

# **SHIVAJI UNIVERSITY, KOLHAPUR.**



“ A” Re- accredited By NAAC  
(2014) with CGPA-3.16

**Faculty of Commerce**

**Structure, Scheme & Revised Syllabus For**

**Bachelor of Vocation (B. Voc.)**

**Retail Management and I.T.**

**Part III - Sem. V**

(Subject to the modifications that will be made from time to time)  
**Syllabus to be implemented from June 2016 onwards.**

**Shivaji University, Kolhapur**  
**Bachelor of Vocation (B. Voc.)**  
**Part III - Sem. V**  
**Retail Management and I.T.**  
**Introduce from June-2016**

Sr No	Paper No.	Title	Theory/ Practical/ Project	Marks (Total)	Distributi on of Marks	
					Theory	Practical
1	XXXVII	Research Methodology for Retailing - I	Theory /Practical	50	40	10
2	XXXVIII	Business Regulatory Framework - I	Theory /Practical	50	40	10
3	XXXIX	Customer Service Management – I	Theory	50	50	--
4	XXXX	Human Resource Management in Retailing - I	Theory	50	50	--
5	XXXXI	Entrepreneurship Development - I	Theory	50	50	--
6	XXXXII	Laboratory Work - Customer Service Management – I	Practical	50	--	50
7	XXXXIII	Laboratory Work - Human Resource Management in Retailing - I	Practical	50	--	50
8	XXXXIV	Laboratory Work - Entrepreneurship Development - I	Practical	50	--	50
9	XXXXV	Implant Training	--	50	--	50

**Bachelor of Vocation (B. Voc.) Part III - Sem. VI**  
**Retail Management and I.T.**

Sr No	Paper No.	Title	Theory/ Practical/ Project	Marks (Total)	Distribut ion of Marks	
					Theory	Practical
1	XXXXVI	Research Methodology for Retailing - II	Theory /Practical	50	40	10
2	XXXXVII	Business Regulatory Framework - II	Theory /Practical	50	40	10
3	XXXXVIII	Customer Service Management – II	Theory	50	50	--
4	XXXXIX	Human Resource Management in Retailing - II	Theory	50	50	--
5	XXXXX	Entrepreneurship Development - II	Theory	50	50	--
6	XXXXXI	Laboratory Work - Customer Service Management – II	Practical	50	--	50
7	XXXXXII	Laboratory Work - Human Resource Management in Retailing - II	Practical	50	--	50
8	XXXXXIII	Laboratory Work - Entrepreneurship Development - II	Practical	50	--	50
9	XXXXXIV	Project	--	50	--	50

**Bachelor of Vocation (B. Voc.) Part III - Sem. V**  
**Retail Management and I.T.**  
**Paper No. XXXVII**  
**Research Methodology for Retailing - I**

Theory: 4 lectures / week

Total Marks: 50 (Theory 40 + Practical 10) Practical: 2 lectures/week/batch

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**Objectives:**

1. To introduce students to basics of research and research methodology in commerce and management.
2. To make aware about process of research and basics of research design.

**Theory (40 Marks): Content of syllabus:**

**Unit I: Introduction to Research Methodology:** (15 Periods)

Meaning, definition, objective, significance of research - Types of research.

**Unit II: Research Design:** (15 Periods)

Meaning and Objectives, Characteristics of good research design, Components of the research design.

Sampling – concept, sampling design, characteristics of good sampling, types of sampling, steps in sample selection, population and sampling.

**Unit III: Process of Research:** (15 Periods)

Research process – Defining research Problem- Data collection - data collection instruments – schedule and questionnaire, Measurement techniques. Data Analysis - Classification of data, types of classification, Tabulation, parts of table, types of tables, Graphical presentation of data- Bar – diagram, pie-chart and curves - Analysis and Interpretation of data.

**Unit IV: Report Writing:** (15 Periods)

Meaning, steps in writing report, layout of the research report, Types of report - Layout of Project report. Uses of computer and internet in research.

