

1) B.Voc Degree Programme in Retail Management & Operations

B.Voc. (Retail Management) course is being run by the college under Deen Dayal Upadhyay KAUSHAL Kendra scheme of University Grants Commission, New Delhi. Retailing is a vital part of the business industry that involves selling products and services to consumers. With the tremendous growth of the economy, retail management has emerged as one of the fastest growing careers in India. The enormous expansion of the sector has thrown up a big demand for skilled professionals in the field. Job prospects in the retail sector include but are not limited to Customer Sales Associate, Team Leader, Departmental Manager, Floor Manager, Store Manager, Retail Operations Manager, Retail Buyers and Merchandisers, Visual Merchandisers, Logistic Managers, Warehouse Managers and many more.

In simple terms, retailing deals with the process of selling consumer goods or services to customers through multiple channels of distribution to earn a profit. Retailing has been around the block for quite some time now. Retail markets, shops and door to door selling have been around the block for quite some time. Retailers play an important role in bridging demand and supply gap of products and services. It is the final stage of distribution of a product or service (from manufacturing to reaching the customer in the end). Earlier, brick and mortar firms (shops and stores) and door to door sales used to be the only forms of retailing. With the rise of modern technology, E-Commerce has caught retailing by storm!

With time, retailing has evolved. Shopping malls, E-Commerce websites and other multichannel distribution systems have made retailing sector bigger and better! What is retail management, you may ask. Retail management deals with the techniques, processes and methods that helps drive greater sales and customer satisfaction by gaining a better understanding of the consumers of goods and services produced by a company

The programme curriculum has been designed as per the Qualification Packs/Model Curriculum released by Retailers' Association Skill Council of India (RASCI), Mumbai and in close consultation with Vidyasagar University having experts from the industry and university. The curriculum includes general education and skill development components having extensive practical and on-the job training along with periodic industrial visits and industry interactions. The college has industry partnerships with leading retail companies which are renewed from time to time.



Year wise Curriculum of B.Voc in Retail Management & Operations

The topics which are marked in (*) will be under Internal Assessment purview (Formative Assessment)

The topics with National Occupation Standards (NOS) codes will be under External Assessment purview (Summative Assessment). Refer to RASCI Qualification Packs (QP) for details on topics.

The General Components (GC) are suggestive and subject to change as per UGC Guidelines. The University will be responsible for development of developing the syllabus, imparting training and conducting assessments for the students.

SEMESTER I

PAPER	UNIT	GC/SC	CATEGORY	NO. OF CREDITS	NO. OF HOURS
GENERAL PAPER I	<u>Section A</u> Business Communication (Verbal / Nonverbal) - Writing Skills including Resume Writing, Project Report writing - Reading Skills Oral Communication (Internal & External) <u>Section B Professional Skills</u> -Personal Hygiene & Grooming, Job Interview readiness -Planning & Organizing (in capacity of the Role) - Problem Solving	GC	Theory	6	90
GENERAL PAPER II	<u>Section A</u> Fundamentals in Accounting (Calculation of Discounts/Offer/margins/Financial Schemes/Basic Accounting etc.) <u>Section B</u> Fundamentals in Technology (Computer Skills) -Basics of MS Office			6	90
General Component Total				12	180

SKILL PAPER I	Introduction to Retail and Retail Store Operations *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 & Shrinkage *Store Merchandise Handling *Basics of Visual Merchandising Processing of credit applications for purchases (RAS/N0114)	SC	Theory	1	15
	Health, Safety & Security Store Safety & Security (RAS/N0120) Health and Safety (RAS/N0122)			1	15
	Team and Organizational Dynamics *Job responsibilities of a Sales Associate *Skills of a competent Sales Associate Working effectively in a Team (RAS/N0137) Working effectively in an Organization (RAS/N0138)			1	15
SKILL PAPER II	Consumer Buying Behaviour and Retail Sales *Basics of Consumer Shopping Behaviour *Knowledge of Products & Services *Retail Selling techniques Importance of Product Demonstration (RAS/N0125) Help customers choose right products and provide (RAS/N0126) Specialist Support in facilitating Purchases (RAS/N0127) Techniques to maximize sale of goods and services (RAS/N0128)	SC	Theory	3	45
	Understanding Consumer Buying Behaviour and Retail Sales			1	30



