

Aggarwal College Ballabgarh

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

Diploma in Retail Management

Duration	1 Year
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 -107	Computer Application in Retail Business
BVRM -108	Fundamental of Accounting
BVRM -109	Environmental Studies
BVRM -110	Business organisation and management
BVRM -111	Project Work (Health and Hygiene at work place)
BVRM -112	Store Operations-I

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 customers chooseright 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 & Kuntal Tamang
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 choose right products

3. RAS/ NO130 To 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 choose right products
4. RAS/ NO130 To 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,Right Brand,Right Price,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.

BVRM -107: COMPUTER APPLICATION IN RETAIL BUSINESS

External Marks: 60

Internal Marks: 40

Time: 3 hours

Total Credits as per Qualification pack: 5

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Objective: To enhance the knowledge about the usage of the MIS in retail business

Unit I

Introduction: Managing in Information Age, Evolution of IT Management, Types of Information Systems, Internet Based Business Systems, Value Chain Reconstruction for E-Business, IT Management Challenges and Issues, Critical Success Factors for IT Managers.

Unit II

Hardware Software and Communication: Computing Hierarchy, Input – Output, Technologies, Hardware Issues, System Architecture, Operating Systems, Network Operating Systems, Grid Computing, Mobile Computing, Ubiquitous Computing, Application Programming, Managing Application Development, Data Resources, Managing Data Resources, Problem of Change and Recovery.

Unit III

IT Applications: Enterprise Resource Planning, Enterprise System, Expert System, Decision Support System, Neural Networks, Executive Information System, Customer Relationship Management System, Supply Chain Management Systems, Knowledge Management, Data Warehousing, Data Mining, Virtual Reality, E-Business and Alternatives, E-Business Expectations and Customer Satisfaction.

Unit IV

Retail Information Systems: Approaches to EPOS, Auto Identification, Data Capture and Product Marking, Payments System at POS, Smart Cards, EPOS Products and Supplier, Managing Retail through Technology, Approaches to EPOS.

SUGGESTED READINGS:

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

BVRM-108 FUNDAMENTAL OF ACCOUNTING

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.This paper is aimed at providing comprehensive knowledge of maintenance of accounts under different agreements.

2. RAS/NO 151 manage a budget

3. RAS/NO 148 to maintain the availability of goods for sale to customers

UNIT I

Meaning and Scope of Accounting: Nature of, Basis of Accounting, Accounting Process from Recording of Business Transaction to Preparation of Trial balance,

Unit II

Fundamentals of Book-keeping: Accounting Principles, Concepts and Conventions, Journal, Ledger, Subsidiary Books,

Apportionment of Capital and Revenue Expenditure; Significance and Methods of Inventory Valuation and inventory management, Final Accounts of Sole Trader with adjustments

UNIT III

Preparation of Bank Reconciliation Statement, Errors and their Rectification, Depreciation Accounting,

UNIT IV

Hire Purchase, instalment payment system, accounting Ratios, Budgetary Control

SUGGESTED READINGS:

1. Gupta R.L., Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
2. Grewal T.S. and M.C. Shukla, Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
3. Monga, J.R., Financial Accounting, Margin Paper Bank, New Delhi
4. Maheshwari S.N., Advanced Accounting Vol. I, Vikas Publications

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

BVRM -109: ENVIRONMENTAL STUDIES

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. This paper is aimed at providing a comprehensive knowledge of mechanism of Ecological System

2. RAS/NO 122 To maintain health and safety

UNIT I

Environmental Studies: Nature, Scope and Importance, Need for Public Awareness, Natural Resources, Renewable and Non-Renewable Resources, Use and Over-Exploitation/Over-Utilization of Various Resources and Consequences, Role of an Individual in Conservation of Natural Resources, Equitable use of Resources for Sustainable Lifestyles.

