

B.Voc. (Retail Management & IT) Programme Outcomes

- Gain hands on experience on different job roles in retail business and therefore become job ready for the current retail market/industry.
- Gain thorough knowledge on general management principles to become skilful and resourceful Managers.
- Learn to conduct market research, surveys and comparative studies.
- Learn the importance of Visual Merchandise and Visual Communication.
- Know the various avenues on Entrepreneurship, Franchising, Market Researchers, Retailer and so on.
- Confident to communicate professionally wrt speaking, writing and mannerism.
- Learn leadership skills and demonstrate ability to lead as well as work as effective teams.

Programme Specific Outcomes and Course Outcomes:

Program Specific Outcomes	Course Name/ Course code	Course outcomes
<p>SALES ASSOCIATE</p> <p>With the completion of the course a student will know the Basic of Visual Merchandising Health and Safety Measures, etiquettes of greeting customers, maintenance of store ambiance, and importance to increase basket size.</p> <p>Students will also learn the Techniques of cross selling and up selling. They will know the positive impact of Customer feedback and reviewing them along with customer satisfaction.</p>	<p>Business Communication & Professional Skills – I</p> <p>GP 101</p>	<ul style="list-style-type: none"> • Learn the principles of good writing • Report Writing – Essay, Business • Letter Writing – Request, Complaint and Persuasive • Learn the Barriers to Communication, The Communication Process • Learn the Importance of Communication at Workplace • Learn Different types of Business Writings – Memos, Email, Notification, Meeting (Agenda & Minutes), Business report
	<p>Fundamentals In Accounting And Technology – I</p> <p>GP 102</p>	<ul style="list-style-type: none"> • Learn the Basics of Book-keeping • Basics of Accounting • Accounting Terms and their significance • Learn the Generation of Computers, Classification of Computers • Different Computer Softwares • Basics of Internet and email
	<p>Introduction to Retail and retail store operations</p> <p>SP 101</p>	<ul style="list-style-type: none"> • History, evolution and different types of Retail formats. • Rules and regulations of Store Openings and closing. • Prevention of Shrinkage and Damage. • Understanding the basics of Visual Merchandising. • Importance and Health Safety and Security at workplace • Job responsibilities and Skills of Sales associate • Importance and Need of Team Work.
	<p>Consumer Buying Behaviour and retail sales</p> <p>SP 102</p>	<ul style="list-style-type: none"> • Basics of Consumer buying Decision/Behaviour • Knowledge of product and Service • Retail Selling Techniques. • Importance and Requirements on Product Demonstration. • Facilitating customers on choosing the right product. • How to increase Basket size.
	<p>Customer Service and Customer Relationship Management</p> <p>SP-103</p>	<ul style="list-style-type: none"> • Brand Building • Knowledge on Customer Service Desk (CSD) • Customer Relationship Management (CRM)

		<ul style="list-style-type: none"> • Customer Feedback and Service Delivery.
<p>TEAM LEADER By the end of completion of this semester the student will possess all the qualities of Team Leader. Assembling of Product, by creating Focal point to attract the customers attention. How to use props and mannequins and various other fixtures.</p> <p>Students will know the difference between what a product and service along with their benefits and will be thorough with the legal pricing requirements in order to avoid offences and penalties.</p> <p>The students will be well versed while communicating with the customers and familiarising with retail terms.</p> <p>Students will learn that team work plays a vital role.</p>	<p>Business Communication & Professional Skills – II</p> <p>GP 201</p>	<ul style="list-style-type: none"> • Learn to develop Listening Skills employing different methods - Informational, Critical, Therapeutic/Empathetic • Learn the develop effective reading skills through different methods - Skimming, Scanning, Deep or Detail reading • Learn to develop effective Presentation Skills vis-a-vis oral and written • Learn to develop effective Verbal and Non-Verbal Skills – learn one-on-one conversation and how effectively use interpersonal skills at the workplace, learn the importance of dialogue at workplace. • How to write CV and giving interviews
	<p>Fundamentals In Accounting And Technology - II</p> <p>GP 202</p>	<ul style="list-style-type: none"> • Learn the Basic Accounting Procedures • Journal Entry – methods and advantages • Ledger Entry – Balancing accounts • Learn different Operating Systems and Functions of OS • Internet and Services of Internet • Working of MS Office Applications – Word, Powerpoint and Excel
	<p>Store Display and Visual Merchandise</p> <p>SP 201</p>	<ul style="list-style-type: none"> • Learn to keep the Store Hygiene and Cleanliness • Importance of Cleanliness and Store Ambiance • Learn Assembling of Products • Importance of Merchandise Display/ Visual Display and their elements. • Role of Props in Retail • Learn Product labelling
	<p>Sales Management</p> <p>SP 202</p>	<ul style="list-style-type: none"> • Product and Service Knowledge • Props and Display Requirements for Merchandising. • Creation of Focal Point. • Importance of Voice of Customers (VoC) and Customer loyalty. • Meaning and Importance of Point of Sale (PoS) • Legal Requirements of Product Pricing and factors to consider while pricing. • Waste Management. • Meaning Objective, Functions and importance of Communication. The different formats of Communication.

