



**HIMACHAL PRADESH UNIVERSITY**

**B.VOC. DEGREE PROGRAMME**

**IN**

**RETAIL MANAGEMENT**

**REGULATIONS, SCHEME AND SYLLABUS**

**PROGRAM STRUCTURE**

**SEMESTER - I**

Semester	Paper	Code No.	Subject	GC/SC	Credit	Total Hours
One/ Certificate Sales Associate	General Paper-01	RA111	<b><u>Business Communication and Personality Development-I.</u></b>	GC	06	90
		RA114	Business Communication. Personality Development.			
	General Paper-02	RA112	<b><u>Fundamentals in Accounting and Technology (Computer Skills)-I.</u></b>	GC	06	90
		RA113	Fundamentals in Accounting. Fundamentals in Technology (Computer Skills).			
	<b>General Component Total</b>					<b>12</b>
	Skill Paper-01	RA121	<b><u>Introduction to Retail and Retail Store Operations.</u></b> -Define Retailing -Evolution of Retail in India -Indian Retail Industry -Organized and Unorganized Retail Sector -Types of Retail Formats -Pre-Store Opening -Store Opening and Closing -Loss Prevention and Shrinkage	SC	01	15
		RA124	-Store Merchandise Handling -Basics of Visual Merchandising -Processing of credit applications for purchases (RAS/N0122)	SC	01	15

		RA125	<p><b>Health, Safety &amp; Security</b>          -Store Safety &amp; Security(RAS/N0120)          -Health &amp; Safety(RAS/N0122)</p> <p><b>Team and Organizational Dynamic</b>          -Job responsibilities of a Sales Associate.          -Skills of a Competent Sales Associate.          -Working effectively in a Team          -Working effectively in an Organization.</p>	SC	01	15
Skill Paper-02		RA122	<p><b><u>Consumer Buying Behaviour and Retail Sales.</u></b>          -Basics of consumer shopping behaviour.          -Knowledge of products &amp; Services.          -Retail Selling techniques          -Importance of product demonstration.          -Help customers choose right product and provide. Specialist approach in facilitating purchases.          -Techniques to maximize sale of goods services</p>	SC	03	45
			<p>Understanding Consumer Buying Behaviour and Retail Sales</p>	SC Practical Retail- lab	01	30

	<b>Skill Paper-3</b>		<u>Customer Service and Customer Relationship Management.</u> -Positive Image Building -Monitoring and Solving Customer Service Issues. -Continuous Service Improvement. -Customer Relationship Management. -Personalized and Post-sales services support. -To resolve customer concerns.	SC	03	45
			Customer Service and Customer Relationship Management	SC Practical Retail-Lab	01	30
			<b>Internship Project</b>	SC	07	210
			<b>Skill Component Total</b>		18	405
			<b>SEMESTER - I TOTAL</b>		30	585

**SEMESTER - II**

Semester	Paper	Code No.	Subject	GC/SC	Credit	Total Hours	
Two/ Diploma Team Leader	General Paper-1	RA211 RA214	<b><u>Business Communication and Personality Development-II.</u></b> Business Communication. Personality Development.	GC	06	90	
	General Paper-2	RA212 RA213	<b><u>Fundamentals in Accounting and Technology (Computer Skills)-II.</u></b> Fundamentals in Accounting. Fundamentals in Technology (Computer Skills).	GC	06	90	
	<b>General Component Total</b>					<b>12</b>	<b>180</b>
	Skill Paper-1	RA221		<b><u>Store Display and Visual Merchandising.</u></b> -Store hygiene and cleanliness. -Organize the display of products at the store. Plan visual merchandising	SC	03	45
				Store Display and Visual Merchandising	SC Practical Retail Lab	01	30
Skill Paper-2	RA222  RA224		<b><u>Sales Management.</u></b> -Product and Service Knowledge -Retail Markets-competitions and best practices. -Availability of goods for sales to customers. -Process sales of products. -Goal setting/Target Allocation and Monitoring.	SC	04	60	

			<b>Customer Experience Management</b> -Establish and Satisfy customer needs -Monitor and solve customer service problems. -Effective stakeholder communication. -Effective after sales service. -Customer feedback management	SC Practical Retail Lab	01	30
			Customer Experience Management			
	<b>Skill Paper-3</b>	RA223	<b><u>Organization and Team Dynamics.</u></b> -Company Mission, Vision Value -Job role of team leader and skill sets of a competent team leader. -Understanding company policies and procedures. -Work effectively in your team. -Work effectively in your organization. -Health and Safety.	SC	02	30
			<b>Internship Project</b>	SC	07	210
			<b>Skill Component Total</b>		18	405
			<b>SEMESTER - II TOTAL</b>		30	585
			<b>1<sup>ST</sup> YEAR TOTAL</b>		60	1170

## **EVALUATION AND GRADING**

The evaluation of each course shall contain two parts:

- I. Internal or In-Semester Assessment (ISA).
- II. External or End-Semester Assessment (ESA).

**Sector Council Assessment will be done by the following steps:**

1. Theory
2. Practical Work
3. Role Plays
4. Viva

The Sector Council assessment will be independent out of the University evaluation.

The Final grade will be awarded after completion of both the evaluations successfully.

**Paper B.Voc. RA111/RA114: Business Communication and Personality Development - I**

**Duration:** 03 hrs.      **Lectures:** 90 **Practical:** Nil      **Maximum Marks:** 100  
**Theory:** 70 (Pass Marks)      45%  
**Internal Assessment:** 30

**Objective:** The objective of this paper is to help students to acquire basic knowledge of the business communication and professional skills to impart skills for dealing with various kinds of business communications.

**CONTENT: (GENERAL PAPER - 01)**

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	<b>Introduction To Business Communication</b>	Meaning, Nature and Scope of Communication, Process of Communication, Attributes of Sender, Factors affecting Communication, Basic forms of communication. Barriers to Effective Communication Overcoming the Barriers. Non Verbal Communication, Body Language, focus on English skills - Vocabulary, Grammar, Phonetics with special reference to retail industry. Presentation skills - speeches, meetings and interviews, guidelines for effective written communication - letters, advertisement and public relations as communication tools. Qualities of an effective communicator.	<b>18</b>
Unit-02	<b>Business Report</b>	Business Report. Purpose, types and components, framework of business report, presentation of report, Brochure, Issuing Notice Agenda of Meeting and Recording of Minutes of Meeting. Business Report Presentation.	<b>18</b>
Unit-03	<b>To Personality Development</b>	Introduction, Concept of Personality Consciousness, Personality Patterns, Personality Syndrome, Symbol of Self, Clothing Names and Nick Names, Speech, Age, Success, Reputation, Molding and Personality Pattern. Persistence and Change.	<b>18</b>
Unit-04	<b>Grooming</b>	Learning objective, Personal grooming and business etiquettes, corporate	<b>18</b>

		etiquette, social etiquette and telephone etiquette, role play and body language, impression management. Social grace, Etiquette and body language, making a great first Impression, body language, Etiquette for dressing, the do's and don'ts in conversation, appearance, voice, perceptions, dress and grooming, courtesy, conversations and small talk at official gathering. Job Interview - Purpose, Types, Interview Skills - Before, During and After the Interview, Interview Dressing, mock interviews - Following up an Application, accepting an Interview Invitation, following up an Interview, Accepting Employment, Resigning from a Job.	
<b>Unit-05</b>	<b>Leadership Styles</b>	Meaning, Significance, Leadership Style, Leader and Team Player, Management of Conflicts, Profile of Greet and Successful Personalities, Role of Career Planning in Personality Development, How to Face Personal Interviews and Group Discussion.	<b>18</b>

**Suggested Readings:**

1. Personality Development; Hurlock Elizabeth B, Tata Mcgraw Hill, New Delhi.
2. Basic Managerial Skill for all; McGrath E.H PHI Ned Delhi.
3. Communication Skills in English by D.G. Saxena & Kuntal Tamang.
4. English for Effective Communication. Oxford University Press, 2013.
5. English pronunciation in use, New Delhi: CUP, 2007.  
Author: Marks Jonathan.
6. Study Speaking, New Delhi: CUP, 2008.  
Author: Kenneth Anderson, Tonylynch, Joan MacLean.
7. Study Listening, New Delhi: CUP, 2008.  
Author: Lynch, Tony.
8. Communication Skills.  
Author: Ramanand Sharma, Dr. M.S. Ashawat.
9. Rajendra Pal Korahill, "Essentials of Business Communication", Sultan Ch and & Sons, New Delhi, 2006.
10. Ramesh, MS, & C. C Pattanshetti, "Business Communication", R.Chand&Co, New Delhi, 2003.
11. Rodriquez M V, "Effective Business Communication Concept" Vikas Publishing Company, 2003.
12. **Note:** Latest and additional good books may be suggested and added from time to time.

