

B .Voc in Retail Management & Operations

Program Outcomes and Program Specific Outcomes

Program Outcomes: Retail management & Operations

After completion this course students can learn:

<i>PO</i>	<i>Summary</i>	<i>Description</i>
<i>PO1</i>	Specialized Knowledge of the Discipline	"Prepare learners to grasp the fundamentals of business operations and practices with a focus on key management principles and theories."
<i>PO2</i>	History of Retail Industry	"Explore the historical development and changes in the retail industry."
<i>PO3</i>	Knowledge of Visual Communication	"Understand the significance of visual merchandising and visual communication."
<i>PO4</i>	Assessment of Retail Sector Legislation and Regulations	"Evaluate and analyze various acts and laws relevant to the retail sector."
<i>PO5</i>	"Develop Problem-Solving Skills Through Experiential Learning and Innovative Teaching Methods"	"Enhance problem-solving skills through hands-on learning and innovative teaching methods to apply knowledge effectively in professional careers."
<i>PO6</i>	"Explore Career Opportunities in the Retail Industry"	"Identify career opportunities within the retail industry."
<i>PO7</i>	"Implement Concepts, Theories, and Models in HR, Marketing, Retailing, E-Commerce, and Finance"	"Apply various concepts, theories, and models in HR, marketing, retailing, e-commerce, and finance."
<i>PO8</i>	"Cultivate Leadership Skills and Team Collaboration"	"Develop leadership skills and demonstrate the ability to lead effectively while also working well in teams."

Program Specific Outcomes: Retail management & Operations

Program Specific Outcomes Nos	Program Specific Outcomes (PSO)
<i>PSO1</i>	The course aims to equip learners with essential marketing competencies specific to retailing and retail consulting. By the end of the course, students will be well-prepared for a variety of roles within the retail industry, such as Retail Manager, Store Manager, Team Leader, Supervisor, or Store General Manager. The curriculum focuses on developing practical skills and strategic insights to excel in these positions and drive success in the retail sector.
<i>PSO2</i>	Analyze and gain insights into the latest trends in retail management.
<i>PSO3</i>	Comprehend and utilize relevant frameworks to create advanced retail marketing strategies, and recognize how these strategies contribute to building brand equity and enhancing shareholder value in the retail sector.
<i>PSO4</i>	Understand the role of retailing within society and how societal trends influence retail practices, as well as how retailers employ marketing tools and techniques to engage with their customers
<i>PSO5</i>	Evaluate the legal and ethical considerations in retail management.
<i>PSO6</i>	Showcase the communication and interpersonal skills essential for achieving excellence in retail.
<i>PSO7</i>	Understand the responsibilities associated with various career roles within the retail industry.
<i>PSO8</i>	Develop skilled professionals with a global perspective, while continuously updating and motivating students to pursue knowledge and build their confidence

After completion of this course the students can learn:

<i>Year</i>	<i>Paper Code</i>	<i>Paper Name</i>	<i>Course</i>	<i>Course Outcome</i>
<i>1st Year</i>	<i>RMO101</i>	<i>Business Communication</i>	<i>CO1</i>	<p>To learn the fundamental definition of communication.</p> <p>To explore the various types and classifications of communication.</p> <p>To Understand the essential elements and significance of effective communication.</p> <p>To gain insights into personal grooming practices.</p> <p>To develop skills for successful interviewing</p> <p>Learn essential skills in active listening and reading comprehension.</p> <p>Acquire basic skills for professional speaking.</p> <p>Master foundational business writing techniques.</p>
	<i>RMO102</i>	<i>Fundamentals in Accounting</i>	<i>CO2</i>	<p>Upon completing the course on Fundamentals in Accounting, students will gain a solid understanding of basic accounting principles and practices. They</p>