	<p>Organisation and Team Dynamics</p> <p>SP 203</p>	<ul style="list-style-type: none"> • Company's Vision Mission and Values. • Job Role of Team Leader • Effective Teamwork and communications. • Healthy relationships with colleagues co-workers and work etiquettes with both the genders. • Planning and organising Work activities. • Achieving Organisation goals through teamwork. • Setting targets and importance of feedback. • Healthy, Safety , Security, Plans and Procedures.
DEPARTMENT MANAGER	<p>Planning & Organising</p> <p>GP 301</p>	<ul style="list-style-type: none"> • Learn the fundamentals and concept of planning, types of planning • Learn Management by Objectives and its Applications • Learn Decision Making techniques, nature of decision making and its application • Learn Nature of Organisation , organisation structure, authority and power, decentralization and delegation of authority, art of delegation
	<p>Financial Management & Retail Accounting</p> <p>GP 302</p>	<ul style="list-style-type: none"> • Know the basic principles of Accounting • Reconciliation of Accounts • Rectify Errors in Accounts • Prepare P&L accounts • Learn methods specific to Retail Accounting
	<p>Retail Store Operations and Profitability Management</p> <p>SP 301</p>	<ul style="list-style-type: none"> • Meaning and Importance of Inventory Management and Merchandise Management • Different aspects and Display Techniques. • Setting Department objectives and monitoring. (SMART) • Budgeting and the benefits of Budget and components. • Importance of Team work and Conflict Management • Business Cycle
	<p>Customer experience Management</p> <p>SP 302</p>	<ul style="list-style-type: none"> • Identifying Customer Needs. • Customer Buying Decision. • Maintenance of Store and personal Hygiene. • Techniques of Handling Customer objection. • Different channels of communications • Clients Managements and targeting Potential Clients.

		<ul style="list-style-type: none"> • Customer experience innovations.
	Personality, Negotiation And Analytical Skills GP 401	<ul style="list-style-type: none"> • Understand the Trait Theory and Big Five Personality Dimensions • Learn about Goals and setting SMART Goals • Effective Time Management and tools • Importance of Self Motivation • Being Assertive at work, Effective Negotiator, and Resolving Conflicts • Approach Problems and solving them in Analytical, Critical and Creative Manner
	Project Management GP 402	<ul style="list-style-type: none"> • Learn Project, Programme and Portfolio; Constraints in a Project • Understand the Project Management Life Cycle and the knowledge areas • Learn the Project Planning process – Work breakdown structure, Project Scheduling, Network Diagram and Critical Path Analysis • Understand the difference between Project Monitoring and Evaluation, Importance of Project Closure and documentation • Learn the Roles and Responsibilities of Project Manager
<p>In this level the students will have the knowledge of Department manager. The leadership qualities he/she possessed along with the management of team in achieving the department target. Ensuring that Team members and Team Leaders are trained in respective roles. Positive work environment by leading by examples and giving importance to resolve Customer care complaints. Conducting Interviews to meet staffing demands for one's department</p>	Understanding Leadership SP 401	<ul style="list-style-type: none"> • Communications and Barriers to Communications and importance to customer feedback through communications. • Meaning and Importance of Communication, Types and Process of Motivations. • Meaning, Definition, Functions and importance of Leadership. Powers of Leaders and Styles of Leadership. • Team Dynamics Behavioural Standards of Team members. • Collecting analysing and reviewing of feedback and conflict management. • Recruitment of Team members and process of Recruiting.
<p>Students will gain knowledge on what to implement during Emergencies. Here they will learn cash Handling and POS management. Timely performance appraisal and giving on the Job Training to the team. And giving</p>	Team and Organisational Dynamics SP 402	<ul style="list-style-type: none"> • Effective work allocation, and timely completion of work. • Constructive Feedback. • Performance appraisal. • Planning and organising work activities. • Setting and achieving work targets. • Work life balance. • Overview of organizational behaviour policies for customers,