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**B) Practicals (Based on the above Units):** (10 Marks)

1. Conduct a retail market research and analyze the data to draw meaningful conclusion.
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**Scheme of Internal Practical Evaluation 10 Marks**

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|------------------------------|---------|
| 1) Submission of Record Book | 5 Marks |
| 2) Viva – Voce               | 5 Marks |
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**Reference Books:**

1. Research Methodology in Management – Dr. V.P.Michael – Himalaya Publishing House.
  2. Research Methodology: Methods and Techniques – C.R.Kothari and Gaurav Garg, New Age International Publishers.
  3. Business Research Methodology – J.K.Sachdeva , Himalaya Publishing House.
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**Bachelor of Vocation (B. Voc.) Part III - Sem. V**  
**Retail Management and I.T.**  
**Paper No. XXXVIII**  
**Business Regulatory Framework - I**

Theory: 4 lectures / week

Total Marks: 50 (Theory 40 + Practical 10) Practical: 2 lectures/week/batch

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**Objectives:** To make students aware about related business laws in India.  
To make students imbibe knowledge of business law to practice.

**Theory (40 Marks): Content of syllabus:**

Unit I : Introduction to Business Law - Meaning and Philosophy of Law - Object of Law - Classification of Law - Justice Delivery System in India - Classification of Courts in India - Meaning and Sources - Business Law. (15 Periods)

Unit II: The Indian Contract Act 1872 - Definition of Contract - Essentials of Valid Contract - Consideration - Free Consent - Void Contracts - Performance of Contract - Termination and Discharge of Contract – Breach of contract and remedies for breach of contract. (15 Periods)

Unit III: Sale of Goods Act 1930 - Definition of Contract of Sale of goods – Agreement to sell - Essentials of Contract of Sale - Condition and Warranty - Transfer of Property - Transfer of Title - Performance of Contract of Sale - Unpaid Seller and his rights. (15 Periods)

Unit IV: Negotiable Instrument Act 1881 - Definition - Features of Negotiable Instruments - Types of Negotiable Instruments - Holder and Holder in due Course - Negotiation - Assignment - Endorsement of Negotiable Instrument Crossing of Cheque - its Kind - Dishonour and Discharge of Negotiable Instruments. (15 Periods)

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**B) Practicals (Based on the above Units): (10 Marks)**

1. Prepare a draft of any kind of contract.
  2. Study Case studies based on above laws.
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**Scheme of Internal Practical Evaluation 10 Marks**

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|------------------------------|---------|
| 1) Submission of Record Book | 5 Marks |
| 2) Viva – Voce               | 5 Marks |
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**Reference Books:**

1. Desai T. R. Indian Contract Act, S. C. Sarkar and sons Pvt. Ltd.-
2. Kuchal M. C. - Business Law, Vikas Publishing House, New Delhi.
3. Kapoor N. D. - Business Law, Sultan Chand and Sons., New Delhi.
4. Chandha P. R. - Business Law, Galgotia, New Delhi.
5. Bhulchandani S. - Business Law, Himalaya Publishing House.
6. Business Law and Corporate Laws by Tulsian - Tata McGraw Hill Publishing.
7. Transfer of Property Act.

**Bachelor of Vocation (B. Voc.) Part III - Sem. V**  
**Retail Management and I.T.**  
**Paper No. XXXIX**  
**Customer Service Management– I**

Total Marks – 50 Theory: 4 lectures / week

**Objectives:**

1. To develop an insight and understanding of significance of Customer Service
2. To help students understand the critical need for service orientation in the current business scenario

**Theory (50 Marks): Content of syllabus**

**Unit I:** Introduction to Customer service: Meaning, nature and characteristics of services, importance of services, Classification of Services, Role of service in modern economy. (15 Periods)

**Unit II:** Customer Centered/Focused Organization, Importance of good customer service - Evolution of Customer Service - The Challenges of Customer Service. (15 Periods)

**Unit III:** Customer Retention and Measurement of Satisfaction -Managing Relationships and Service Quality - Relationship Marketing and Building loyalty – Achieving Service Recovery (15 Periods)

**Unit IV:** Customer Relationship Management (CRM) - Importance of CRM – Process of CRM – Types of CRM - e CRM . (15 Periods)