				<p>will be able to:</p> <ol style="list-style-type: none"> 1. Comprehend key accounting concepts and terminology, including the principles of double-entry bookkeeping, the accounting cycle, and financial statements. 2. Prepare and analyze financial statements, such as balance sheets, income statements, and cash flow statements, with accuracy and clarity. 3. Apply fundamental accounting principles to record and summarize financial transactions using journals and ledgers. 4. Utilize basic accounting tools and software to manage and track financial data effectively. 5. Understand the ethical considerations and regulatory requirements in accounting to ensure compliance and integrity in financial reporting
	RMO103	<i>Introduction to Retail & Retail Store Operations</i>	CO3	<p>Upon completing the Introduction to Retail & Retail Store Operations course, students will achieve the following outcomes:</p> <ol style="list-style-type: none"> 1. Understand Retail Fundamentals: Gain a comprehensive understanding of the retail industry, including key concepts, terminology, and the various types of retail formats and business models. 2. Learn Retail Store Operations: Acquire practical knowledge of essential retail store operations, such as inventory management,

				<p>store layout and design, visual merchandising, and customer service practices.</p> <p>3. Apply Operational Procedures: Develop the skills to implement and manage daily store operations, including handling transactions, managing stock levels, and ensuring compliance with health and safety regulations.</p>
	<i>RMO104</i>	<i>Consumer Buying Behaviour & Retail Sales</i>	<i>CO4</i>	<p>Upon completing the Consumer Buying Behavior & Retail Sales course, students will achieve the following outcomes:</p> <ol style="list-style-type: none"> 1. Understand Consumer Behavior: Gain insights into the psychological, social, and cultural factors that influence consumer purchasing decisions and behavior. 2. Analyze Buying Patterns: Learn to analyze and interpret consumer buying patterns, preferences, and trends to make informed retail decisions. 3. Apply Sales Techniques: Develop and apply effective retail sales techniques, including upselling, cross-selling, and relationship-building, to enhance sales performance and customer satisfaction. 4. Implement Marketing Strategies: Understand how to create and implement targeted marketing strategies that align with consumer behavior and drive retail sales. 5. Evaluate Consumer Feedback: Learn to use consumer feedback and data to improve sales

				<p>strategies, store performance, and overall customer experience.</p> <p>6. Utilize Sales Metrics: Gain skills in measuring and analyzing sales metrics and KPIs to assess the effectiveness of sales strategies and make data-driven improvements</p>
	RMO105	Practical-Business Communication	CO5	<p>Upon completing the Practical Business Communication course, students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate Proficiency in Business Writing: Create clear, concise, and effective business documents, including reports, emails, proposals, and memos, tailored to specific audiences and purposes. 2. Apply Effective Verbal Communication Skills: Deliver presentations and conduct meetings confidently, using appropriate language, tone, and body language to engage and persuade audiences. 3. Utilize Active Listening and Feedback: Practice active listening techniques and provide constructive feedback to enhance interpersonal communication and resolve conflicts effectively. 4. Prepare and Facilitate Business Meetings: Plan and organize business meetings, including drafting agendas, managing discussions, and documenting meeting outcomes to ensure productive sessions. 5. Adapt Communication for Various Business Contexts: Adjust communication styles and

				<p>strategies for diverse business scenarios, including cross-cultural interactions and virtual environments.</p> <p>6. Enhance Professional Presence: Develop and present a polished professional image through effective communication practices, including business etiquette and personal branding.</p>
	<i>RMO201</i>	<i>Consumer Service & Consumer Relationship Management</i>	<i>C06</i>	<p>Upon completing the Consumer Service & Consumer Relationship Management course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand Consumer Service Fundamentals: Gain a solid understanding of the principles and best practices of consumer service, including service quality, customer satisfaction, and the role of customer service in business success. 2. Apply Effective Customer Service Techniques: Utilize techniques for handling customer inquiries, resolving complaints, and providing exceptional service to enhance the overall customer experience. 3. Develop Customer Relationship Management (CRM) Strategies: Implement CRM strategies and tools to build and maintain strong relationships with customers, including personalized service, loyalty programs, and customer feedback systems. 4. Analyze Customer Feedback and Behavior: Analyze customer feedback and behavior to identify trends, improve service delivery, and tailor strategies to meet