<p>importance to Motivation and their positive impact.</p> <p>They will know that a department needs to have effective planning & organisation skills to fulfil the objectives of the work assigned.</p> <p>Aspects on work assignment to team members, delegation and accountability will be learned.</p>		<p>colleagues and seniors.</p> <ul style="list-style-type: none"> • Analyse health safety and security plans and procedures. • Safely handling of goods and understanding hazards. • Concept of emergency evacuation and symbols used in evacuation plan.
<p>STORE MANAGER</p> <p>The store manager will know and take care the recruitment process in order to get the right candidate for the right job.</p> <p>Team development, facilitating staff learning, training and development.</p> <p>Understanding customer service principles. Knowledge on labour legislations. The students will learn the different ways in which they can retain the employees and provide job satisfaction along with friendly work environment.</p> <p>The SM will have a complete knowledge on collective Bargaining and different ways to tackle them.</p>	<p>Leadership, Effective Communication & HRM</p> <p>GP 501</p>	<ul style="list-style-type: none"> • Introduction to HRM. Need and importance of HRM, Roles and Responsibilities of HRM • HRM Process Job Analysis, Job Specification, Training and development. • Compensation and Benefits, Collective Bargaining, Performance Appraisal and Employee Retention. • Importance of career Stages, Career Planning and Career path. • Importance and Benefits of Fringe Benefits • The National Labour Relations Board (NLRB) • Trait theories of Leadership, Leadership Skills, • Leadership Development Programmes
	<p>Business Strategy</p> <p>GP 502</p>	<ul style="list-style-type: none"> • Understand Business Strategy Concepts – Vision, Mission, Core Competencies and Values • Core Competencies, SWOT Analysis • Different types of Strategies • Establishing Strategic Business Units • Writing Business Plan
	<p>Retail Store Operations and Sales</p> <p>SP 501</p>	<ul style="list-style-type: none"> • Retail Store Management. • Meaning and importance of stock control, Types of stock Control. • Inventory Budget • Meaning and Process of Stock Take • Importance of Visual Merchandise, Standards and guidelines. • Effective relationship with vendors. • Planogram, Detail study on types of Store Layout, Guidelines on Promotional Events and product display. • Need and importance and elements of In- Store Promotions. • Techniques of Collecting Market Information system.

	<p>Process Compliance, Safety and security.</p> <p>SP 502</p>	<ul style="list-style-type: none"> • Importance of Store Audits and ways to conduct store audits. • Legal aspects for store environments. • Importance of IT in Retail • Importance of reporting Health and safety issues. • Threat to workers and work place. Guidelines and policies for keeping work place safe. • Techniques for handling hazardous substances. • Establishing security measures and procedures for retail stores. • Importance of Complying to store security and procedures. Store shrinkage. Implementation of security measures in case of emergencies.
<p>STORE MANAGER</p> <p>Here the student will know the role of Store Manager in terms of the importance of advertisement and legal aspects of marketing.</p> <p>Keeping in mind the various marketing environment and ethical responsibilities of marketing.</p> <p>Students will have the knowledge on research and the different formats to collect Market research information and their competitors in Marketing Strategies. And where their organization stands and how to segment them.</p>	<p>Marketing Management</p> <p>GP 601</p>	<ul style="list-style-type: none"> • Meaning Importance Nature and functions of Marketing. Core Marketing Concept. Marketing Mix • Selling and Marketing • Meaning and definition of Marketing Environment. Detail study on Macro and Micro Environment. • Ethical Marketing and Advertising. • Meaning and importance of Corporate Social Responsibilities. • Meaning Definition of Marketing Information system. Ways to improve the quantity and quality of MIS. • Meaning, Evolution, Nature, Objectives and Sources of Market Research. Process of Market Research. • Market Segmentation, Target Market Selection, and Market Positioning.
<p>Proper knowledge on store audits, latest use of IT in Retail, detail knowledge on what a planogram is and the importance of in-store promotions and how to retain the customers. Timely follow up of Customer service and feedback. The students will also be well equipped with the detail knowledge on stock records</p>	<p>Business Ethics, CSR & Project Management</p> <p>GP 602</p>	<ul style="list-style-type: none"> • Understanding the concepts of Ethics, Sources and Elements of Business Ethics • CSR and its evolution into a discipline; elements of CSR • CSR practices in India and incorporation into Business Strategy • Emerging Trends in Project Management, Project Appraisal Methods • Understanding Financial Appraisal Time Value of Money, Discounting Methods – NPV, B-C Ratio, IRR

<p>and developing the retail store strategies to increase market share and increase store profits.</p> <p>In addition, they will understand and appreciate of Ethics in Business and Evolution of Corporate Social Responsibilities. The practices of CSR, implementation of CSR by organisations and incorporation of CSR into business strategies.</p>	<p>People, Process and Profitability Management</p> <p>SP 601</p>	<ul style="list-style-type: none"> • Interviewing techniques used during recruitment process. • Meaning of Organizational culture and their importance in driving business performance. • Meaning, importance and benefits of Training and Development in store Operations. • Improvement of work culture. • Methods for Team Development. • Importance and Maintenance of store ambiance. • Perpetuate personal hygiene at work. Meaning process of manpower planning. • Technology in retail. • Process of Customer Need Identification.
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