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**Reference Books:**

1. Essence of Services Marketing – Payne Adrian
  2. Services Marketing: Integrating Customer Focus Across the Firm - Valarie A Zeithaml
  3. Services Marketing: People, Technology & Strategy - Christopher Lovelock
  4. Services Marketing – Ravi Shanker
  5. Strategic Services Management – Boyle
  6. Strategic Planning for Public Service and nonprofit organizations-Pergamon.
  7. Steps to success through service – Barrier Hopsor& Mike Scallig.
  8. Excellence in Services – Balachandram
  9. Services Marketing – S M Jha
  10. Services Marketing-Valarie.A.Zeithaml,Mary Jo Bitner
  - 11 Marketing Management – Philp kotler
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**Bachelor of Vocation (B. Voc.) Part III - Sem. V**  
**Retail Management and I.T.**  
**Paper No. XXXX**  
**Human Resource Management in Retailing - I**

Total Marks – 50 Theory: 4 lectures / week

**Objectives:**

1. To help students comprehend role, scope and significance and evolution of HRM in the organization.
2. To give conceptual understanding of the various functions (outline) and practices of HRM.

**UNIT I : Human Resource Management**

Concept, nature, scope, evolution of HRM, difference between Personnel Management and & H.R.M, Significance of HRM. (15 Period)

**UNIT II: Functions of Human Resource Management**

Procurement, Development, Compensation, Integration, Maintenance, structure of human resource department, HR policies, procedure and program, HRM in dynamic era. (15 Period)

**UNIT III: Human Resource Planning (HRP)**

Meaning, Definition, Objectives, Benefits and Importance, Limitations, Process of Human Resource Planning: Forecasting demand, preparing manpower inventory, Determining manpower gap, Formulating manpower plan - Types of HRP. (15 Period).

**UNIT IV: Job Analysis, Job Description and Job Specification**

Meaning and definition of Job Analysis, Significance - Process of Job Analysis, Job description, Contents, Characteristics of Job Description, Job Specification. (15 Period)

**Reference Books:**

1. Personnel & Human Resource Management by P.Subba Rao
2. Personnel Management by Edwin Flippo
3. Human Resource Management by S. Seetaraman & B. Venkateswara Prasad
4. Human Resource Management by Garry Dessler
5. Human Resource Management by V.S.P. Rao
6. Human Resource Management by Dr.Anjali Ghanekar

**Bachelor of Vocation (B. Voc.) Part III - Sem. V**  
**Retail Management and I.T.**  
**Paper No. XXXXI**  
**Entrepreneurship Development – I**

Theory: 4 lectures / week

Total Marks – 50 Theory: 4 lectures / week

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**Objectives:**

1. To make students aware of concept and meaning Entrepreneurship.
2. To make students aware of various types of entrepreneurship.
3. To make students study various schemes of government promoting development of entrepreneurship.
4. To make students aware of various government institutions that support entrepreneurial development.

**Content of syllabus:**

**Unit I:**A) Entrepreneurship Development-concept-objectives.Need of Entrepreneurship Development, Definition of Entrepreneur, Entrepreneurship.

B) Functions and Role of entrepreneurs, Entrepreneur v/s intrapreneur, Entrepreneur v/s Manager, factors affecting entrepreneurial growth. Entrepreneur-concept,-types-functions-qualities of successful entrepreneur-role of entrepreneur in changing business scenario. (15Periods)

**Unit II:**A)Rural Entrepreneurship-concept- problems of rural Entrepreneurs- Entrepreneurship in agricultural sector and village Industry-strategies for rural entrepreneurship development.

B) Women Entrepreneurship- definition-characteristics-causes of limited growth in India-remedies for women entrepreneurship development.