SKILL PAPER III	Customer Service and Customer Relationship Management Positive Image Building (RAS/N0130) Monitoring and Solving Customer Service Issues (RAS/N0135) Continuous Service Improvement (RAS/N0136) Customer Relationship Management (RAS/N0134) Personalized and Post-Sales Service Support (RAS/N0129) To resolve customer concerns (RAS/N0132) Organizing Service Delivery (RAS/N0133)	SC	Theory	3	45
	Customer Service and Customer Relationship Management	SC	Practical - Retail Lab	1	30
	Internship Project	SC	Internship	7	210
	Skill Component Total			18	405
	SEMESTER I TOTAL			30	585
SEMESTER II					
PAPER	SUBJECT	GC/SC	CATEGORY	NO. OF CREDITS	NO. OF HOURS
GENERAL PAPER I	Section A Business Communication (Verbal / Nonverbal) -Writing Skills including Resume Writing, Project Report writing -Reading Skills including Report Reading - Oral Communication (Internal & External) Section B Professional Skills -Decision Making -Interpersonal Skills -Personality Development including Job Readiness	GC	Theory	6	90



GENERAL PAPER II	<u>Section A</u> Fundamentals in Accounting (Basic Accounting, Cost Accounting) <u>Section B</u> Fundamentals in Technology (Computer Skills) (MS Office, Orientation to POS software(s))			6	90
General Component Total				12	180
SKILL PAPER I	Store Display and Visual Merchandising *Store Hygiene and Cleanliness Organize the display of products at the store (RAS/N0146) Plan visual merchandising (RAS/N0139)	SC	Theory	3	45
	Store Display and Visual Merchandising		Practical - Retail Lab	1	30
SKILL PAPER II	Sales Management *Product and Service Knowledge *Retail markets - Competition and Best Practices Availability of goods for sale to customers (RAS/N0148) Process Sale of Products (RAS/N0147) Goal Setting / Target Allocation & Monitoring (RAS/N0131) Customer Experience Management Establish and satisfy customer needs (RAS/N0140) Monitor and solve customer service problems (RAS/N0150) Effective Stakeholder communication (RAS/N0145) *Effective After Sales Service *Customer feedback Management	SC	Theory	4	60
	Customer Experience Management		Practical - Retail Lab	1	30

SKILL PAPER III	Organization & Team Dynamics *Company Vision, Mission, Values *Job Role of Team Leader and skill sets of a competent Team Leader *Understanding Company Policies and Procedures Work effectively in your Team (RAS/N0137) Work effectively in your organization (RAS/N0138) Health and safety (RAS/N0122)	SC		2	30
	Internship Project	SC	Internship	7	210
	Skill Component Total			18	405
	SEMESTER 2 TOTAL			30	585
	1st YEAR TOTAL			60	1170
SEMESTER III					
PAPER	UNIT	GC/SC	CATEGORY	NO. OF CREDITS	NO. OF HOURS
GENERAL PAPER I	Section A Planning and Organizing (in capacity of the Role) Section B Problem Solving & Decision Making	GC	Theory	6	90
GENERAL PAPER II	Financial Management and Retail Accounting	GC		6	90
General Component Total				12	180
SKILL PAPER I	Retail Store Operations and Profitability Management *Inventory Management * Merchandise Management * Develop Sales Strategy and Campaigns Plan visual merchandise (RAS/N0139) Monitor and manage store performance (RAS/N0141) Manage a budget (RAS/N0151)	SC	Theory	5	75
	Retail Store Operations and Profitability Management		Practical - Retail Lab	2	60



SKILL PAPER II	Customer Experience Management Establish and satisfy customer needs (RAS/N0140) Communicate effectively with stakeholders (RAS/N0145) Develop individual retail service opportunities (RAS/N0144) *Customer Experience Innovation	SC		5	75
	Internship Project	SC	Internship	4	120
	Skill Component Total			16	330
SEMESTER IV					
PAPER	UNIT	GC/SC	CATEGORY	NO. OF CREDITS	NO. OF HOURS
GENERAL PAPER I	Section A Personal Effectiveness / Personality Development Section B Analytical Skills & Negotiation Skills	GC	Theory	6	90
GENERAL PAPER II	Project Management	GC		6	90
General Component Total				12	180
SKILL PAPER I	Understanding Leadership Provide leadership for your team (RAS/N0142) Build and manage store team (RAS/N0143)	SC	Theory	4	60
	Application of Leadership Principles (Situational Leadership Styles)		Practical - Retail Lab	2	60
SKILL PAPER II	Team and Organizational Dynamics Allocate and check work in your team (RAS/N0131) To work effectively in your team (RAS/N0137) To work effectively in your organisation (RAS/N0138)	SC	Theory	4	60
	Internship Project	SC	Internship	10	300
	Skill Component Total			20	480
	2nd YEAR TOTAL			60	1170