**Paper Setting Scheme for End Semester Examination.**

Part	Number of Questions	Syllabus Coverage	Nature of Questions and Answers	Questions to be Attempted	Maximum Marks
A	10	Complete	Objective (MCQ)	10 (1 Mark Each)	10
B	2	Unit-1	-	1	12
C	2	Unit-2	-	1	12
D	2	Unit-3	-	1	12
E	2	Unit-4	-	1	12
F	2	Unit-5	-	1	12
<b>Total</b>	-	-	-	-	70

### B.Voc: (Retail Management) Semester - I

**Paper B.Voc. RA112/RA113: Fundamentals in Accounting and Technology**  
**(Computer Skills) - I**

**Duration:** 03 hrs.      **Lectures:** 90 **Practical:** Nil      **Maximum Marks:** 100  
**Theory:** 70 (Pass Marks)      **45%**  
**Internal Assessment:** 30

**Objective:** The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.

**CONTENT: (GENERAL PAPER - 02)**

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	<b>Basics of Accounting</b>	Meaning of book keeping and accounting, difference between book keeping and accounting, objectives, advantages and limitations of accounting cycle, Basis of Accounting, GAPPs--Concepts and Conventions of accounting Branches of accounting,; basic terms - Capital, Income, Expenditure, Expenses, Assets, Liabilities .	<b>18</b>
Unit-02	<b>Journal, Ledger and Trail Balance</b>	Double Entry System- meaning, advantages and disadvantages; Types of accounts; Journal and rules of journalizing; accounting equation; subsidiaries book; Petty cash book; Cash book- single, double and triple column; ledger accounts and trial balance- methods of preparation of trial balance; Errors and their types.	<b>18</b>
Unit-03	<b>Fundamentals In Technology Computer Skills</b>	Computer Fundamentals: What is a computer? Components of a computer system. Classification of computers. Types of computers. Brief history of evolution of computers and generation of computers. Computer hardware and software. Input/output devices, internet and web surfing etc.	<b>18</b>
Unit-04	<b>Introduction To MS Office</b>	Introduction to MS-Office and its integrated nature. MS-Word: Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Use of tabs. Tables - creation, adding rows and columns, splitting, and combining cells,  Borders. Saving, closing, and operating documents. Adding headers and footers.	<b>18</b>

		Print preview, and printing a document. Mail merge: creating main document and data source. Adding and removing fields from data source.	
<b>Unit-05</b>	<b>Presentation Software</b>	Power Point (Presentation software): Basic concept of presentation software. Standard, formatting, and drawing toolbars in power point and their use. Creating and opening a presentation. Creating, deleting, opening, and copying slides. Closing and saving a presentation. Use of slide sorter, adding header/footer. Use of master slides and colour box. Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard.	<b>18</b>

**Suggested Readings:**

**(Unit - 01 and Unit - 02)**

1. Introduction to Accounting.  
Author: T.S. Grewal- S Chand & Company.
2. Book Keeping and Accounting.  
Author: R.L. Gupta- Sultan Chand and sons.
3. Financial Accounting- Jain and Narang Kalayani Publication.
4. Financial Accounting- R S Singal- V K Publication.
5. Financial Accounting- Hanif and Mukherji, Tata McGraw Hill.

**(Unit - 03, Unit - 04 and Unit - 05)**

6. Garroll W. Frenzel Johne. Frenzel, Management of Information Technology, Thomson Course Technology, Boston, 2004.
7. Henry C. Lucas. Jr, Information Technology - Strategic Decision Making for Managers, John Wiley & Sons (Asia) Pvt. Ltd., Singapore, 2005.
8. Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore, 2004.
9. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi 5 Barry Merman, Joel R. Evans, Retail Management, Pearson Education.

**Note:** Latest and additional good books may be suggested and added from time to time.

## Paper Setting Scheme for End Semester Examination.

Part	Number of Questions	Syllabus Coverage	Nature of Questions and Answers	Questions to be Attempted	Maximum Marks
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B	2	Unit-1	-	1	12
C	2	Unit-2	-	1	12
D	2	Unit-3	-	1	12
E	2	Unit-4	-	1	12
F	2	Unit-5	-	1	12
<b>Total</b>	-	-	-	-	70

## B.Voc: (Retail Management) Semester - I

Paper B.Voc. RA121/RA125/RA125: Introduction to Retail Store Operations, Health Safety & Security and Team and Organizational Dynamics.

Duration: 03 hrs.

Marks: 100

Lectures: 45

Practical: Nil

### CONTENT: (SKILL COMPONENT PAPER - 01)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	<b>Introduction to Retail and Retail Store Operations</b> (Overview of Retail Industry, Types of Retail Formats and Store Processes)	<ul style="list-style-type: none"> <li>✓ Define Retailing, Understand the Evolution of Retail, Understanding the overview of Retail Industry in India, Explain Organized and Unorganized Retail Sector.</li> <li>✓ Define Types of Retail Formats.</li> <li>✓ Explain Pre-Store Opening, Store Opening and Closing, Understand Loss Prevention &amp; Shrinkage, Understand Store Merchandise Handling, Explain Basics of Visual Merchandising.</li> </ul>	07
Unit-02	<b>Process Credit Applications for Purchases.</b> (Overview and Need of credit facility, Characteristics and conditions of credit facility, Legal and Company Criteria for providing credit facilities, Legal and company processes for credit checks and authorization, Prompt solutions to problems in processing credit application forms).	<ul style="list-style-type: none"> <li>✓ Discuss the meaning of credit sale, Identify the need of credit facility, List the advantages of offering credit facility, Explain the disadvantages of credit facility.</li> <li>✓ Identify various features of credit facility, appreciate the role of credit facility in meeting customer needs, List various conditions applicable for credit facility.</li> <li>✓ Understanding the need of legal obligations for providing credit facilities, explain the company or store criteria for selling goods on credit, explain the way payments are for goods sold on credit.</li> <li>✓ Explain the factors to be considered while evaluation a credit seeking customer, describe credit checks authorization process, list documents required for credit facility application, understand points that need to be considered while filling up a credit facility application form.</li> <li>✓ Identify completely filled credit application forms, learn whom to approach in case of difficulties in processing the forms, describe the process of carrying out credit checks and authorization.</li> </ul>	08