Entrepreneurial Success and Failure: Reasons and Remedies. (15Periods)

**Unit III:**Government Schemes for Promoting Entrepreneurship-

START UP India, PMEGP (Prime Minister Employment Generation Programme),

ASPIRE (A Scheme for Promoting innovation, Rural Industry & Entrepreneurship) ,

Scheme for 'Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme to Women'

Scheme for 'Support for entrepreneurial and managerial development of SMEs through incubators'- an NMCP Scheme. (15 Periods)

**Unit IV:** Definition, role and problems of Small &Medium enterprises, MSME policy in India

Role of the following agencies in the Entrepreneurship Development

1.DIC – District Industrial Center

2.SISI – Small Industries Services Institute

3.NIESBUD – National Institute of Entrepreneurship and Small Business Development

4.NEDB – National Entrepreneurship Development Board. (15 Periods)

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**Reference Books:**

1. Small scale industries and entrepreneurship, Dr. Vasant Desai, Himalaya Publishing House
  2. Management of small scale industries, Dr. Vasant Desai, Himalaya Publishing House
  3. Management of small scale industries, J.C. SabooMeghaBiyani, Himalaya Publishing House
  4. Dynamics of entrepreneurial development and Management, Dr. Vasant Desai, Himalaya Publishing
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**Bachelor of Vocation (B. Voc.) Part III - Sem. V**  
**Retail Management and I.T.**  
**Paper No. XXXXII**  
**Laboratory Work - Customer Service Management – I**

Total Marks – 50

Practical: 4 lectures / week/per batch

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**Practical:**

1. Visit a shopping mall in the town and study the various services (e.g. parking service, billing service etc.) provided by the mall for customers and prepare a report about it.
2. Conduct a survey of customers of any departmental store from your area and know their opinion and satisfaction level towards the departmental store
3. Students visit to service organization to understand service differentiation.
4. Students visit to a franchise outlet offering services to understand the concept of Franchise business.
5. Interview of hotel owners to study their attitude towards service quality and measures they take for maintaining the quality of service in their hotels.
6. Visit to relationship center of any mobile network service provider and know the techniques of customer relationship management as well as efforts they take for preventing the customers from opting mobile number portability
7. Survey of customers for knowing their expectations from government transport services.
8. Role playing on how to deal with customer complaints effectively.

Scheme of practical evaluation

**Internal practical evaluation: 50 marks**

i) Submission of practical record book -	20 marks
ii) Submission of visit report -	15 marks
iii) Viva-voce -	15 marks

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**Bachelor of Vocation (B. Voc.) – Part – III - Sem. V**  
**Retail Management and I. T.**  
**Paper No. XXXXIII**  
**Laboratory Work - Human Resource Management in Retailing - I**

Total Marks – 50 Practical: 4 lectures / week/per batch

**Practical I:** Study functioning of Human Resource Department in retail sector: It is desirable to visit any retail company wherein students are expected to do micro analysis of various HRM function. Observations and dialogues with concern HR head are recorded so as to prepare a small report.

**Practical II:** Develop questionnaire to be used for job analysis. Questionnaire thus developed used for collecting information about a job in any functional area. Methodology to be adopted while collecting information is as below:

Step I: Collection of Background Information i.e. organization charts, class specifications and existing job descriptions

Step II: Selection of representative to entrust with the responsibility of job analysis

Step III: Collection of Job Information

Step IV: Arrange collected information in logical sequence.

**Practical III:** Write job description and specification of HR Manager.

Job Description should comprise:

- Job title
- Organisational location of the job
- Supervision given and received
- Materials, tools, machinery and equipment worked with
- Designation of the immediate superiors and subordinates
- Salary levels: Pay, D.A., other allowances, bonus, and incentive wage, method of payment, hours of work, shift, and break.
- Complete list of duties to be performed separated according to daily, weekly, monthly and casual, estimates time to be spent on each duty
- Definition of unusual terms
- Conditions of work: Location, time, speed of work, accuracy, health hazards, accident hazards
- Training and Developmental facilities
- Promotional chances and channels

**Job Specification:**

- Physical specifications
- Mental specifications
- Emotional and social specifications
- Behavioral specifications.

**Practical IV:** Forecast the manpower need of organization using **Forecasting Techniques.**

- Expert forecasts
- Trend analysis
- Workforce analysis
- Workload analysis

Scheme of practical evaluation

**Internal practical evaluation: 50 marks**

- |  |          |
|--|----------|
| i) Submission of practical record book - | 20 marks |
| ii) Submission of visit report -         | 15 marks |
| iii) Viva-voce -                         | 15 marks |

**Bachelor of Vocation (B. Voc.) Part III - Sem. V**  
**Retail Management and I. T.**  
**Paper No. XXXXIV**  
**Laboratory Work - Entrepreneurship Development – I**

Theory: 4 lectures / week

Total Marks – 50

Practical: 4 lectures / week/per batch

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1. Interviews of successful entrepreneurs from Locality
2. Preparing an application for any central government scheme
3. Visit to Woman Small scale Business Unit.
4. Visit to Rural Entrepreneur's Small scale Business Unit.
4. Visit to one of the Government Institute promoting entrepreneurship.