				<p>customer needs and preferences.</p> <p>5. Manage Customer Interactions: Effectively manage various types of customer interactions, including face-to-face, telephone, and digital communications, to ensure consistency and professionalism.</p> <p>6. Handle Service Recovery and Problem Resolution: Develop skills in service recovery and problem resolution to address and resolve customer issues promptly and effectively, turning challenges into opportunities for improvement.</p>
	<i>RMO202</i>	<i>Store Display & Visual Merchandising</i>	<i>CO7</i>	<p>Upon completing the Store Display & Visual Merchandising course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand Visual Merchandising Principles: Comprehend the fundamental principles of visual merchandising, including design elements, color theory, and layout techniques to create compelling store displays. 2. Design Effective Store Layouts: Develop and implement store layouts that enhance the customer shopping experience, optimize product placement, and drive sales. 3. Create Attractive Visual Displays: Utilize design tools and techniques to create visually appealing and strategic store displays that highlight products and promotions effectively. 4. Apply Branding and Marketing Strategies: Integrate branding and marketing strategies into visual merchandising efforts to reinforce brand identity and communicate

				key marketing messages.
	<i>RMO203</i>	<i>Sales Management</i>	<i>CO8</i>	<p>Upon completing the Sales Management course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand Sales Management Fundamentals: Grasp the core concepts and practices of sales management, including sales planning, strategy development, and performance metrics. 2. Develop Sales Strategies: Create and implement effective sales strategies and tactics to achieve business objectives, drive revenue growth, and address market opportunities. 3. Manage Sales Teams: Acquire skills to recruit, train, and motivate sales personnel, fostering a high-performance sales team and developing effective leadership and team management practices. 4. Utilize Sales Technologies: Apply sales management technologies and tools, such as Customer Relationship Management (CRM) systems and sales analytics, to optimize sales processes and enhance decision-making. 5. Analyze Sales Performance: Evaluate sales performance using key performance indicators (KPIs)
	<i>RMO204</i>	<i>Organization & Team Dynamics</i>	<i>CO9</i>	<p>Upon completing the Organization & Team Dynamics course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand Organizational Structures: Comprehend different types of organizational structures and their impact on team

				<p>dynamics, communication, and overall organizational effectiveness.</p> <ol style="list-style-type: none"> 2. Analyze Team Dynamics: Analyze the key factors influencing team dynamics, including roles, group behavior, leadership styles, and interpersonal relationships within teams. 3. Develop Effective Team Strategies: Design and implement strategies to build and manage high-performing teams, including techniques for fostering collaboration, resolving conflicts, and enhancing team cohesion. 4. Apply Leadership and Management Skills: Utilize leadership and management skills to guide teams, motivate members, and drive team performance towards achieving organizational goals. 5. Implement Change Management: Understand and apply change management principles to effectively lead teams through organizational changes and transitions, ensuring minimal
	<i>RMO205</i>	<i>Practical-Sales Management</i>	<i>CO10</i>	<p>Upon completing the Sales Management (Practical) course, students will be able to:</p> <ol style="list-style-type: none"> 1. Implement Sales Strategies: Develop and execute practical sales strategies tailored to specific business contexts, including creating actionable sales plans and setting realistic targets. 2. Utilize Sales Tools and Technologies: Effectively use sales management tools and technologies, such as CRM systems

				<p>and sales analytics software, to track performance, manage customer relationships, and streamline sales processes.</p> <ol style="list-style-type: none"> 3. Manage Sales Teams: Apply practical skills in recruiting, training, and leading sales teams, including designing training programs, conducting performance evaluations, and fostering team motivation. 4. Conduct Sales Forecasting: Perform sales forecasting using real-world data and techniques to predict sales trends, manage inventory, and plan for future growth. 5. Handle Sales Operations: Manage day-to-day sales operations, including overseeing sales activities, ensuring adherence to sales processes, and resolving operational issues efficiently.
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<i>2nd Year</i>	<i>RMO3.01</i>	<i>Retail Store Operations & Profitability Management</i>	<i>C01</i>	<p>Upon completing the Retail Store Operations & Profitability Management course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand Retail Store Operations: Gain a thorough understanding of essential retail store operations, including inventory management, store layout, visual merchandising, and daily operational procedures. 2. Optimize Store Efficiency: Apply best practices to optimize store operations, including streamlining processes, improving workflow, and enhancing overall store efficiency to meet operational
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	<i>RMO3.02</i>	<i>Financial Management & Retail Accounting</i>	<i>CO2</i>	This course provides students with practical skills and knowledge in financial management and retail accounting, preparing them to effectively manage financial operations and contribute to the profitability and success of retail businesses.
	<i>RMO3.03</i>	<i>Personal Effectiveness & Personality Development</i>	<i>CO3</i>	This course equips students with essential skills and strategies for personal development and effectiveness, enhancing their ability to succeed in both personal and professional environments.
	<i>RMO3.04</i>	<i>Planning & Organizing</i>	<i>CO4</i>	This course provides students with the skills and knowledge needed to plan and organize effectively, enhancing their ability to manage projects and achieve objectives in a structured and efficient manner.
	<i>RMO3.05</i>	<i>Project Management</i>	<i>CO5</i>	This course equips students with the practical skills and knowledge required to effectively manage projects from initiation through completion, preparing them for successful project management in various organizational contexts.
	<i>RMO4.01</i>	<i>Customer Experience Management</i>	<i>CO6</i>	This course equips students with the skills and knowledge to effectively manage and enhance customer experience, leading to increased customer satisfaction, loyalty, and overall business success.
	<i>RMO4.02</i>	<i>Understanding Leadership</i>	<i>CO7</i>	This course equips students with a comprehensive understanding of leadership principles and practices, preparing them to be effective, ethical leaders capable of inspiring and guiding teams towards achieving organizational goals.
	<i>RMO4.03</i>	<i>Team & Organizational Dynamics</i>	<i>CO8</i>	This course provides students with a deep understanding of team and organizational dynamics, equipping them

