

Aggarwal College Ballabgarh

A Post Graduate Co-educational College
(Affiliated to M. D. University, Rohtak)
NAAC Accredited 'A' Grade (CGPA: 3.40)

Certificate Course in Retail Management

Duration	6 Months
Course Code	Course Name
BVRM-101	English
BVRM -102	Basics of marketing
BVRM -103	Fundamentals of Customer Services
BVRM -104	Basics of Retailing
BVRM -105	Project Work (Safety methods at work Place)
BVRM-106	Computer Practical-I (MS-Office)

BVRM -101: ENGLISH

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note:Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective:

1. To make the students conversant and fluent in English
- 2.RAS/ NO114 To Process credit applications for purchases
3. RAS/ NO126To help customerschooseright products
4. RAS/ NO130To create a positive image of self and organisation in the customers mind
- 5.RAS/ NO132 To resolve customer concerns
6. RAS/ NO134 To improve customer relationship
7. RAS/NO 137 To work effectively in your team
8. RAS/NO 138 To work effectively in your organisation

UNIT I

Tenses, Auxiliaries, Subject-Verb Concord, , Conjunction, Preposition, Articles.

UNIT II

Synonyms/Antonyms, Homophones, Prefix, Suffix, One Word Substitution.

UNIT III

Translation (Hindi to English),Retranslation(English to Hindi)Curriculum Vitae, Paragraph Writing on current and business issues.

UNIT IV

Comprehension, , Dialogues Writing, Voices, Narration

SUGGESTED READINGS:

1. Communication Skills in English by D.G. Saxena&KuntalTamang
2. *Word Power Made Easy* by Norman Lewis
3. *Remedial English Grammar* by *Frederick T. Wood*
4. *Intermediate Grammar Usage & Composition* by Tickoo M.L.

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

BVRM-102 BASICS OF MARKETING

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: 1.To help students to understand the concept of marketing and its applications

2. To expose the students to the latest trends in marketing.
3. RAS/NO 135 to monitor and solve service problems
4. RAS/NO 136 to promote continuous improvement in service
5. RAS/NO 128 to maximise sales of goods & services
6. RAS/NO 127 to provide specialist support to customers facilitating purchases
- 7.RAS/NO 133 To organise the delivery of reliable service

Unit I

Introduction to Marketing: Meaning, Definition, Nature, Scope, Importance, difference between sales and marketing, The Holistic marketing, Target marketing.

Unit II

Marketing Environment: Components of modern marketing information system, analysing the marketing environment- Micro and Macro, Demand forecasting – need and techniques

Unit III

Consumer markets, Factors influencing consumer behaviour, buying decision process, analysing business markets- the procurement process

Unit IV

Market Segmentation: Bases for Market Segmentation, Market Targeting Strategies, designing and managing marketing channels, marketing mix

SUGGESTED READINGS:

1. Philip Kotler - Marketing Management
2. J.C. Gandhi - Marketing Management
3. William M. Pride and O.C. Ferrell – Marketing.

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

BVRM -103: FUNDAMENTALS OF CUSTOMER SERVICE

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: 1.To help students understand the critical need for service orientation in the current business scenario.

2. RAS/ NO126 To help customers chooserright products

3. RAS/ NO130To create a positive image of self and organisation in the customers mind

4.RAS/ NO132 To resolve customer concerns

5. RAS/ NO134 To improve customer relationship

6. RAS/NO 137 To work effectively in your team

7. RAS/NO 138 To work effectively in your organisation

8. RAS/NO 125 to demonstrate products to customers .

9. RAS/NO 135 to monitor and solve service problems

10. RAS/NO 136 to promote continuous improvement in service

11.RAS/NO 128 to maximise sales of goods & services

12. AS/NO 127 to provide specialist support to customers facilitating purchases

13. RAS/NO 133 to organise the delivery of reliable service

14. RAS/NO 129 to provide personalised sales & post- sales service support

Unit I

Focus on Customers: Understanding the Customers, Understanding Customer Service, Service Triangle, Benefits of Exceptional Customer Service, Customer Delight, First Impressions, and Perception vs. Reality.

Unit II

Scanning Environmental and Cultural Influences: Environmental and Cultural Influences on Customer Behaviour, creating, delivering and sustaining value

Unit III

Building Customer Relationship: Why do People do Business with you, Ways to Address Human Needs, Building Relationships through Valuing the Customer, Building Rapport, Emotional Bank Account, the Value Equation.