**Bachelor of Vocation (B. Voc.) Part III - Sem. V**  
**Retail Management and I. T.**  
**Paper No. XXXXV**  
**Implant Training**

Total Marks: 50

Implant training based on retail marketing and retail management in any retail business unit is to be undertaken for minimum 120 hours.

Scheme of Implant training evaluation	50 marks
1. Presentation of Training report	15 Marks
2. Submission of training report	25 marks
3. Viva – Voce	10 Marks

**Bachelor of Vocation (B. Voc.) Part III - Sem. VI**  
**Retail Management and I. T.**  
**Paper No. XXXXVI**  
**Research Methodology for Retailing - II**

Theory: 4 lectures / week

Total Marks: 50 (Theory 40 + Practical 10) Practical: 2 lectures/week/batch

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**Objectives:** To make aware students about marketing research and its practical aspects.

**Theory (40 Marks): Content of syllabus:**

**Unit I: Introduction to Marketing Research:** (15 Periods)

Meaning and definition of marketing research, utility and scope of marketing research, limitations of marketing research, ethics in marketing research. Careers in Marketing Research.

**Unit II: Marketing Research Process:** (15 Periods)

Steps in marketing research process, Marketing data sources, secondary sources of marketing data – uses of secondary data, benefits of secondary data, limitations of secondary data.

**Unit III: Scope of Marketing Research:** (15 Periods)

MIS and Marketing Research. Product research, pricing research, promotion research, distribution research, customer satisfaction research, Rural marketing research, branding research and packaging research.

**Unit IV: Marketing Data Analysis and Report writing:** (15 Periods)

Scaling techniques, Analysis and interpretation of scaled data. Uni-variate, bi-variate and multivariate analysis(introduction only). Writing marketing research report.

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**B) Practicals (Based on the above Units):** (10 Marks )

1. Collect the readily available marketing research reports on the web site (NCAER) and study the research design, process adopted and method of analysis and report presentation.
  2. Study the local and national news (Economic Times, Business Standard) paper and search for news based on market study, industry study – analysis, customer profiling, product profiling, advertisements etc. and study the contents. Study the data presentation.
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**Scheme of Internal Practical Evaluation 10 Marks**

- |                              |         |
|------------------------------|---------|
| 1) Submission of Record Book | 5 Marks |
| 2) Viva – Voce               | 5 Marks |
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**Reference Books:**

1. Marketing Research-Text with Cases, Suja R.Nair, Himalaya Publishing House.
  2. Marketing Research – Text, Applications and Case Studies, New Age International Publishers.
  3. Marketing Management – Kotler, Keller, Koshy and Jha – Pearson Publication.
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**Bachelor of Vocation (B. Voc.) Part III - Sem. VI**

**Retail Management and I. T.**

**Paper No. XXXXVII**

**Business Regulatory Framework – II**

Theory: 4 lectures / week

Total Marks: 50 (Theory 40 + Practical 10) Practical: 2 lectures/week/batch

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**Objectives:** To make students aware about related business laws in India.  
To make students imbibe knowledge of business law to practice.