<p><b>Unit-03</b></p>	<p><b>Team and Organizational Dynamics</b>          (Job responsibilities of a sales associate, Skills of competent sales associate, work effectively in your team, supporting the team in working effectively communication etiquette, Employee's responsibilities toward team, developing effective work habits, work effectively in your organization, working in an organization across team, demonstrating problem solving skills, Evaluating the progress of organizational coordination and health and safety agreement.</p>	<ul style="list-style-type: none"> <li>✓ Define who is a Sales Associate, explain the responsibilities carried out by a Sales Associate.</li> <li>✓ Describe the skills required by a Sales Associate; explain the benefits of a competent Sales Associate to business.</li> <li>✓ Discuss the strategies to achieve effective teamwork, express the importance of maintaining communication etiquette with colleagues, list the guidelines of maintaining etiquette with male/female colleagues, outline the ways of maintaining etiquette with male/female, explain the way of building healthy relationship with colleagues, recognize the importance of showing respect to colleagues and managers, list the ways of working with colleagues to achieve targets, understand the benefits of effective listening to colleagues.</li> <li>✓ Discuss the techniques of working with a team, list situations in which sharing of information can happen, describe the media through which work related information is shared with colleagues, recognize the importance of exchanging opinion and views with colleagues.</li> <li>✓ Discuss the need of developing team communication, describe the strategies for developing effective team communication, list the reasons of conflicts between colleagues, justify the need of discussing and resolving issues at workplace.</li> <li>✓ Justify the importance of working within scope of job responsibilities, Illustrate the essentials of effective work instructions, list of points which help completing work according to requirements, decide when to involve other colleagues to complete the work.</li> <li>✓ Express the need of self-realization and helping others by sales associate, describe the phases of solution finding to customer problems, discuss how helping other colleagues in solving problems can benefit the organization,</li> </ul> <p>list the factors to be considered for self-development.</p> <ul style="list-style-type: none"> <li>✓ Explain the factors to be considered when making commitments, list the advantages of scheduling tasks,</li> </ul>	<p style="text-align: center;"><b>08</b></p>
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		discuss the key motivating factors for employees and colleagues, and describe the need for health and safety procedures to be followed during the learning phase.	
<b>Unit-04</b>	<b>Security Risks and their types.</b> (Help keep the store secure, role, authority, responsibility of employees in handling security risks, policies and procedures of an organization for handling security risks, security risk reporting, following company security policy and procedures).	<ul style="list-style-type: none"> <li>✓ Understand the meaning of security risks, get rid of shopping problems, explain employee theft and methods for preventing the same.</li> <li>✓ Describe the role of employee in handling security risks, use the authority of employees in handling security risks, interpret responsibilities of employees in handling security risks, explain various ways of handling irritated and abusive customers.</li> <li>✓ Describe the policies for handling security risks, explain the procedures for handling security risks, list the points to be included in policies for handling security risks, describe the steps to minimize criminal activities in stores.</li> <li>✓ Understand the need of reporting security risks, understand the importance of investigating incidence, and identify officials to whom security risk issues are to be reported, understand how to handle security risk problems.</li> <li>✓ Describe the process of techniques for personal safety from security risks, describe the company policies and procedures for maintaining security during work, understand the company policies and procedures for mainlining security during breaks and after finishing work, understand the policies to ensure security risk prevention.</li> </ul>	<b>07</b>

<p><b>Unit-05</b></p>	<p><b>Health, Safety and Security.</b>  (Maintain health and safety, plan and procedures, reporting health and safety concerns,   company policy toward health and safety, first aid and medical emergency plan, following emergency and evacuation plan, making work environment safe.</p>	<ul style="list-style-type: none"> <li>✓ Explain the role of health, safety at the workplace.</li> <li>✓ List the occupational safety and health challenges; list the key obligations and regulations for employers, Identify threat to workers and workplace.</li> <li>✓ Discuss the importance of reporting health and safety issues, describe the actual meaning of hazards, explain how to handle the hazardous substances, report the health and safety concerns to be authorized person.</li> <li>✓ Discuss what health and safety threats are present at workplace, list various parameters to check safety, security and health breaches, describe the policies to dispose hazardous substances, recognize the importance of following company safety policies.</li> <li>✓ Explain first aid and medical emergency plan, understand what medicines could be used in emergencies, list do's and don'ts of first aid, illustrate how to give first aid to victims.</li> <li>✓ Understand the elements of emergency plan, identify various symbols used an evacuation plan, describe how to do emergency exit, conduct self-analysis in critical situations.</li> <li>✓ Discuss how to make the work environment safer, appreciate the need of measures to enhance employee health, explain various benefits of upgrading safety tools, describe how to perform mock evacuation drills.</li> </ul>	<p><b>15</b></p>
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## B.Voc: (Retail Management) Semester - I

### Paper B.Voc. RA122: Consumer Buying Behavior and Retail Sales.

Duration: 03 hrs.

Marks: 100

Lectures: 45 Practical: 30

#### CONTENT: (SKILL COMPONENT PAPER - 02)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	<b>Customer Buying Behavior and Retail Sales.</b> (Basics of consumer shopping behavior, demonstrate products to customer, preparation of demonstration area, explaining the feature and benefits of products during product demonstration, logical sequencing involved in product demonstration).	<ul style="list-style-type: none"><li>✓ Understand the basics of consumer shopping behavior, Product description and retail selling techniques, describe product and services, explain retail selling techniques.</li><li>✓ Role of demonstration in promoting and selling products, describe the meaning of product demonstration, understand the importance of product demonstration, list of various aspects involved in demonstration and where product demonstration can be performed.</li><li>✓ List of various pre-demonstration activities, discuss how a demonstration area is set up, discuss various points which are to be taken care of for planning a demonstration, and recognize what not to do during a product demonstration.</li><li>✓ Describe what kind of prior knowledge is required for a product demonstration; list the factors that a product specialist should keep in mind for demonstrating a product.</li><li>✓ Identify the steps involved in product demonstration, list various logical sequencing of a one to one product demonstration, discuss the importance of offering information about product warranty and replacement, illustrate how to close a product demonstration.</li></ul>	09
Unit-02	<b>Help customer choose right products.</b> (Explaining Product Features and Benefits to Customers to	<ul style="list-style-type: none"><li>✓ Describe the meaning of specialist products; discuss the features and benefits of specialist products, list advantages of specialist products over other products.</li><li>✓ Describe how to help customers select products, discuss the way of handling a customer's objections and questions list explanations for a customer's objections,</li></ul>	09

	Promote Sales and Goodwill, Helping Customers Choose Products and Handling Customer Queries, Identifying Opportunities for Up-selling and Cross-selling, Collecting and Interpreting Customer Responses and Acknowledging Customer Buying Decision, Techniques of Closing Sales and Bill Payment, Legal Rights Related to Returning of Unsatisfactory Goods)	<p>Encourage customers to ask questions.</p> <ul style="list-style-type: none"> <li>✓ Describe the opportunities for up-selling, explain about opportunities of cross-selling, list various ways of pitching for up-selling and cross-selling Identify customers' requirements for additional and associated products.</li> <li>✓ Identify customer data to be collected, explain the methods to collect a customer's data, discuss ways of interpreting a customer's response, outline how to acknowledge a customer's buying decision.</li> <li>✓ Describe the process of closing sales, explain how to direct customers towards bill payment, list various ways in which a sales associate could help customers to make buying decisions.</li> <li>✓ Describe how to handle customers unsatisfied with a purchased product, explain the way of disclosing legal policies at the time of selling products, list various ways of maintaining the security and safety of products throughout sales process describe the technique of handling products after demonstration.</li> </ul>	
<b>Unit-03</b>	<b>Product, Feature and Benefits.</b> (Informing Customers about Specialist Products: Features and Benefits, Displaying Products of Customer's Interest, Providing Product Information and Response to Customer Queries).	<ul style="list-style-type: none"> <li>✓ Describe the meaning of specialist products; discuss the features and benefits of specialist products, list advantages of specialist products over other products.</li> <li>✓ Discuss the need of determining product features and benefits according to a customer's interest, describe ways of making a demonstration interesting for customers, list various ways of attracting different types of customers, make him/herself aware of the need of helping customers during the purchase of a product.</li> <li>✓ Identify the importance of providing product information to customers, discuss how to respond to customers' questions describe why a sales associate needs to be well informed about the product, make him/herself familiar with employees' behaviour while responding to customer queries.</li> </ul>	<b>09</b>
<b>Unit-04</b>	<b>Product Demonstration.</b>	<ul style="list-style-type: none"> <li>✓ Describe the importance of products' latest information, discuss</li> <li>✓ Demonstration of specialist products, describe promotion of specialist</li> </ul>	<b>09</b>