				with the skills needed to manage and lead teams effectively and to contribute to a positive and productive organizational environment.
	RMO4.04	<i>Project Management (Practical)</i>	CO9	This course provides students with hands-on experience in applying project management principles and tools, preparing them to effectively manage and lead projects in real-world settings.
	RMO4.05	<i>Financial Management & Retail Accounting (Practical)</i>	CO10	This course provides students with practical skills and hands-on experience in financial management and retail accounting, equipping them to effectively manage financial operations and contribute to the financial success of retail businesses.

3 rd Year	RMO5.01	<i>Leadership & Effective Communication</i>	CO1	This course equips students with the essential leadership and communication skills needed to lead teams effectively, enhance organizational performance, and foster a collaborative and dynamic work environment.
	RMO5.02	<i>Human Recourse Management</i>	CO2	This course provides students with a comprehensive understanding of human resource management practices and equips them with the skills needed to effectively manage and develop human capital within an organization.
	RMO5.03	<i>Retail Store Operations and Sales</i>	CO3	This course provides students with practical skills and knowledge necessary to manage and operate retail stores effectively, drive sales performance, and deliver exceptional customer service.
	RMO5.04	<i>Process, Compliance ,Safety and Security</i>	CO4	This course equips students with the skills and knowledge necessary to manage organizational processes, ensure compliance with regulations, and maintain a safe and secure working environment.
	RMO5.05	<i>Retail Store Operations and Sales(Practical)</i>	CO5	This course provides students with hands-on experience in managing retail store operations and sales activities,

				equipping them with practical skills necessary to efficiently run a retail store and drive sales performance.
	<i>RMO6.01</i>	<i>Marketing Management</i>	<i>CO6</i>	This course provides students with a comprehensive understanding of marketing management principles and equips them with the skills needed to develop, implement, and evaluate effective marketing strategies in various organizational contexts.
	<i>RMO6.02</i>	<i>Business Ethics And Corporate Responsibility</i>	<i>CO7</i>	This course equips students with a deep understanding of business ethics and corporate responsibility principles, preparing them to make ethical decisions, implement responsible practices, and contribute to a positive organizational culture
	<i>RMO6.03</i>	<i>People ,Process & Profitability Management</i>	<i>CO8</i>	This course equips students with the skills and knowledge to effectively manage people, optimize processes, and enhance profitability, preparing them to contribute to organizational success through integrated management practices.
	<i>RMO6.04</i>	<i>Project Management</i>	<i>CO9</i>	This course equips students with the essential skills and knowledge required to manage projects successfully, from initiation through to completion, ensuring they can effectively lead teams, manage resources, and deliver projects that meet or exceed stakeholder expectations.
	<i>RMO6.05</i>	<i>Project Management (Practical)</i>	<i>CO10</i>	This course provides students with hands-on experience in managing real-world projects, equipping them with practical skills and techniques necessary to effectively plan, execute, and complete projects in various organizational settings.