**Theory (40 Marks): Content of syllabus:**

Unit I: The Indian Companies Act, 1956 :- Concept and Classification of Company - Features of Different types of Companies - Procedure of incorporation - Memorandum of Association - Articles of Association - Prospectus - Shares - Share Capital - Management of Companies - Winding up of Company. (15 Periods)

Unit II: Information Technology Act, 2000:- Introduction - Objects - Internet - Privacy - Pornography - e-Commerce - Digital Signature – Digital Certificate - Cyber Crimes - Legal Provisions relating to Cyber Crimes. (Basic idea) (15 Periods)

Unit III: Intellectual Property Rights: - Trademarks - Patents - copyrights – Registration of Designs (Only Concepts). (15 Periods)

Unit IV: Consumer Protection Act: - Definition of consumer – Consumer Complaint - Complainant - Consumer Dispute- Consumer Dispute Redressal Forum. (15 Periods)

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**B) Practicals (Based on the above Units): (10 Marks)**

1. Visit consumer forum and observe cases. Prepare dairy of one case.
2. Study Case studies on above laws.

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**Scheme of Internal Practical Evaluation 10 Marks**

- |                              |         |
|------------------------------|---------|
| 1) Submission of Record Book | 5 Marks |
| 2) Viva – Voce               | 5 Marks |

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**Reference Books:**

1. Corporate Law - Bharat Law House Pvt. Ltd. New Delhi.
  2. Singh Avtar - The Principles of Mercantile Law. Estem book company, Lukhnow.
  3. Gulshan S. S. - Mercantile Law, Excel Books - New Delhi.
  4. Business Law and Corporate Laws by Tulsian - Tata McGraw Hill Publishing.
  5. Information Technology Act, 2000 – Bare Act
  6. Consumer Protection Act, 1986 – Bare Act
  7. Cyber Laws by Justice Yatindra Singh
  8. Cyber Laws by Dr. Gupta and Agrawal
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**Bachelor of Vocation (B. Voc.) Part III - Sem. VI**  
**Retail Management and I. T.**  
**Paper No. XXXXVIII**  
**Customer Service Management – II**

Theory: 4 lectures / week

Total Marks – 50 Theory: 4 lectures / week

UNIT-I- Introduction to service marketing - 7 p's of service marketing -Product- Product differentiation, product levels, Pricing of services-pricing concepts, pricing strategies for services, use of differential pricing. Place-Service distribution, components of service delivery system, potential management, and problems associated with services delivery. (15 Periods)

UNIT-II-Promotion-Advertising, Sales Promotion & Personal Selling in service industry.People-Importance of people in service marketing. Role of various people involved.Physical Evidence-concept of Physical Evidence, importance, types of Physical Evidence in various services, Process-concept, types of process, Role of process in various services. (15 Periods)

UNIT –III- Service quality and its significance – Measuring service quality – Service quality gap model SERVQUAL – Strategies for improving service quality– (15 Periods)

UNIT-IV- Managing Service Encounters - Service Failure, Common service encounter situations and Service Recovery - Customer Retention and Benefits. (15 Periods)

**Reference Books:**

1. Services marketing- Harsh Verma
2. Essence of Services Marketing – Payne Adrian
3. Services Marketing: Integrating Customer Focus Across the Firm - Valarie A Zeithaml
4. Services Marketing: People, Technology & Strategy - Christopher Lovelock
5. Services Marketing – Ravi Shanker
6. Strategic Services Management – Boyle
7. Strategic Planning for Public Service and nonprofit organizations-Pergamon.
8. Steps to success through service – Barrier Hopsor& Mike Scallig.
9. Excellence in Services – Balachandram
10. Services Marketing – S M Jha
11. Services Marketing-Valarie.A.Zeithaml,Mary Jo Bitner

**Bachelor of Vocation (B. Voc.) Part III - Sem. VI**  
**Retail Management and I. T.**  
**Paper No. XXXXIX**  
**Human Resource Management in Retailing - II**

Total Marks – 50 Theory: 4 lectures / week

**Course Objectives:**

This course purpose is to foster the awareness among the students various HRM and HRD activities.

The key objectives are

1. Introduce the students to HRM and HRD activities.
2. Provide an insight into Human Resource Development
3. Introduce the factors influencing recruitment and selection
4. Introduction of employee service and benefits.
5. Practical will be useful to equip a student with firsthand experience.