	(Demonstration of specialist products, performing safe and valuable product demonstration, safety and security of store during demonstration).	<p>products, make him/herself familiar with the need of controlling the duration of demonstration.</p> <ul style="list-style-type: none"> <li>✓ Discuss the company policy for customer service and demonstration of specialist products, explain how to set up demonstrations without disturbing other people, describe setting up safe and effective demonstrations, describe what a sales associate must consider for a safe and effective demonstration.</li> <li>✓ Describe ways of ensuring the security and safety of the store while giving a demonstration, understand the importance of availability of trained staff in case of an emergency during demonstration, describe the checking of equipment and materials available for the demonstration, and explain precautionary safety signs during product demonstration.</li> </ul>	
<b>Unit-05</b>	<b>Maximize sales of goods and services.</b> (Analyzing Features and Benefits of Products, Identifying and Reporting Promotional Opportunities, Promoting of Products, Recording and Evaluating Promotion Results).	<ul style="list-style-type: none"> <li>✓ Discuss the need for increasing sales and promotions, appreciate seasonal trends and their impact on sales, explain the difference between product features and benefits, list different ways of promoting products.</li> <li>✓ Explain the estimation of promotional opportunities to increase sales, discuss the potential of promotional opportunities to increase sales, list various techniques to encourage buying of promoted product in future.</li> <li>✓ Explain how to promote product features and benefits, discuss how to communicate promotions to customers, list various techniques for encouraging customers to purchase promoted products.</li> <li>✓ Describe the effectiveness of promotions, explain how to evaluate promotion results, list the various considerations in evaluating a promotion, and explain the benefits of promotions.</li> </ul>	<b>09</b>
	<b>Practical-(Retail Lab)</b>	<b>Understanding consumer buying behavior and retail sales.</b> Demonstrate products to customers. Help customers choose right products. Provide specialist support to customers to facilitate purchase. Help in maximizing product sales and participate in product promotions.	<b>30</b>

## B.Voc: (Retail Management) Semester - I

### Paper B.Voc. RA123: Consumer Service and Customer Relationship Management.

Duration: 03 hrs.

Marks: 100

Lectures: 45

Practical: 30

#### CONTENT: (SKILL COMPONENT PAPER - 03)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	<p><b>Create positive Image of self and organization in customer's mind.</b> (Establishing Organizational Image, Developing Basic Etiquettes, Appropriate Customer Handling, Explaining and Interpreting Complex Information to Customers, Building Relationships with Internal and External Customers, Creating and Analyzing Database).</p>	<p>✓ Explain the meaning of an organization. Identify organizational behavior policies for customer, colleagues, and seniors. Explain work flow in the organization. Describe the reporting structure in the organization. Explain basic etiquettes. List grooming standards for male/female employees. Discuss general guidelines for communicating with customers. Explain the importance of using simple phrases and language while communicating with customers.</p> <p>✓ Discuss the ways of dealing with customers. Understand the importance of greeting customers. List various points to be kept in mind while greeting customers. Describe the importance of listening to customers.</p> <p>✓ Explain the process of dealing with complex information provided to customers. Discuss reasons of adopting behaviour as per customer behaviour. Explain the need and significance of updating customers. Describe the ways of providing the best solution to customers.</p> <p>✓ Describe relationships with internal and external customers. Illustrate the importance of timely delivery of services to customers. List steps of assisting customers in difficult times. Discuss how to follow-up customers for services and feedback.</p> <p>✓ Explain the need for developing documentation skills. Discuss the importance of reading and writing skills for sales associates. Describe how to maintain client information database. Explain the method of writing and</p>	09

		submitting reports.	
<b>Unit-02</b>	<b>Monitor and Solve Service Concerns.</b> (Understanding Customer Service Problems: Organizational Procedure and System, Solving Customer Service Problems, Informing and Analyzing Actions Taken, Resolving Repeated Customer Service Problems, (Monitoring Changes and Analyzing the Impact of Successfully Resolved Customer Service Problems).	<ul style="list-style-type: none"> <li>✓ Describe organizational procedures and systems for dealing with customer service problems. List reasons why some dissatisfied customers do not complain to the retailers. Describe the importance of authority in solving customer service problems. Discuss how to solve customer service problems.</li> <li>✓ Explain how to negotiate with and reassure customers while their problems are being solved. Describe ways of executing agreed solutions. Discuss the need of solving problems in advance with service systems and procedures. Make him/herself familiar with the need of negotiating and reassuring customers at the time of problem resolution.</li> <li>✓ Discuss how to inform customers about the status of the actions taken. Understand whether customers are comfortable with the actions taken. List the importance of informing managers and colleagues about the steps taken. Learn the impact of a situation when a customer is not comfortable with a solution.</li> <li>✓ Describe the organizational procedures to identify repeated customer service problems. List various options for dealing with a repeated problem. Identify activities to find out the merits and demerits of each option. Discuss the activities required to select the best option for solving repeated customer service problems.</li> <li>✓ Identify the activities for monitoring changes done in the organizational policies and systems. Describe the action to be taken if changes in the organizational policy have not been implemented. Discuss the impact of successful resolution of customer service problems on customer loyalty. Identify situations in which customers may become loyal to the retailer.</li> </ul>	<b>09</b>
<b>Unit-03</b>	<b>Promote Continuous Improvement in Services and Improve Customer Relationships.</b>	<ul style="list-style-type: none"> <li>✓ Explain the importance of gathering customer feedback. Discuss the need of analyzing and interpreting customer feedback. List various ways to identify opportunities and propose changes.</li> <li>✓ Explain the need of customer service</li> </ul>	<b>09</b>

	(Collecting, Analyzing and Presenting Customer Feedback, Improving Customer Service, Implementing Changes in Customer Service Standards, Reviewing Implemented Changes in Customer Service Standards, Improving Relationship and Communication with Customers, Maintaining Balance between Customer and Organizational Needs, Meeting and Exceeding Customer Expectations).	<p>improvement. Discuss the influence of service delivery on customer experience.</p> <ul style="list-style-type: none"> <li>✓ Identify the need of recording and analyzing opinion of customers. Interpret the benefit that organizations have due to continuous service improvement.</li> <li>✓ Discuss the need of obtaining the approval for changes in customer service standards from the concerned authority. Describe ways of organizing implementation of authorized changes. List the concerned people to be informed about the changes. Describe the advantages and disadvantages of change.</li> <li>✓ Discuss the use of the analysis and interpretation of implemented changes in customer service standards to identify further opportunities for improvement. Describe ways of presenting improvement opportunities to concerned authority for implementation. List the service improvement strategies affecting the balance between overall customer satisfaction, costs of providing service, and regulatory needs.</li> <li>✓ Discuss the need of improving customer relations. List various ways of improving the organization's image in front of customers. Identify the best communication method to be used. Explore the need of informing customers when their expectations are not met.</li> <li>✓ Explain the importance of meeting customer expectations within the organization. Discuss the ways to meet the customer expectations. Describe the importance of improving relationship with customers. List the tactics retailer can put to improve customer relationship.</li> <li>✓ Identify opportunities to exceed customers' expectations. Discuss alternative solutions. Describe how to negotiate solutions. Elaborate how to take actions upon agreed solutions.</li> </ul>	
<b>Unit-04</b>	<b>Sales and Post Sales Service Support.</b> (Preparing for	<ul style="list-style-type: none"> <li>✓ Explain the meaning of personalized selling. Describe the need of knowing about new brands or services provided by companies. Discuss the preparation required for client visits.</li> </ul>	<b>09</b>

