types. 2. Karl Pearson coefficient of correlation. 3. Rank Correlation, Concurrent deviation method. | 1 2 3 |
| Unit VI | Index Number | 8 |
| | Index Number: Index Number and its uses in Business. 1. Construction of Simple and Weighed Price Index Number. 2. Quantity and Value Index Numbers. 3. Test for an Ideal Index Number. Time series: components and secular trends. | 2 2 2 2 |

Textbooks:

1. Bussiness Mathematics-Dr. S.M. Shukla, Dr. R.R. Sharma, Sahitya Bhawan Publications, Agra.

Unit I: Chapter 10, Chapter 11, Chapter 13.

2. Operation Research- Prem Kumar Gupta, Dr. D.S. Hira 7th Edition, S. Chand and Sons Publication, New Delhi.

Unit II: Chapter 2 (2.1, 2.2, 2.3, 2.6, 2.9, 2.10).

3. Mathematical Statistics - J.N. Kapur and H.C. Saxena 20th Edition, S. Chand and Sons Publication, New Delhi.

Unit III: Chapter 1 (Sec 1.1 to 1.3)

Unit IV: Chapter 2 (Sec 2.1 to 2.3), Chapter 3 (Sec 3.1 to 3.2.5), Chapter 10 (Sec 10.1 to 10.4)

Unit V: Chapter 10.

4. Business Mathematics and Statistics-N.G. Das, J.K. Das 2nd Edition, McGraw Hill, New Delhi.

Unit V: Chapter 16

Unit VI: Chapter Index Numbers.

References:

1. Business Mathematics - V.K. Kapoor, Sultan Chand and Sons, New Delhi.
2. Business Statistical Methods - S.P. Gupta, M.P. Gupta, Sultan Chand and Sons, New Delhi.
3. An Introduction to Statistical Methods - Gupta, C.B, 3rd Edition, Vikas publishing house Pvt Ltd.
4. An Introduction to Modern Statistics - Gupta, B.N, SBPD Publications.
5. Statistical Methods - Gupta, S.P, S. Chand and Sons Publication. New Delhi
6. Business Statistics - Sharma, J.K., Pearson Education, New Delhi
7. Fundamentals of Statistics - S.C. Gupta, Himalaya Publishing House



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2021-22 (CBCS – Autonomy 21 Pattern)

| | |
|----------------------------|--------------------------|
| Course/ Paper Title | Retail Management |
| Course Code | 21CBVR123 |
| Semester | II |
| No. of Credits | 3 |

Objectives of the Course

| Sr. No. | Objectives |
|----------------|---|
| 1. | This paper will be useful in providing students with a comprehensive understanding of the theoretical and applied aspects of retail management. |
| 2. | This course will help students identify various retail management functions and activities and enable them to understand their importance in satisfying customer needs. |
| 3. | This course will enable Students to effectively monitor and manage Retail stores by themselves. |

Course Specific Outcomes

| Sr. No. | Learning Outcome |
|----------------|---|
| 1. | The students will understand the various functions and Strategic Retail Management processes. They will understand the Retail Communication Mix and Customer Relationship Management using GAP model. |
| 2. | The students will understand the importance of planning in successful Retail Organizations. They will also understand the criteria used in selecting a target market, designing the store and layout, the nuances of visual merchandising and displays. |
| 3. | The students will be able to understand the use of logistics can be for a particular store location. The details of transportation, warehousing, packaging etc. will be understood by the student. |

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| 4. | The students will understand importance of Ecommerce in today's retail world. They will also be able to handle the legal and ethical issues in Retailing. This unit will give them an understanding of the 2 contrasts in retail industry- the rural and global market. |
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Syllabus

| Unit No. | Title with Contents | No. of Lectures |
|-----------------|---|-----------------|
| Unit I | Management of Retailing Operations, Retailing Management | 14 |
| | 1 . Functions of Strategic Retail Management Process | 2 |
| | 2 . Retail Communication Mix | 2 |
| | 3. Retail Sales Management and Sales Promotion | 3 |
| | 4. Retail Human Resources Management | 2 |
| | 5. Customer Service | 2 |
| | 6. The GAPs Model and Customer relationships management | 3 |
| Unit II | Information gathering in Retailing | 12 |
| | 1. Retail strategic planning and operation management | 2 |
| | | 3 |
| | 2. Retail financial strategy | 3 |
| | 3. Target market selection and retail location | 2 |
| | 4. Store design and layout, visual merchandising and Displays | 2 |
| Unit III | Logistics Framework | 12 |
| | 1. Concept, objectives, scope | 2 |
| | 2. Transportation | 2 |
| | 3. Warehousing | 2 |
| | 4. Inventory Management | 2 |
| | 5. Packaging and unitization | 2 |
| | 6. Communication and control | 2 |
| Unit IV | Role of Information Technology in Logistics | 7 |
| | 1. Role of ecommerce in retailing | 2 |