**UNIT I: Recruitment and Selection**

Meaning and Definition of Recruitment, Factor Affecting Recruitment, Recruitment Checklist, Source of Recruitment, Selection, Selection Hurdles, Selection Procedure, Induction Meaning, Content, Type, Placement. (15 Period)

**UNIT II: Training and Development**

Meaning, Importance, Objectives, Areas of Training, Types of Training, Methods, Executive Development Meaning, Objective, Concept of Career, Career Planning, Career Stages. (15 Period)

**UNIT III: Performance Appraisal**

Definition, Features, Objectives, Need, Process of Performance Appraisal, Methods of Performance Appraisal: Traditional and Modern, Problems of Performance Appraisal, Essential, Ethics in Performance Appraisal. (15 Period)

**UNIT IV: Employee Remuneration, Benefits and Services**

Objective of Remuneration, Components of Pay Structure in India, Factors influence Remuneration, Principles of remuneration, Employee Benefits, Purpose of Fringe Benefits, Principles of Employee Benefits, Employee Services. (15 Period)

**Reference Book:**

1. Personnel & Human Resource Management by P.Subba Rao
2. Personnel Management by Edwin Flippo
3. Human Resource Management by S. Seetaraman & B. Venkateswara Prasad
4. Human Resource Management by Garry Dessler
5. Human Resource Management by V.S.P. Rao
6. Human Resource Management by Dr.Anjali Ghanekar

**Bachelor of Vocation (B. Voc.) Part III - Sem. VI**  
**Retail Management and I. T.**  
**Paper No. XXXXX**  
**Entrepreneurship Development – II**

Theory: 4 lectures / week

Total Marks – 50 Theory: 4 lectures / week

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**Objectives:**

1. To make students aware about procedure of starting new venture
2. To make students aware of preparation of business plans
3. To make students aware of ways of obtaining financial assistance for business.

**Theory (50 Marks): Content of syllabus:**

**Unit I: Creating and starting the venture**

Idea generation –Sources and methods, Identification and classification of ideas.Environmental Scanning and SWOT analysis.Project formulation – project report significance and contents. (15 Periods)

**Unit II: Business Plan**

Elements of Business Plan, Objectives, Environmental and Industry analysis, Production Plan, Operations Plan, Marketing Plan, Organizational Plan.  
Prospective Problems in implementing business plan - Marketing, Finance, Human Resource, Research and Production. (15 Periods)

**Unit III:Project Planning**

Project planning and Management– concept, contents of project report, specimen of project report. – Project Appraisal - Technical, Financial, Marketing Personnel and Management feasibility study. Financial schemes offered by various financial institutions - Commercial Banks, SIDBI, SFCs, (15 Periods)

**Unit IV: Stories of Successful Entrepreneurs**

Lijjat Papad, Kailash Katkar (Quick Heal Technologies Limited), **Annasaheb Chakote (Ganesh Bakery), Ram Menon, BapuSaheb Jadhav, Swyansidhha (Kolhapur)** (15 Periods )

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**Bachelor of Vocation (B. Voc.) - Part III - Sem. VI**  
**Retail Management and I. T.**  
**Paper No. XXXXXI**  
**Laboratory Work - Customer Service Management – II**

Laboratory Work (Practical Marks 50)

Total Marks – 50 Practical: 4 lectures / week/per batch

1. Survey to measure service quality by using SERVQUAL instrument.
2. Visit to shopping mall from your area and study the brands available.
3. Visit to multi brand showroom from your area and comparative analysis of pricing of Various brands.
4. Interviews of waiters from restaurants from your area for understanding their role in providing good service at restaurant.
5. Survey of bank customers for knowing their attitude towards physical evidence (Infrastructure, furniture etc.) at bank.
6. Visit to transport service offices for knowing the process of reservation and suggest improvements if any.
7. Compare and analysis various travel plans of any five travel companies and comment on each plan.
8. Study and compare physical evidence of hypermarkets with respect to visual merchandise.

Scheme of practical evaluation

**Internal practical evaluation: 50 marks**

i) Submission of practical record book -	20 marks
ii) Submission of visit report -	15 marks
iii) Viva-voce -	15 marks

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**Bachelor of Vocation (B. Voc.) Part III - Sem. VI**  
**Retail Management and I. T.**  
**Paper No. XXXXXII**  
**Laboratory Work - Human Resource Management in Retailing – II**

Total Marks – 50 Practical: 4 lectures / week/per batch

**Practical I:** Design a Job Advertisement: Assume a retail company looking manpower for various capacities. Advertisement should have feature viz. Company name, little information about company purpose of existence, Job description, specification, remuneration offered and address of communication.