	<p>Customer Visits, Providing Personalized Service to Customers, Meeting Company's Customer Service Standards, Company Procedure for Maintaining Client Records, Developing Relationships with Customers).</p>	<p>Explain the importance of checking the work area for client consultation.</p> <ul style="list-style-type: none"> <li>✓ Discuss the need of contacting clients as per their convenience. Illustrate the need of establishing good relationships with clients. Explain the importance of asking questions to clients. Make him/herself familiar with the tactics to determine a client budget.</li> <li>✓ Discuss the company's customer service standards and personalized service. Describe the need of establishing company's desired image in clients' mind. List various opportunities of selling additional products. Discuss why sales associates are required to abide by company service standards.</li> <li>✓ Discuss data protection laws. Explain company procedures for updating client records. List various steps of recording and storing client information. Make him/herself familiar with company policy for client confidentiality.</li> <li>✓ Discuss the importance of keeping promises to customers. Explain how to sell products and maintain good relationships with clients. List various ways of making additional product recommendations to clients. Make him/herself familiar with the need of matching product's features and benefits to client's requirements.</li> </ul>	
<p><b>Unit-05</b></p>	<p><b>Resolve Customer Concerns and Organize the Delivery of Reliable Services.</b> (Identifying Customer Service Problems, Determining Solutions Solution for Customer Service Issues, Communicating Solution Options to Customers, Taking Actions to Resolve Customer Service</p>	<ul style="list-style-type: none"> <li>✓ Explain various problems faced by customers in retail stores. Discuss the importance of listening to customers carefully. List various options to resolve customer problems. Describe the need of confirming the options with others to resolve customer problems.</li> <li>✓ Explain how to identify alternatives to solve customer problems that a sales associate cannot help with. Describe the importance of discussing available options with customers. List various strategies that could be used by sales associates for solving such problems. Discuss whom to contact for customer problems when the sales associate is unable to solve the problem.</li> <li>✓ Discuss the need to check organizational benefit of solution opted. Explain the action to be taken</li> </ul>	<p><b>09</b></p>

	<p>Problems, Dealing with Repeated Problems and No-Solution Situations, Planning Customer Service Delivery, Organizing Reliable Customer Service, Following Organizational Procedures for Customer Service Delivery, Maintaining and Controlling Customer Service Delivery, Using Recording Systems to Maintain Reliable Customer Service).</p>	<p>to implement the option agreed upon by the customer. Describe the need for informing the customer about what is happening to resolve the problem. List various sources through which customers could be informed about the resolution of the problem.</p> <ul style="list-style-type: none"> <li>✓ Discuss how to work with others for resolving customer problems. Illustrate how to keep a record of promises made. Elaborate on the importance of contacting customers to ensure proper problem resolution. Describe why a sales associate should provide clear reasons when customer problem cannot be solved.</li> <li>✓ Describe how to identify repeated problems. Discuss the importance of alerting appropriate authority for repeated problems. Illustrate the need for sharing customer feedback with others. Elaborate on the requirement of identifying problems with systems and procedures before they occur.</li> <li>✓ Explain the meaning of customer service delivery. Discuss various prerequisites of planning, preparing and organizing service delivery. List various factors on which efficiency of the services rendered by a retailer depends. Discuss the need of a retailer to be transparent with its policies and portfolio.</li> <li>✓ Discuss the need for responding to customer feedback. Elaborate on the feedback mechanism. Describe the importance of identifying useful customer feedback. Illustrate the importance of positive customer feedback.</li> <li>✓ List various organizational procedures for delivering customer service. Describe how to locate information to solve customer query. Identify critical sections in feedback form.</li> <li>✓ Describe the need for maintaining service delivery during busy and lull periods. Differentiate the behavior of retail sales associate between busy and lull periods. Elaborate how to reorganize work to handle unexpected workload. List various actions to be taken to improve the reliability of customer service.</li> </ul>	
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		<p>✓ Discuss the different methods used for collecting customer information. Explain policies related to recording and storing customer service information. Describe the procedure to select and retrieve relevant customer service information. Elaborate on the need of supplying accurate customer service information.</p>	
	<p><b>Practical-(Retail Lab)</b></p>	<p><b>Customer Service and Customer Relationship Management.</b>  Establish effective rapport with customers, respond appropriately to customers, communicate information's to customers, solve immediate customer service problems, and identify repeated customer service problems and options for solving them. Identify appropriate actions that can be taken to avoid the repetition of customer service problems, Plan improvements in customer service based on customer feedback. Provide personalized sales and post sales service support. Review effectiveness of customer service delivery and suggest process improvements.</p>	<p><b>30</b></p>

## B.Voc: (Retail Management) Semester - II

### Paper B.Voc. RA211/214: Business Communication and Personality Development - II

Duration: 03 hrs. Lectures: 90 Practical: Nil

Maximum Marks: 100

Theory: 70 (Pass Marks) 45%

Internal Assessment: 30

**Objective:** The objective of this paper is to help students to acquire basic knowledge of the business communication and professional skills to impart skills for dealing with various kinds of business communications.

#### **CONTENT: (GENERAL PAPER - 01)**

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	<b>Introducing Business Communication.</b>	Meaning Objective and principal of communication. Formal and informal communication, Listening- process, barriers, reading skill and speaking skill; strategies for effective communication. Role of communication skills in business. Self- development and communication, development of positive personal attitude, Effective communication and its key aspects, body language, assertiveness, problem solving, conflict, decision making skills, positive motivation and creative thinking.	<b>18</b>
Unit-02	<b>Personality and Personality Traits.</b>	Introduction to Personality - Basic of Personality, Human growth and Behavior. Theories in Personalities, Motivation techniques in personality development - self confidence. Mnemonics, goal setting, time management and effective planning, Stress Management, Meditation and Concentration Techniques, Self hypnotism, self acceptance and self growth. SWOT Analysis.	<b>18</b>
Unit-03	<b>Personality Development.</b>	Healthy personalities, Developing self awareness, managing personal stress, solving problems analytically and creatively, grooming, appearance, dress sense, personal hygiene, etiquettes, body language, time management, public speaking.	<b>18</b>

<b>Unit-04</b>	<b>Planning, Organizing.</b>	Map: set up your project management plan, what are my goals? What end result am I trying to accomplish? What is my deadline? Who will I need to include in this project? What supplies / resources will I need to get this done? Organize: keep your project paper work organized. Implement: put your project management plan into action. Recognize: pay attention to progress with your project management plan. Complete: make sure you are meeting your project management plan deadlines.	<b>18</b>
<b>Unit-05</b>	<b>Problem Solving</b>	Define the problem, look at potential causes for the problem, identify alternatives for approaching to resolve the problem, select and option to resolve the problem, plan the implementation of best alternative, monitor implementation plan, verify the problem has been resolved or not. Rational V/s Organic approach for problem solving.	<b>18</b>

**Suggested Readings:**

1. Rajendra Pal Korahill, "Essentials of Business Communication", Sultan Chand & Sons, New Delhi, 2006.
2. Dr Raj Kumar Singh and Girishbala Mohanty, "Industrial Psychology", Kalayani Publication, New Delhi.
3. Ramesh, MS, & C. C Pattanshetti, "Business Communication", R.Chand&Co, New Delhi, 2003.
4. Rodriquez M V, "Effective Business Communication Concept" Vikas Publishing Company, 2003.
5. Hurlock, Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi
6. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India Pvt. Ltd., New Delhi.
7. Wehtten, David A and Kim S Cameron, Developing Managerial Skills, Pearson Education, New Delhi

**Note:** Latest and additional good books may be suggested and added from time to time.

## Paper Setting Scheme for End Semester Examination.

Part	Number of Questions	Syllabus Coverage	Nature of Questions and Answers	Questions to be Attempted	Maximum Marks
A	10	Complete	Objective (MCQ)	10 (1 Mark Each)	10
B	2	Unit-1	-	1	12
C	2	Unit-2	-	1	12
D	2	Unit-3	-	1	12
E	2	Unit-4	-	1	12
F	2	Unit-5	-	1	12
<b>Total</b>	-	-	-	-	70