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| | 2. Managing Retail operations in Rural Markets, Global Retailing | 2 |
| | 3. Legal and ethical issues in retailing | 2 |
| | 4. Mall introduction and Mall management | 1 |

References:

- LevyIM. and Weitz B.A (2004), Retailing Management, 5th ed., Tata McGraw Hill.
- Berman B. Evans J.R.(2004), Retail Management, 9th Edition, Pearson Education
- Bajaj C., Tuli R., Srivanstava N.V.(2005), Retail Management, Oxford University Press, Delhi
- Dunne P.M, Lusch R.F. and David A.(2002), Retailing, 4th ed., South Western, Thomson Learning Inc



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|----------------------------|------------------------------|
| Course/ Paper Title | Environmental Studies |
| Course Code | 21CBVR124 |
| Semester | II |
| No. of Credits | 3 |

Objectives of the Course

| Sr. No. | Objectives |
|----------------|---|
| 1. | This course will provide a comprehensive knowledge of mechanism of Ecological System |
| 2. | Students will be enabled to understand the various environmental issues |
| 3. | This course will help students to understand the various elements of ecological system and its impact |

Course Specific Outcomes

| Sr. No. | Learning Outcome |
|----------------|---|
| 1. | The student will understand the various renewable and non -renewable resources and how to conserve these natural resources for a sustained living |
| 2. | The student will understand the concept and functioning of ecosystem, food chains, food webs and ecological pyramids |
| 3. | The student will understand the types causes, effects of various pollutions and also how the individual can prevent the solid waste pollution |
| 4. | The student will understand urban problems related to water conservation, rainwater |

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| | harvesting and watershed. They will also be able to make an opinion about climate change, global warming, wasteland reclamation etc. |
| 5. | The student will understand the acts and laws relating to environment protection, Air pollution and water pollution, wildlife protection etc. |

Syllabus

| Unit No. | Title with Contents | No. of Lectures |
|-----------------|---|------------------------|
| Unit I | Environmental Studies | 10 |
| | 4. Nature, Scope and Importance of Environmental Studies 5. Need for Public Awareness, Natural Resources, Renewable and Non-Renewable Resources 6. Use and Over-Exploitation/Over- Utilization of Various Resources and Consequences 7. Role of an individual in Conservation of Natural Resources 8. Equitable use of resources for sustainable lifestyles | |
| Unit II | Ecosystems | 10 |
| | 1. Concept, Structure and Function of an Ecosystem 2. Energy Flow in the Ecosystem 3. Ecological Succession, Food Chains, Food Webs and Ecological Pyramids 4. Types of Ecosystem: Forest Ecosystem, Grassland 5. Ecosystem Desert Ecosystem, Aquatic Ecosystems | |
| Unit III | Problems or Issues related to Environment: Environmental Pollution | 10 |
| | 1. Definition, Causes, Effects and Control Measures of Different types of Pollutions 2. Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Thermal Pollution, Nuclear Hazards. 3. Role of an Individual in Prevention of Pollution Solid Waste Management 4. Causes, Effects and Control Measures of Urban and | |

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| | Industrial Wastes | |
| Unit IV | Social Issues and the Environment | 10 |
| | 2. Sustainable Development 3. Urban Problems Related to Energy, Water Conservation, Rain Water Harvesting, Watershed Management 4. Resettlement and Rehabilitation of People, Its Problems and Concerns 5. Climate Change, Global Warming, Acid Rain, Ozone Layer Depletion, Nuclear Accidents and Holocaust, Wasteland Reclamation, Consumerism and Waste Products | |
| Unit V | Environmental legislation | 05 |
| | 1. Environment Protection Act. 2. Air (Prevention and Control of Pollution) Act. 3. Water (Prevention and Control of Pollution) Act 4. Wildlife Protection Act, Forest Conservation Act. | |

References:

- Rajagopalan, R. (2011). *Environmental studies: From crisis to cure*. Oxford University Press, USA.
- Kaushik, A. (2006). *Perspectives in environmental studies*. New Age International.
- Joseph, B. (2009). *Environmental studies* (2nd ed.). Tata McGraw-Hill Education.
- Uberoi. (2004). *Environmental management*. Excel Books India.