Unit IV

Empathy, Empathy vs. Sympathy, Problem Solving, Customer Interaction Cycle. Communication Styles: Three Main Styles. (Aggressive, Passive and Assertive), Disagreement Process, Selective Agreement, Benefits of Assertive Communication

SUGGESTED READINGS:

1. Peeru Mohammed: Customer Relationship Management
2. Grover S K: Marketing: A Strategic Orientation
3. P. Kotler: Marketing Management
4. R. Saxena: Marketing Management
5. Stanton: Marketing Management

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

BVRM-104: BASICS OF RETAILING

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 10 parts (short-answer type questions) covering the entire syllabus and will carry 20 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 10 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objectives: 1. to get known to the students about prevailing, past and future scenario of retailing in India.

2. RAS/NO 125 to demonstrate products to customers.
3. RAS/ NO126 To help customers chooserright products
4. RAS/ NO130To create a positive image of self and organisation in the customers mind
- 5.RAS/ NO132 To resolve customer concerns
6. RAS/ NO134 To improve customer relationship
7. RAS/NO 137 To work effectively in your team
8. RAS/NO 138 To work effectively in your organisation
- 9.RAS/NO 135 to monitor and solve service problems
- 10.RAS/NO 136 to promote continuous improvement in service
- 11.RAS/NO 128 to maximise sales of goods & services
12. RAS/NO 127 to provide specialist support to customers facilitating purchases
- 13.RAS/NO 133 to organise the delivery of reliable service
14. RAS/NO 146 to organise the display at the store
15. RAS/NO139 to plan visual merchandising

Unit – I

Introduction – Meaning, nature, scope, importance, growth and present size. Career options in retailing, Technology induction in retailing, future of retailing in India,

Unit – II

Types of retailing: stores classified by owners, stores classified by merchandising categories. Retailing formats, cash and carry business; Retailing models- franchiser franchisee, directly owned; wheel of retailing and retailing life cycle; cooperation and conflict with other retailers.

Unit -III

Retail planning- importance and process; developing retailing strategies: objectives, action plans, pricing strategies and location strategies, visual merchandising and displays

Unit – IV

Retail Selling Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial, Handling Objections, Closing, Confirmations & Invitations. Retail Audits, Online Retailing, changing role of retailing in globalised world

SUGGESTED READINGS:

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

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

BVRM-105:PROJECT WORK

Max Marks: 100

Total Credits as per Qualification pack: 5

- Objectives:**
1. To learn students the practical tactics of retail business
 2. RAS/NO 114 to process credit applications for purchases
 3. RAS/NO 120 to keep store secure
 4. RAS/NO to help maintain healthy and safety
 5. RAS/NO 127 to provide specialist support to customers facilitating purchases
 6. RAS/NO 128 to maximise sales of goods & services
 7. RAS/NO 133 to organise the delivery of reliable service

Projects Based on Classification and Overview of Various Departments in Any Retail Set up,. Fundamentals of Retailing Operations, Foot falls, Conversion Rate, Basket size, Calculation of sales, Margins, Break-even point of a Retail business, Pre opening set up of a retail business, Divisions of organised Retail, Negotiations.

Foot falls:Location, Advertising, Brand, past experience

Conversion Rate: Right category,RightBrand,RightPrice,Right quantity

Basket size:Fill Rate, Store arrangement, Discount,Up selling, Tagging, Customer Care, Plano gram

Pre-opening Depts.: Purchase, Inspection, Masters Preparation, Schemes, Transportation, Rejections, Accounts and Finance.

Categories/Divisions in a Retail business: Food Items, Non- Food Items, Garments

Negotiations: Margin-Mark down , Delivery Time, Payment Terms, Freight & Insurance, Rejections, Damages, Expiries, Cash Discount, Display, Advisors, Testers, Quantity Based Inventories & Schemes, preparing purchase order,

Store security, Maintaining health and safety: measures of stores safety to be adopted, techniques and methods to keep employees healthy and safety measures in store.

BVRM -106: COMPUTER PRACTICALS-I (MS Office)

Max. Marks: 100

Total Credits as per Qualification pack: 5

PRACTICAL

Objective: To enhance the knowledge about the usage of the Computer and IT in retail business

I - MS WORD

1. Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations: Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.
2. Prepare an invitation for the college function using Text Boxes and Clip Arts.
3. Design an Invoice and Account Sales by using Drawing Tool Bar, Clip Art, Word Art, Symbols, Borders and Shading.
4. Prepare a Class Time Table and perform the following operations: Inserting the Table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
5. Prepare a Shareholders meeting letter for 10 members using mail merge operation.
6. Prepare Bio-Data by using Wizard/ Templates.

II- MS-EXCEL

1.Applications of a Spreadsheet; Advantages of an Spreadsheet; Features of Excel; Rows, Columns, Cell, Menus, Creating worksheet, Formatting, Printing, establishing worksheet links, Table creating and printing graphs, Macros, Using Built-in-functions.