## B.Voc: (Retail Management) Semester - II

### Paper B.Voc. RA112/RA113: Fundamentals in Accounting and Technology (Computer Skills) - II

<b>Duration:</b> 03 hrs.	<b>Lectures:</b> 90	<b>Practical:</b> Nil	<b>Maximum Marks:</b> 100
			<b>Theory:</b> 70 (Pass Marks) 45%
			<b>Internal Assessment:</b> 30

**Objective:** The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.

#### **CONTENT: (GENERAL PAPER - 02)**

<b>UNIT</b>	<b>TOPIC</b>	<b>DETAILS</b>	<b>NO. OF LECTURES</b>
<b>Unit-01</b>	<b>Fundamentals in Accounting</b> (Overview)	Indian Accounting Standards with International Accounting Standards (IFRS) Bank reconciliation statement-problems, preparation of final accounts, Profit & Loss Account and Balance Sheet with simple adjustments Depreciation Accounting—meaning, causes, objectives, methods of charging depreciation—straight line and diminishing balance methods and their comparison.	<b>22</b>
<b>Unit-02</b>	<b>Financial Statement Analysis</b>	Financial statement analysis - techniques. Preparation of cost sheets, Cost sheet formats, Preparation of cost sheets; (Historical Cost sheets and estimated cost sheets). Fundamental of management accounting - Marginal costing and break even analysis - basic knowledge	<b>20</b>
<b>Unit-03</b>	<b>Data Processing.</b>	Data Processing: Types, Data processing cycle, Computer in Business.	<b>10</b>
<b>Unit-04</b>	<b>Types of Computers and Communication.</b>	Personnel Computers: PC & Types of Computers, Primary & Secondary storage device, other peripherals used with PC, Computer languages. Data Communication & Networks: Introduction of Communication, Communication Medias, Communication Modes, Networks: Goals of Networks, Types of Networks, Client/Server Computing, Network	<b>18</b>

		Topologies, MODEM, Gateways, Multiplexer, Bridges, Routers. Ethernet.	
<b>Unit-05</b>	<b>Introduction to Operating System</b>	Introduction to Operating System: Types of Software's, Types of O.S. , Concept of MS-DOS : Internal & External Commands . Path, prompt, rmdir, time,ver, vol,echo, chkdsk, diskcopy, label, scandisk, replace, format, fdisk. Windows - Windows explorer, print manager, control panel, paint brush. Dialog box: text box, check box, slide boxes, Desktop.Spreadsheet Software: Introduction of spreadsheet software, creating, Range, formulas, Functions, databases functions in spreadsheet, Graphs on Spreadsheet, data validation, Application of MS-Excel in Business.	<b>20</b>

**Suggested Readings:**

1. Introduction to Accounting, T..S. Grewal, S Chand and Company, New Delhi.
2. Book Keeping and Accounting, R.L. Gupta, Sultant Chand & Sons, New Delhi.
3. Cost Accounting, Jain and Narang, Kalyani Publishers, Ludhiana.
4. Cost Accounting, Gupta, Sharma and Thakur, V.K. Publication, New Delhi.
5. Management Control Techniques, Mittal and Thakur, V.K. Publication, New Delhi.
6. Management Accounting, Jain and Narang, Kalyani Publishers, Ludhiana.
7. Garroll W. Frenzel Johne. Frenzel, Management of Information Technology, Thomson Course Technology, Boston, 2004.
8. Henry C. Lucas. Jr, Information Technology - Strategic Decision Making for Managers, John Wiley & Sons (Asia) Pvt. Ltd., Singapore, 2005.
9. Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore, 2004.
10. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi 5 Barry Merman, Joel R. Evans, Retail Management, Pearson Education.

**Note:** Latest and additional good books may be suggested and added from time to time.

## Paper Setting Scheme for End Semester Examination.

Part	Number of Questions	Syllabus Coverage	Nature of Questions and Answers	Questions to be Attempted	Maximum Marks
A	10	Complete	Objective (MCQ)	10 (1 Mark Each)	10
B	2	Unit-1	-	1	12
C	2	Unit-2	-	1	12
D	2	Unit-3	-	1	12
E	2	Unit-4	-	1	12
F	2	Unit-5	-	1	12
<b>Total</b>	-	-	-	-	70

## B.Voc: (Retail Management) Semester - II

### Paper B.Voc. RA221: Store Display and Visual Merchandising.

Duration: 03 hrs.

Marks: 100

Lectures: 45

Practical: 30

#### CONTENT: (SKILL COMPONENT PAPER - 01)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	<b>Organize The Display of Product at The Store.</b> (Prepare product for display, Label product displays, Arrange and maintain products for display).	<ul style="list-style-type: none"><li>✓Examine role and importance of merchandise display in attracting customers. Explain assembling of products before display. Know about safe transfer of merchandise to display area. Learn to review product condition. Explain cleanliness of display area, accessories and equipment. Elaborate estimation of quantity for products to be displayed.</li><li>✓Identify the importance of proper product labeling. Understanding the idea behind maintaining accuracy in positioning product labels. Learn about legal and standard operational requirements for product labels. Explain how to confirm labeling requirements with the concerned person.</li><li>✓Ensure health, safety and hygiene requirements of display. Arrange and replace products to maintain display presentation. Define reposition products to maintain display presentation. Know about regular monitoring of displays.</li></ul>	09
Unit-02	<b>Plan Visual Merchandise.</b> (Interpret Visual Design Briefs for Retail Display).	<ul style="list-style-type: none"><li>✓Explain the meaning of visual merchandising. Describe the elements of a visual design brief. Identify the display requirements before framing visual design brief. Analyze effective ways to improve visual effects. Learn about the company policies on Visual Design.</li></ul>	09
Unit-03	Role of Visual Merchandiser in Improving Store Visual Appeal.	<ul style="list-style-type: none"><li>✓Describe the role of a visual merchandiser in improving the visual appeal of the Store. List factors that can help retailers to identify the right candidate. Give an example of something a visual merchandiser can create in a store's window. Examine the job description of a visual merchandiser.</li></ul>	09

<b>Unit-04</b>	Elements of Display and Potential Places for Product Display.	✓ Analyze concepts related to elements of display. Learn about potential places for product display. Illustrate how you manage color and space to display products	<b>09</b>
<b>Unit-05</b>	Role of Props, Equipment and Materials in Display, Updating Stock Records for Merchandise Display.	✓ Analyze the role of props in display. Examine the prototypes in display. Understand which tools are used for displaying jewelry and apparels at the retail stores. ✓ Discuss the process of updating stock records. Collect the information for store inventory. Know how to choose the right suppliers. Illustrate tracking delivery of merchandise, props, and equipment.	<b>09</b>
	<b>Practical (Retail-Lab)</b>	<b>Store Display and Visual Merchandising.</b> Prepare to display products. Label displays of products. Arrange and maintain products for display. Interpret design briefs for retail displays. Identify merchandise and props to be featured in retail displays.	<b>30</b>

## B.Voc: (Retail Management) Semester – II

**Paper B.Voc. RA222/RA224: Sales Management and Customer Experience Management.**

Duration: 03 hrs.