**Practical II: Mock Interview:**

- Panel of experts are constituted to conduct mock interview.
- Expert panel comprise three members assuming a role of HR manager, Respective department head where candidate service needed and Head of organization.
- Job specification should be clearly defined to facilitate interview procedure.
- Interview evaluation sheet need to be developed to assess job aspirant performance.

**Group Discussion:**

- Constitute group of 10 candidates.
- Designate an evaluator and or observer to judge performance.
- Contemporary political, social, economic and global issues should be given for discussion.
- Minimum three topic are announced during group discussion so that participant unanimously select one to be discussed.
- Time for actual discussion is 10 min. and 5 min. for topic selection.
- Evaluation sheet need to be developed to assess performance

**Psychological Test:**

- Numerical Ability
- Quantitative Aptitude
- Test of reasoning
- English Language

Aforementioned test are to be prepared used to judge Intellectual quotient of candidate in all sector.

**Practical III:** Develop Performance Appraisal System:

Performance appraisal system should have following features

- Profile of Individual i.e. Name, Department, Designation, ID Number, Gender, Length of service, Educational Qualification, Previous performance grade etc.
- Quantitative and qualitative aspect of job performance facilitating performance appraisal.
- Standard against which performance is appraised.

**Practical IV:** Individual Career Planning and Counseling.

- Individual SWI i.e. Strength, Weakness and Interest analysis
- Identifying attributes desirable to pursue a career of interest
- Devising a gap between existing and desirable attribute
- Bridging a gap by education, training and counseling.

Scheme of practical evaluation

**Internal practical evaluation: 50 marks**

i) Submission of practical record book -	20 marks
ii) Submission of visit report -	15 marks
iii) Viva-voce -	15 marks

**Bachelor of Vocation (B. Voc.) Part III - Sem. VI**  
**Retail Management and I.T.**  
**Paper No. XXXXXXIII**  
**Laboratory Work - Entrepreneurship Development – II**

Total Marks – 50 Practical: 4 lectures / week/per batch

1. Prepare a project proposal for getting finance.

The guidelines of points to be included in project proposal are:

Cover page

Table of contents

Executive summary

Industry overview

Description of the company – (Management of the company, Management Structure)

Marketing plan – (Product and services details, market potential, sales potential, forecasted sales, competitive scenario, market segment to be targeted, distribution channels, advertisements etc.).

Financial plan – capital requirements, other financial projections etc.

Technical plan – requirement of machinery and equipments, accessories etc.

Manpower Requirements and details.

Loan requirements – loan repayment plans.

Profitability statements – (estimation of sales minus cost of production is equals to gross profit minus administrative and marketing expenses is equals to net profit the amount left for repayment of loans) .

(Above points are mere guidelines)

2. Study the procedure and processes adopted by small scale unit to become a feasible business venture.  
(Visit a small scale unit in the industry and study how the unit is set up and how it has become a feasible business unit.)

**Bachelor of Vocation (B. Voc.) Part III - Sem. VI**  
**Retail Management and I. T.**  
**Paper No. XXXXXIV**  
**Project**

Total Marks: 50

Project based on any one subject related to the syllabus.

Scheme of External Evaluation	50 marks
1. Submission of Project report	30 marks
2. Presentation of Project report	10 Marks
3. Viva – Voce	10 Marks

Format of Project Report :

Synopsis/ executive summary

Certificates – Students declaration, guide declaration, college certificate.

Acknowledgements.

Contents/ index

Chapter I – Introduction of the Company/Introduction to the Project

- a. Name of the unit
- b. Location or address of the unit
- c. Brief history of the unit and present position
- d. Financial position
- e. Manpower
- f. Organization chart

Chapter II – Theoretical Background

Chapter III – Project Design and Methodology

- a. Objectives of the study
- b. Importance of the project
- c. Scope of the study
- d. Data – type, sources, method and/or techniques
- e. Limitations

Chapter IV – Analysis or Interpretation of Data

Chapter V – Findings and Suggestions

Appendices

Bibliography