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| | |
|----------------------------|---|
| Course/ Paper Title | Computer Practical II– (MS Power Point and Internet) |
| Course Code | 21CBVR125 |
| Semester | II |
| No. of Credits | 1.5 |

Objectives of the Course

| Sr. No. | Objectives |
|----------------|---|
| 1. | This paper will be useful in providing students with a comprehensive understanding of the theoretical and applied aspects of retail management. |
| 2. | This course will help students identify various retail management functions and activities and enable them to understand their importance in satisfying customer needs. |
| 3. | This course will enable Students to effectively monitor and manage Retail stores by themselves. |

Objectives of the Course

| Sr. No. | Objectives |
|----------------|--|
| 1. | This course will enhance the knowledge of students regarding basic elements and use of Power Point and Internet in performing various business activities. |
| 2. | This course will help students to acquire proficiency in application such as PowerPoint. |
| 3. | Students will be enabled to understand the various elements of Internet, functioning |

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| | of the same and latest concepts and will help them to work up on them. |
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Syllabus:

| Unit Number | Contents |
|-------------|--|
| 1 | I-MSPOWERPOINT <ol style="list-style-type: none"> 1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible, to explain the features of the product. The presentation should work in manual mode. 2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart. 3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, bottom up, zoom in and Zoom out–The presentation should work in custom mode. 4. Design presentation slides about an organization and perform frame movement by 5. Interesting clip arts to illustrate running of an image automatically. 6. Design presentation slides for the Seminar/ Lecture Presentation using animation Effects and perform the following operations: Creation of different slides showing different background color, Font color and Animation effects. |
| 2 | II- INTERNET <ol style="list-style-type: none"> 1. Demonstration on how to use different Web-Browsers and to perform different operations like how to clear cache / cookies, reset browser settings etc. 2. Create a new mail id and check the mail inbox. 3. Learn how to use search engines and visit yahoo.com, bing.com, hotmail.com and google.com |

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| | <ol style="list-style-type: none"> 4. Working with E-Commerce websites, shopping cart, online shopping. 5. Visit your University and college websites and collect the relevant data. 6. Web Designing: HTML,CSS, Basic structure of HTML Document, creating HTML document, 7. Heading Tags, formatting tags, HTML tags, working with lists, tables, hyperlinks, images. |
|--|---|

References:

- Rohit Khurana, *Computer Fundamental and Internet Basics*, APH Publishing Corporation
- Shaun Fawcett, *Internet Basics*, Access Publishers Network
- Richard Masfield, *Ms-Office for Beginners*, Cengage Press



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2021-22 (CBCS – Autonomy 21 Pattern)

| | |
|----------------------------|---------------------------------------|
| Course/ Paper Title | Lab in Retail Store Operations |
| Course Code | 21CBVR126 |
| Semester | II |
| No. of Credits | 1.5 |

Objectives of the Course

| Sr. No. | Objectives |
|----------------|--|
| 1. | This course will help students to learn tactics of retail store operations practically. |
| 2. | This will help students in gaining insights into retail store planning, organizing and managing. |

Course Specific Outcomes

| Sr. No. | Learning Outcome |
|----------------|--|
| 1. | This course will help students to learn tactics of retail store operations practically. |
| 2. | This will help students in gaining insights into retail store planning, organizing and managing. |

Syllabus

| | |
|------------------|---|
| <p>1.</p> | <p>For Lab in Retail Store Operations-I, the students will visit a retail store and shall proceed for their store operations training of two weeks' duration during the semester.</p> <p>Following areas of study to be included:</p> <ul style="list-style-type: none"> • Managing Retail Operations • What are Store Operations • Productivity & Operating Efficiency • Most Common Mistakes of Retailers • Controls Essential for successful operations • Measuring Performance • Stock Turn • Store Appearance & House Keeping • Functions of a Store Manager <p>Promotion, Planning and Execution Retail Operations</p> |
| <p>2.</p> | <p>Report and Viva – Voce</p> <p>The students are required to prepare a Training Report which shall be evaluated by External</p> |