Marks: 100

Lectures: 60

Practical: 30

### CONTENT: (SKILL COMPONENT PAPER – 02)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	<p><b>Sales Management.</b> (Product and Service Knowledge, Retail Markets – competitions and best practices, maintain the availability of goods for sale to customers, display requirements and types of merchandize, informing staff about dressing techniques and role of lighting, Evaluating Visual Effects of Displays and Suggesting Changes, Monitoring and Informing Price Changes in Products, Identifying and Removing Unwanted Materials).</p>	<ul style="list-style-type: none"> <li>✓ Equip with Product and Service Knowledge.</li> <li>✓ Understand Retail markets - Competition and Best Practices.</li> <li>✓ Learn how to determine display requirements using store procedures. Describe different types in which merchandise can be displayed. Illustrate the creation of focal points of display. Explain how to create awareness of trends in staff members.</li> <li>✓ Explain different dressing techniques to staff. Identify procedures for dressing mannequins, busts, and other props. Discuss the need of grouping products to attract customers. Determine if grouped products meet standards of display.</li> <li>✓ Describe visual effects of displays and suggesting changes. Identify positive or negative effect of visual displays on consumer. Know about importance of making adjustments to displays to enhance visual effects. Give an example for creating displays as per set organizational policies on visual effects.</li> <li>✓ Discuss the need of informing price changes in products. Understand the process of checking product pricing and reporting discrepancies. Outline legal requirements for product pricing. Know about key factors must be considered while pricing products.</li> <li>✓ Examine how to identify and remove unwanted materials. Illustrate efficient waste management for retailers. Know how to minimize product waste. List the unwanted materials found in retail store.</li> </ul>	07

<b>Unit-02</b>	<b>Processing the Sales Products.</b> (Providing Product Insights to Customers, Point of Sale (POS) Procedures, Modes of Payment Available to Customers, Arranging Products for Sale,	<ul style="list-style-type: none"> <li>✓ Explain the certain aspects of the products to the customer. Describe the various aspects of product insights to the customer. Understand how a retailer describes the product features in detail to the customers. Explain the importance of voice of customer (VOC) in a retail business.</li> <li>✓ Explain the meaning of Point of Sale. Describe components of POS system. Know how to handle cash. Illustrate cash register security.</li> <li>✓ Know the meaning of retail payment systems. Elaborate on the current trends in the payment systems. Learn how to make payments through cheques and debit card. Illustrate the concept of E-commerce payments.</li> <li>✓ Illustrate the ways of arranging the products for sale. Learn about moving the merchandise safely to the billing counter. Know about reporting discrepancies or failure to the concerned authority.</li> </ul>	<b>04</b>
<b>Unit-03</b>	<b>Allocate &amp; Check Work in Team and Establish and Satisfy Customer Needs.</b> (Brief Team Members about Work Requirements and Standards, Allocate Work Based on Skill and Knowledge, Plan Work to Make Optimum Use of Resources, Seeking Clarifications with Senior Authority, Performance Appraisal of Team Members, Providing Information to Customers, Role of Product demonstration in	<ul style="list-style-type: none"> <li>✓ Explain what performance standards are. Learn about types of performance standards. Give examples of performance standards. Discuss the purpose of team standards. Identify appropriate standards of performance for your team.</li> <li>✓ Identify how you can get the best match between tasks and team members. Discuss on what basis tasks should be allocated. Describe how to involve teams in decisions about allocating tasks makes teams more effective and better motivated.</li> <li>✓ Discuss how you can make optimum use of business resources. Identify factors considered while preparing a work plan. Know about steps to optimize business resource. Illustrate methods that are used for planning work in a team.</li> <li>✓ Explain how to seek clarifications with senior authority. Discuss the work required of the team with senior authority. Describe how to report completion of work or delays to manager. Demonstrate what type questions that may be asked while seeking clarification from senior author.</li> <li>✓ Describe team member performance</li> </ul>	<b>11</b>

	<p>Driving Sales, Assisting Customers to Choose Products, Gather and Analyze Customer Responses, Sales Closure and Billing against Customer Purchases, Developing and Continuing Good Rapport with Clients)</p>	<p>evaluation techniques. Identify sharing feedback for improving employee performance. Outline manages conflict between team members. Know how to handle country or culture differences.</p> <ul style="list-style-type: none"> <li>✓ Identify the information needed by a team leader in a retail store. Know the basic information needed by customers. Describe the technical description of products. Illustrate how to handle the warranty and replacement questions.</li> <li>✓ Learn about the functions of product demonstration in driving sales. Discuss the key considerations to be made before starting product demonstration. Identify ensuring safety and security of store while giving the demonstration. Illustrate the safety precautions for product demonstration.</li> <li>✓ Describe the ways to assist customers to choose products. Identify the preferences of customer. Learn about strategies you can adopt to sell to consumers. Make the customers aware about new features of product.</li> <li>✓ Learn how to analyze customer responses. Discuss the need of motivating customers for questioning. Examine how to deal with customer queries and objections. Know about product knowledge of an employee while dealing with customers.</li> <li>✓ Discuss the key aspects that should be considered while closure of sales. Learn about billing against customer purchases. Know about sales closing techniques.</li> <li>✓ Learn the technique of developing good rapport with clients. Discuss the basic ways to build rapport with customers. Learn about helpful rapport building behaviors.</li> </ul>	
<p><b>Unit-04</b></p>	<p><b>Monitor and Solve Customer Service Problems.</b> (Organizational Procedures and Systems for Handling Techniques, Solving</p>	<ul style="list-style-type: none"> <li>✓ Give an overview of effective handling of complaints. Explain organizational procedures and systems for handling customer service issues. Illustrate several reasons that prevent customers from making formal complaints to retailers. Learn how to implement the agreed upon solution.</li> <li>✓ Explain how to coordinate with others</li> </ul>	<p><b>05</b></p>

	<p>Customer Service Issues by Coordinating with others, Reassuring and Negotiating with Customers, Identifying Repeated Customer Service Problems, Impact of Successful Problem Resolution on Customer Loyalty).</p>	<p>to solve customer complaints. Learn how to take ownership of the dispute. Identify the authority to resolve customer service doubts. Summarize the role of supervisor and senior manager in solving customer service issues.</p> <ul style="list-style-type: none"> <li>✓ Identify how to reassure and negotiate with customers. Explain some means that can be used to assure and negotiate with customers. Explain how to keep customers informed about service status. Verify whether customers are comfortable with actions being taken.</li> <li>✓ Explain how to identify repeated customer service bugs. Identify key ways to handle repeated customer issues. Illustrate tracking changes in organizational policies and adjusting them if required. Learn the responsibilities of team leader while changing policies.</li> <li>✓ Define the meaning of customer loyalty. Identify the drivers of customer loyalty. Outline the influence of successful problem resolution on customer loyalty.</li> </ul>	
<p><b>Unit-05</b></p>	<p><b>Communicate Effectively with Stakeholders.</b> (Role and Significance of Communication in an Organization, Following Organizational Standards during Communication, Check Proper Functioning of Communication Equipment, Importance of Body Language and Feedback in Communication, Role of Communication in Resolving Conflicts and Seeking,</p>	<ul style="list-style-type: none"> <li>✓ Define meaning of communication. Know about communication in an organization. Identify different objectives and functions of communication. Learn about the various benefits of communication for employees in an organization.</li> <li>✓ Explain organizational standards of communication. Analyze written communication. List important aspects that must be considered for written communication. Know about the importance of maintaining confidentiality in communication.</li> <li>✓ Make sure that the communication equipment is working properly. Learn about teleconferencing and video conferencing (VC). Illustrate business letter and memo. Explain board meetings and social media platforms.</li> <li>✓ Identify body language in communication. List the key aspects that must be considered while communicating non-verbally. Explain the use of body language as a communication tool. Explain the importance of feedback in communication.</li> </ul>	<p><b>03</b></p>

	<p>Communicating with Customers in Respectful Manner, Effective After Sales Service &amp; Customer feedback management).</p>	<ul style="list-style-type: none"> <li>✓ Explain role of communication in resolving conflicts and seeking help. Recognize how communication helps in resolving conflicts at workplace. Illustrate the rules for the good speaker. List the rules for a listener.</li> <li>✓ Know how to communicate with customers in a respectful manner. Outline how to communicate assertively and respectfully. Explain form of communication usually takes place. Illustrate how to show basic respect during communication.</li> <li>✓ Understand benefits of effective After Sales Service. Understand elements of Customer Feedback Management.</li> </ul>	
	<p><b>Practical (Retail-Lab)</b></p>	<p><b>Customer Experience Management</b>          Help customers identify the products for purchase. Provide information on variants of products and help customers make buying decisions. Enable customers to make appropriate product choices. Ensure that customers fulfil their purchase process smoothly from start to billing. Apply the elements of effective Communication while interacting with Customers and other stakeholders.</p>	<p>30</p>

## B.Voc: (Retail Management) Semester - II

### Paper B.Voc. RA223: Organization and Team Dynamics.

Duration: 03 hrs.