SEMESTER V					
PAPER	UNIT	GC/SC	CATEGORY	NO. OF CREDITS	NO. OF HOURS
GENERAL PAPER I	<u>Section A</u> Leadership and Effective Communication <u>Section B</u> Human Resource Management	GC	Theory	6	90
GENERAL PAPER II	Business Strategy and Financial Management			6	90
General Component Total				12	180
SKILL PAPER I	Retail Store Operations and Sales *Retail Store Management and its Value Chain Optimize inventory to ensure maximum availability of stocks and minimized losses (RAS/N0152) Execute visual merchandising standards displays as per standards and guidelines (RAS/N0155) Implement promotions and special events at the store (RAS/N0157) Conduct price benchmarking and market study of competition (RAS/N0159)	SC	Theory	4	60
	Retail Store Operations and Sales		Practical - Retail Lab	2	60
SKILL PAPER II	Process Compliance, Safety and Security Adhere to standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting (RAS/N0153) Ensure overall safety, security and hygiene of the store (RAS/N0156)	SC		4	60
	Internship Project	SC	Internship	4	120
	Skill Component Total			14	300

SEMESTER VI					
PAPER	UNIT	GC/SC	CATEGORY	NO. OF CREDITS	NO. OF HOURS
GENERAL PAPER I	Marketing Management	GC	Theory	6	90
GENERAL PAPER II	<u>Section A</u> Business Ethics and Corporate Responsibility <u>Section B</u> Project Management	GC		6	90
General Component Total				12	180
SKILL PAPER I	People, Process and Profitability Management *Develop Retail Store Strategy to increase Market share and Profitability *Technology in Retail *Customer Relationship Management Lead and manage the team for developing store capability (RAS/N0158) Manage sales and service delivery to increase store profitability (RAS/N0154)	SC	Theory	5	75
	Profitability Management		Practical -	2	60
	Internship Project	SC	Internship	15	450
	Skill Component Total			22	585
3rd YEAR TOTAL				60	1245



General Rules

Continuous Assessment

The course is based on Choice Based Credit system as per UGC Guidelines. The 60% skill component (18 credits in each semesters) of the course will be assessed and certified by the respective Sector Skill Councils and 40% general education component will be assessed by the university on choice based credit system (12 credits in each semester). One credit will be awarded in terms of NSQF level certification which will have 60% weightage of total credits in the course in the following manner.

Name of the course	NSQF Level Certificate	Cumulative Credits
Diploma	Level - 5	36 Credits
Advance Diploma	Level - 6	72 Credits
B.Voc Degree	Level - 7	108 Credits

Eligibility Criteria :

The minimum Educational Qualification for admission to B.Voc Courses in any of the above five stream is Higher Secondary or Equivalent (10 + 2) pass from any recognized board. Those who have successfully cleared NSQF Level – 4 (Vocational) are eligible for Direct Admission to Level 5 of B.Voc Courses.

Maximum age limit for admission to any course is 35

Reservation Policy:

The reservation procedure is followed as per norms of Vidyasagar University.

Fees Structure:

Above B.Voc Courses are partially sponsored by the University Grants Commission. However, **Annual Course Fee is Rs. 10,000 (Rupees Ten Thousand)**, ie cumulative **Course Fee of Rs. 30,000 (Rupees Thirty Thousand)** for the entire Three Years (in Six Instalments) is payable to “ **Deen Dayal Upadhyay KAUSHAL Kendra, Mahishadal Raj College** ” through any online mode (PayTm/ Google Pay/ NEFT etc) to **SBI A/c No: 39519103556, IFSC Code: SBIN0001298**. The above Course Fee includes University Registration Fees, Assessment and Certification Fees, Consumable Cost for practical's, re-imbursement of cost to industry partner during internship etc.)

Application Procedure:

1. Application Forms for Admission to B.Voc Courses can be downloaded from College website on & from 20.07.2021. (Students of Vocational Stream can directly fill up respective Admission Registration Form)
2. Fill up the forms with blue / black pen in capital letters. Keep no points blank
3. As per Notification from Higher Education Dept, Govt of West Bengal, “**No Application Processing Fee**” is required to pay along with the Application Form
4. Please scan duly filled up Application form (Registration Form in case of Vocational Students) in either pdf or jpg format and send to our Email: bvoc2020admission@gmail.com or whatsapp the same to : 9733038150
5. After submission of Application form applicant will receive a ‘Submission and verification’ SMS to his/her registered Mobile Number.
6. No physical verification of mark sheet will be conducted at the time admission as per instructions received from Dept. of Higher Education, Govt of West Bengal.
7. Selected Candidates will be intimated about their selection and procedure of admission by SMS to their registered mobile number and Email.
8. Merit List of the Selected Candidates will also be published in the College Website.