UNIT II

Ecosystems: Concept, Structure and Function of an Ecosystem, Energy Flow in the Ecosystem, Ecological Succession, Food Chains, Food Webs and Ecological Pyramids, Types of Ecosystem : Forest Ecosystem, Grassland Ecosystem, Desert Ecosystem, Aquatic Ecosystems. Environmental Pollution: Definition, Causes, Effects and Control Measures of Different Types of Pollutions, Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Thermal Pollution, Nuclear Hazards, Solid Waste Management: Causes, Effects and Control Measures of Urban and Industrial Wastes, Role of an Individual in Prevention of Pollution

UNIT III

Social Issues and the Environment: Sustainable Development, Urban Problems Related to Energy, Water Conservation, Rain Water Harvesting, Watershed Management, Resettlement and Rehabilitation of People, Its Problems and Concerns, Climate Change, Global Warming, Acid Rain, Ozone Layer Depletion, Nuclear Accidents and Holocaust, Wasteland Reclamation, Consumerism and Waste Products.

UNIT IV

Environmental legislation: Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and Control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act.

SUGGESTED READINGS:

1. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi
2. Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers
3. Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi
4. Ubaroi, N.K., Environment Management, Excel Books, New Delhi

BVRM 110 BUSINESS ORGANISATION AND MANAGEMENT

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. This paper will impart conceptual knowledge of different forms of Business Organizations

2. RAS/NO 147 To process the sale of products
3. RAS/NO 131 to allocate and check work in your team
4. RAS/NO 137 To work effectively in your team
5. RAS/NO 138 to work effectively in your organization
6. RAS/NO 145 to communicate effectively with stake holders
7. RAS/NO 142 provide leadership for your team

Unit I

Basic Concepts: Business Organization and its Scope – Business, Profession, employment, Industry, Trade, Types of Trade and Aids to Trade, Types of Industries

Forms of Business Organizations: Sole Trader – Characteristics, Merits and Demerits of Sole Trader, Joint Hindu Family: Karta, Merits and Demerits.

Unit II

Partnership: Characteristics, Merits and Demerits, Partnership Deed, Types of Partners, Rights and Duties of Partners.

Joint Stock Company: Characteristics, Merits and Demerits, Kinds of Companies, Promoters

Unit III

Incorporation of Joint Stock Company: Procedure and Incorporation of Joint Stock Company, Memorandum of Association, Articles of Association, Prospectus.

Co-Operative Societies: Characteristics, Types of Co-Operative Societies, Merits and Demerits

Unit-IV

Management: Introduction, concept, nature, process and significance, **Planning:** concept, types and process, **Organizing:** concept, nature, process and significance

Staffing: concept, nature and scope.

SUGGESTED READINGS:

1. L.M. Prasad: Organisational Behaviour
2. Koontz & O'Donnel: Principles of Management

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

BVRM 111 PROJECT WORK

Max. Marks: 100

Total Credits as per Qualification pack: 5

- Objectives:**
1. Overview of Various Departments in any retail setup
 2. RAS/NO 114 to process credit applications for purchases
 3. RAS/NO 133 to organise the delivery of reliable service
 4. RAS/NO 137 to work effectively in your team

Projects to be made on detailed functioning of Purchase Dept., Warehousing / Logistics, Accounts, Schemes, IT, HR, Front Operations, Allied services like Housekeeping / Security / Assets management, Repair and Maintenance.

Purchase Department: Vendor registration Form, Various terms in details, Purchase order, Basis of Purchase order, Stock Turnover. Duly filled forms, duly filled purchase orders,

Warehousing Aspects in details: Gate Entry Formats, Goods receiving (Stamps to be made), Inspection of goods received, Inspection report format, Masters Creation, Classification / Categories / MIN and MAX, Sample masters of 10 Items, GRC Process, Sample GRC, Bar coding Process, Sample barcodes Printing, Stacking Process, Issue to Store process

Purchase Invoice Process: Sample Purchase Invoice, Vendor Payment, GRT process, Sample GRT, Physical Stock take.

BVRM -112: STORE OPERATIONS-I

Max. Marks: 100

Total Credits as per Qualification pack: 5

PRACTICAL TRAINING

This module explains the different operating processes and their significance in running retail operations smoothly. It also helps develop necessary skills for planning, monitoring and controlling merchandise in a retail store.

Area of Study

- Managing Retail Operations
- What are Store Operations
- Productivity & Operating Efficiency
- Most Common Mistakes of Retailers
- Controls Essential for successful operations
- Measuring Performance
- Stock Turn
- Franchising
- Store Appearance & House Keeping
- Functions of a Store Manager
- Promotion, Planning and Execution Retail Operations

Suggested Instructional Methodology

Store visits have to be organized to get them acquainted them with day to day operations of a store

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.