Marks: 100

Lectures: 30

Practical: Nil

#### CONTENT: (SKILL COMPONENT PAPER - 03)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	<b>Organization and Team Dynamics.</b> (Organizational overview, Role and skills of a team leader)	<ul style="list-style-type: none"><li>✓ Company Vision, Mission, Values. Understanding Company Policies and Procedures.</li><li>✓ Job Role of Team Leader and skill sets of a competent Team Leader</li></ul>	05
Unit-02	<b>Work Effectively in a Retail Team.</b> (Effective Communication and Teamwork, Developing Healthy Relationship with Colleagues, Plan and Organize Work Routine, collaborating with Colleagues to Achieve Targets, Following Personal Hygiene and Report Misbehavior to Manager, Maintain Balance between Work and Personal Priorities).	<ul style="list-style-type: none"><li>✓ Give an overview of effective communication and its benefits. Explain the characteristics and effects of effective communication. Identify effective communication and effective teamwork. Learn the role of effective listening in communication. Demonstrate communication etiquette with male and female.</li><li>✓ Understand how to develop healthy relationship with colleagues. Explain common measures that can be adopted to develop healthy relationship with all co-workers. Make a list of characteristics of good, healthy working relationships. Discuss ways to build healthy relationships with colleagues.</li><li>✓ Understand how to plan and organize work activities. Illustrate key step to organize work routine. Examine priorities tasks for timely delivery. Learn how meetings serve as a planning and organization tool.</li><li>✓ Explain how to work with colleagues to achieve targets. Recognize how to make commitments and share information with colleagues. Learn about seek clarification and advice from managers or colleagues. Elaborate how to help colleagues in facing challenges and resolve conflicts with colleagues.</li><li>✓ Discuss common dress code criteria for employees. Identify useful tips for maintaining personal hygiene. Know about displaying non-discriminatory</li></ul>	09

		<p>attitude toward colleagues and customers. Explain how to report misbehavior to manager.</p> <ul style="list-style-type: none"> <li>✓ Give an overview of work-life balance. Illustrate the steps to a work-life balance. Examine balance between work and personal priorities. Provide useful tips that can allow employees to maintain a healthy balance between home and workplace.</li> </ul>	
<b>Unit-03</b>	<b>Work Effectively in Organization:</b> (Achieving Organizational Goals through Teamwork, Follow Organizational Guidelines and Work Related Instructions).	<ul style="list-style-type: none"> <li>✓ Explain how to achieve organizational goals through teamwork. Examine how to improve teamwork in the organization. Know about how to share work fairly with colleagues. Explain how productivity in the workplace is related to equal division of work.</li> <li>✓ Give an overview of organizational behavior policies for customer, colleagues and seniors. Explain key behavioral guidelines to be followed while interacting with colleagues. Make a list of some guidelines that should be followed while interacting with senior members in the organization.</li> </ul>	<b>05</b>
<b>Unit-04</b>	Understanding and working within Job Responsibility, Setting Realistic Targets and Flexible Work Plans, Being Open to Feedback.	<ul style="list-style-type: none"> <li>✓ Describe benefits of working within job role and responsibilities. Discuss how to finish work according to requirements. Explain common reasons for not fulfilling requirements. Know about how to develop effective work habits.</li> <li>✓ Give an overview of realistic targets. List the major challenges to set realistic targets. Illustrate how to be flexible and adapt to work plans. Learn how to help subordinates to achieve targets.</li> <li>✓ Explain importance of feedback in the workplace. Discuss constructive feedback. List the key factors that should be kept in mind while seeking assistance from a senior. Learn how feedback helps people find answers of vital questions.</li> </ul>	<b>05</b>
<b>Unit-05</b>	<b>Help Maintain Healthy and Safety.</b>  (Health, Safety, and Security Plans and Procedures, Lifting and Handling	<ul style="list-style-type: none"> <li>✓ Analyze health, safety, and security plans and procedures. Give an overview of key regulations and obligations for employers. Know about threat to workers and workplace.</li> <li>✓ Give an overview on lifting and handling goods safely. Outline the guidelines that must be followed</li> </ul>	<b>05</b>

	<p>Goods Safely, Understanding Hazards, Reporting Safety Concerns and Emergency Medical Plan, Evacuation Plan and Measures to Enhance Employee Health).</p>	<p>while lifting heavy loads. Explain common company guidelines for lifting and handling equipment. Learn about which aspects should be considered while planning safe movement of goods.</p> <ul style="list-style-type: none"> <li>✓ Identify hazards and different sources of workplace hazards. Explain the disadvantages of ignoring health and safety guidelines. Explain how to handle breaches in health and safety.</li> <li>✓ Identify health and safety concerns. Explain first aid and emergency medical plan. Make a list of common emergency medicines. Learn about safety gears.</li> <li>✓ Explain what 'emergency evacuation' means. Learn the concept of an evacuation plan and symbols used in an evacuation plan. Illustrate mock evacuation drills to help others during evacuation. Identify measures to enhance employee health.</li> </ul>	
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### ASSESSMENT GUIDELINES

The Assessment and Certification for Skill Component of the Curriculum will be the responsibility of the Sector Skill Council.

The assessment by the Sector Council will be independent and out of the University evaluation. The Final grade and certificate will be awarded after successful completion of the evaluations.

The curriculum under Skill Component i.e. Theory, Practical and Internship will be under the purview of this assessment.

There will be two kinds of assessments for Skill Component:

- Internal Assessment (Formative Assessment)
- External Assessment (Summative Assessment)

#### **The Internal Assessment (Formative Assessment):**

This assessment will be done during the course of the semester. **It will be formative assessments which will aim to assess topics which are predominantly beyond purview of QP-NOS.** This assessment will be done by the Training Partner.

Internal Assessment grade/marks will not be factored in the computation of the final External assessment. It will only serve as an input to identify strengths and areas of improvement of the student. This feedback will also provide input to the student for learning during Internship.

### Components of Internal / Formative Assessment: Theory

The student will be assessed on the below components in every semester:

<b>Components of Internal Evaluation - Theory</b>	<b>Marks</b>
Attendance	10%
Assignment/Presentation/Viva	40%
Test paper(s) (1 or 2) (1×10 =10; 2×5 =10)	50%
<b>Total</b>	<b>100%</b>

### External Assessment (Summative Assessment)

This assessment will be done at the end of semester. **It will be a summative assessment which will aim to assess performance of students on QP-NOS.** This assessment will be used by instructors to assess the student's theoretical and Practical knowledge.

External Assessment grade/marks will be factored in the computation of the final end semester assessment.

The External Assessment will be done on Theory, Practical and Internship.

The Theory and Practical Assessment will be done based on defined Assessment framework (**Refer Annexure I**) and Assessment Criteria (**Refer AnnexureII**). For internship Assessment, the project guide would rate the intern based on defined parameters (**Refer Annexure III as an example**) and the Assessor (Assessment Agency) would evaluate the project report as per **Annexure IV**.

The aggregate minimum of 40% is required for a pass for a course for NSQF Level 4 and 5 and 50% for Level 6 and 7, respectively.

### CERTIFICATION

On successful completion of the assessments by the assessment agency, the Sector Skill Council (RASCI) will issue certificates to the passed students.

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